

qbiznews

June 2003
Volume 3, Issue 8

Published by Queanbeyan Business
Enterprise Centre Incorporated.

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A Word from Steve

I hope you like our new format for the QBiz News. Our thanks to Hilary Baron for the excellent work!

In this issue we ask the question "Is your business Employment Ready?" and offer a program that will help you make it so.

Read how the QBEC can assist you with details about government programs for small business through the ANSWERS program.

There's a budget roundup, news of upcoming events, and another exciting announcement about a Women in Business seminar which will showcase four local business women.

*Steve Jamieson
Manager - QBEC*



**Queanbeyan
Business
Enterprise
Centre**

Is your business Employment Ready?

The Queanbeyan Business Enterprise Centre is delighted to announce it has been successful in winning funds from Commonwealth Government to bring an Employment Readiness program to business people in Queanbeyan and the region.

The Employ-Smart project will provide skills to small business people to deal with the challenges they face when taking on employees.

In short, the program will teach small business people how to write a job description, how to motivate staff, about end of year tax responsibilities, government assistance programs, the correct way to terminate an employee, etc. etc.

The emphasis will be on real world checklists, forms and procedures that can be adapted to your business, not a theoretical understanding of the compliance requirements of each piece of legislation.

Welcome to Diane!

Diane Heather has now joined QBEC as the Small Business ANSWERS Officer.

The Small Business ANSWERS program is a Commonwealth Government funded service aimed at helping small business grow by improving their access to information and advice on relevant Commonwealth Government programs and services, regulatory requirements and e-business.

In practice this means Diane will be visiting small business to discuss business issues with them.

ANSWERS also helps business networking - encouraging businesses to join business associations and meet other small business owners.

Diane has a wide business background, initially working in marketing and market research. For the past 11 years she has been in small business, working in fields

The program will offer workshops, along with mentoring support and on site visits for small business.

QBEC Manager Steve Jamieson said: "Many businesses find the prospect of employing staff quite daunting, and we aim to make this process as stress-free as possible",

The workshops will run over two days in Queanbeyan, Yass, Braidwood, Bungendore, Goulburn, Bowral, Crookwell, and Boorowa during October 2003.

We will help to make your business an 'Employment Ready' business.

To find out more about Employ-Smart please let us know you are interested we will make sure you are on the mailing list.

Also, keep your eye on the QBEC website www.qbec.com for the latest updates on Employ-Smart and other offerings from the QBEC.



Diane Heather is welcomed by Steve Jamieson and Sue Whelan the Chair of the QBEC

as diverse as natural therapies, marketing communications, journalism, hospitality and retail.

Diane said: "Having had my own business, I know how easy it is to feel overwhelmed by all the business information available, and to need practical assistance with learning to deal with government. I also know what it's like to have a passion that drives your business."

Look who's been to breakfast!



Kristin Ballard of Keep It Simple for Small Business & Rosemary Fraser from GHS International



Michael Mallon from Raine & Horne Real Estate & Jon Wells of Colour Presentations.



Peter Crisp of Peter Crisp Galleries via Yass our April Breakfast Speaker



Dimi Giorgas & Darren Bennett from Ian McNamee & Partners



Dr Chris Caton with Michael Dwyer and John Paul from Asset Super

Upcoming Breakfasts

Nutritionists say it's important not to miss breakfast—and at QBEC we agree. So do over 100 local business-people every month as they come to the QBEC Business Breakfast to enjoy a great talk on some aspect of running a successful small business. Or are they just hoping to win one of our valuable door prizes?

Remember we have no breakfast meeting in July, as we know you have your mind on other things like the transition from one financial year to the next.

In August we welcome Dr Lyndal Thorburn, speaking about "Friends or Foes - how to work with your suppliers and customers to maximize opportunities and innovation".

September is Small Business month, and we will have a live satellite TV broadcast provided by NSW Dept of State and Regional Development. To book for breakfast, or ask any other questions, call the QBEC on 6297 6325



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Women in Business

If you are a businesswoman who is interested in practical tips from successful businesswomen then mark Thursday 14th of August in your diary. The QBEC in conjunction with the NSW Dept of State and Regional Development are running a workshop titled "Proven Practical Tips and Strategies for Today's Businesswoman"

We are very pleased to have been able to secure the following speakers:

Diana Forrester from Professional Public Relations

Susan Bruce of Poachers Pantry
Nichole Overall of Leggett's Real Estate
Leanne Duvall from Nutrimetics

All these very successful local business women will offer you an insight into how they succeed as women in business.

The workshop is being held at: The Comfort Inn (Airport) 57-73 Yass Road Queanbeyan from 9.30 am to 1.00 pm.

Budget news for small business

The federal Treasurer Peter Costello presented his budget in May. Some of the items relevant to small business, that did not grab the main headlines are:

Regional Partnerships program

The federal government has integrated its key regional programmes into a single new programme called the Regional Partnerships programme. This is effective from July 1, 2003.

Regional Partnerships replaces the following programs; Regional Solutions, Regional Assistance, Dairy Regional Assistance, Rural Transaction Centers and structural adjustment programmes.

An extra \$61.8 million has been budgeted from 2004-05 to 2006-07.

Now, for the first time, private companies can apply for funding under Re-

gional Partnerships:

The programme comes under the auspices Department of Transport and Regional Services.

Extended closing for Farm Help

The closing date for Farm Help has been extended from November 2003 to June 2004

R&D Start extended.

The R&D Start programme from AusIndustry has been extended until 2007, with an additional \$41 million of funding being allocated. This is a merit based programme of loans and grants to assist Australian industry undertake research and development and commercialise the outcomes.

Free Seminar

From September 2003, small businesses in NSW have to comply with the occupational health and safety laws.

Importantly employers must now:

- Assess the possible harm of any workplace hazards
- Eliminate or control the risks with specific measures
- Consult employees about OH&S matters

On July 15 the Southern Tablelands Health and Safety group are holding a FREE seminar, and all small business owners are invited to attend.

Topics are:

Small Business Strategy (WorkCover NSW)
OHS for small business

Cash in transit code of practice

Farm safety course overview

The seminar is at the Kangaroo Club in Richard Avenue from 9.30am to 1.30pm.

Call QBEC for your registration form.

Business skills training for wineries

The capital region and the southern highlands have an increasing number of small to medium wineries, contributing to our economy through product sales and increasing interest in food and wine tourism.

The Department of Agriculture, Fisheries-Forestry, Australia has announced the launch of a business skills programme to support wineries. This will be part of the FarmBis programme. It will be funded by the Commonwealth Government, and the Winemakers' Federation of Australia will also contribute resources.

There will be a roadshow and seminars, aimed at improving the business and market planning skills of small to medium wineries.

Details and dates are yet to be confirmed.

We will advise of any news through the QBEC website, or you can check the department's website on www.affa.gov.au

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 Tuesday of every month from 6.00pm till 9.00pm at the QBEC premises'.

There are several modules available.

They include:

Small Business Today—Is It for You,
Researching your Business,
Marketing and Sales,

The workshop groups vary from four to ten people and can be modified to suit particular businