

A Healthy Opportunity

Wellbeing Getaways is a Bungendore based business that has adopted the Internet as a key marketing tool. Seeing a need for holidays that combine relaxation with wellbeing, Kath Hall and Cathy Hickenbotham decided to use their passion and expertise in healthy living to develop Wellbeing Getaways. "We looked at expanding our existing wellbeing business into a health retreat, but instead decided to take what we do to fabulous locations. Now we offer Wellbeing Getaways in the Cook Islands and Fiji" said Kath Hall. Kath talked about three important aspects of their business:

Keeping up with the market

As well as using the Internet as part of their marketing strategy, Kath and Cathy make sure that the getaways offer the latest in health and wellbeing trends. "We offer a big choice of activities. There are physical activities such as walking, abseiling, scuba diving; relaxation such as facials, massages or for the guys, fishing or golf; and information on healthy eating and stress management." Customers are encouraged to try a range of



Wellbeing Getaway participants relaxing on a delightful Cook Islands beach.

experiences so that when they go home they can continue their healthy habits. "All our trips involve the latest health experiences. We want to take a range of ideas into the mainstream and make what we do accessible to anybody."

Relationship based marketing

Like most successful businesses, Cathy and Kath are believers in the power of relationships in marketing – whether that is strategic relationships with suppliers of complementary services or relationships with distributors. "We're promoting our trips through a travel agent in Sydney, so for us it's an education process. We also believe in working with the communities we go to – we outsource activities to local providers. For example we use local masseuses in the Cook Islands and also offer our guests cultural options to experience the local culture."

Work life balance

As businesswomen Kath and Cathy have existing businesses, and young families. "We want our Wellbeing Getaways to grow, but we have existing viable businesses and family commitments we don't want to give up" said Kath "So we have trained staff who can run our programs and we want to make the right decisions about our growth."

Cathy and Kath's business tip: "It is very important to do the groundwork properly when you set up a new business. If you set up proper systems, you have a strong foundation for your business."

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Making the most of a Brewing Opportunity

The best reason to start a new business is to make the most of an opportunity. For Scott Watkins Sully of Braidwood Traditional Ales the opportunity coincided with his own passion – brewing. "Brewing culture in Australia has been dominated by two major players, but there is a percentage of people looking for something different. I was a keen home brewer, but more out of necessity, to have a supply of beer that I liked to drink. It was a natural extension to do it commercially."

Business growth

Scott wants his business to grow, not stay small – and he sees growth in terms of meeting challenges and goals. "At the moment we are finding it a challenge to meet the demand. We are limited by the size of the building, and the access. Scott states one of his business goals for 2004 very simply "Make more beer and sell more beer", but behind that is a desire to ensure profitability by increasing the volume sold directly rather than wholesale. "I prefer to get people here rather than distribute", but he admits "It's hard to find the balance between wholesale and retail as a small producer, wholesale is a temptation, but you must be able to guarantee supply."

Marketing

Strong marketing is vital for Scott, and he is clear about his products' unique

feature "I compete on character, not on volume or price. Branding is very important." Scott recognises that consumers are increasingly educated and says: "Your product has to live up to its PR, it must be what it's marketed as. Then you have to be confident in your vision, give it time and keep your confidence up." Scott has the advantage of a media industry background, so he knows how to use the media. "I prefer to use the media to get more PR type publicity rather than formal advertising."

Interestingly Scott does not call his business a boutique brewery, but a small regional brewery. "I think beer should cross boundaries. If you take a cross section of society they drink the same beer. Boutique sounds like snob value."

Smart use of technology

Although Scott is making traditional ales, he uses the latest brewery software for high tech management of raw materials and quality malt produced by a high tech process. "I'm not afraid to use the latest technology,



Scott Watkins Sully confirms the quality and taste of his latest at his brewery in Braidwood.

such as our software that calculates brewing specific measurements." The ale is definitely traditional - there are no preservatives, no finings and the ale is bottle fermented. Scott's business tip: "When you're doing something, you need to do it well. You have to have a passion for what you're doing."

A word from Steve

Two great regional businesses are featured in this Newsletter. Both these businesses have been started by genuine 'Entrepreneurs'. People who have taken on the challenge of building a growth-oriented enterprise. I hope reading about them it might inspire you to think about how genuine entrepreneurship focuses on turning good ideas into businesses. Also in this Newsletter, we explain how the QBEC can assist you with details about Australian Government programs through the ANSWERS program. Steve Jamieson
Manager - QBEC



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Useful Information for Rural Industries

Planning, finding information, looking ahead and making sense of it all in terms of the nitty gritty of your business can be difficult. Information and support can come from talking to other people in your industry at field days or industry events, a yarn over a beer, or specialist newspapers for the rural sector. The Rural Industries Research and Development Corporation (RIRDC) publishes books, reports and ag fact sheets for a whole range of industries: For established industries including horses, fodder crops, eggs and chicken meat; for emerging new industries such as agroforestry and farm forestry and organic produce; and for prospective new industries such as culinary herbs and olives. An example is the Olive Industry Research and Development Plan for 2003 – 2008. This outlines an industry vision that has priorities including the development of a statutory levy funding process, national quality standards and the development of irrigation management strategies. The RIRDC can be contacted on (02) 6272 4819. Or check their website on www.rirdc.gov.au

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Denise Flint from Denise Flint Real Estate displays her wonderful hat at the November QBEC Networking Breakfast. The November breakfast celebrates the Melbourne Cup with a best hat competition.

Intellectual Property

Intellectual property (IP) is becoming increasingly important to small business as the number of businesses based on services and knowledge increases. IP can include business processes, recipes, customer databases as well as trademarks, designs, patents. Smart protection and use of your IP can increase the value of your business at time of sale. In fact it's generally the IP that a purchaser is buying, so it pays to think about how to use it and protect it from day one. Information on what IP is and business strategies you can use to protect it are on the website www.ipaccess.gov.au. Alternatively you can call and speak to Diane Heather your ANSWERS project officer on 6297 0298 to ask for a copy of the useful book Smart Start. It is free and designed for small business.



Kerrie and Gary Nairn MP Federal Member for Eden-Monaro enjoying the December QBEC Networking Breakfast.

Great Free Technical Consultancy Service

Industry Techlink is a free technology advisory service funded by the Australian Government. The Techlink consultants can answer inquiries that help your business track down and implement new and appropriate technologies. The assistance can range from over the phone to on site visits. Sample problems that Industry Techlink could solve might include using laser cutting technology or bar coding to improve process throughput, or finding technology to make packaging material more "consumer friendly" in the food industry. Industry Techlink is a free, impartial service where the consultants work for your best interests, not promoting any particular technology product or service. Industry Techlink consultants will analyse and define the technology needs of your business, identify the issues, recommend technology options and put your business in contact with experts that can deliver the technology. Call and speak to Diane Heather your ANSWERS project officer on 6297 0298 for further information on the Industry Techlink service.

Friday funnies! from Dr. Shayne Yates.

I used to watch golf on TV but my doctor told me that I need more exercise, so now I watch tennis.

Popular Free ATO BizStart Seminars offered in Region.

The Australian Taxation Office in conjunction with the Queanbeyan Business Enterprise Centre will be presenting the popular BizStart seminars throughout the region. The locations and dates are:
Queanbeyan 25th February 2004
Yass 10th March 2004
Braidwood 24th March 2004
Bowral 7th April 2004
The seminars will run from 9.00 am - 4.00 pm.
Morning & afternoon tea and a light lunch will be provided.

Regional Partnerships and Capital Region Businesses

The Australian Government has a grant program for communities and business interested in undertaking projects that strengthen growth and opportunities, improve access to services, support planning and assist in structural adjustment. It is called 'Regional Partnerships'. Under Regional Partnerships there is one set of guidelines, one application process and on-the-ground help to make it easier for business to apply for funding support for regional development projects. As a guide, some projects funded under the forerunner programme to Regional Partnerships were:
•Assisted Norco's Ice Cream Manufacturing Division to upgrade its plant facilities to manufacture over a 24 hour period and produce more value added products.
•Assisted a major East Gippsland pie

ANSWERS on Australian Government programs

Diane Heather is the Small Business ANSWERS Officer at the QBEC. Her role is to help small business become more aware of Australian Government assistance and advice; to encourage business networking and to promote the use of e-business. The role extends into the southern highlands, and southern tablelands as well as the Queanbeyan region. ANSWERS can help you with information on technol-

ogy commercialization, getting into exports, apprenticeships, rural and regional programs, R&D support amongst many things. Contact Diane on 6297 0298 or email diane@qbec.com

manufacturer expand production.
•Assisted the owners of an historic hotel built in 1890 renovate the main buildings and create budget accommodation to attract the coach and short stay tourists.
•In order to be successful in accessing Regional Partnerships funds for your project you will need to:
•Be prepared to invest at least 50% of the project costs with your own cash
•Provide a viable business plan for assessment
•Have broad industry and community support for your project
•Provide all corporate information including Annual Reports and audited accounts
Call and speak to Diane Heather the ANSWERS project officer on 6297 0298 if you think you have an idea that may qualify.

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DSRD Training Workshops

Small Business Training Workshops are offered by the Queanbeyan BEC on a regular basis. 'There are a number of Workshops which we have the resources to deliver' said Steve Jamieson, Manager of the Queanbeyan Business Enterprise Centre. 'We are running these modules on the third Thursday of every month from 9.30am till 12.30pm at the QBEC premises'. They modules available include: *Small Business Today—Is It for You*, *Researching your Business*, *Marketing and Sales*. If you are interested in participating, call Fiona at the QBEC on 6297 3121 for further details.

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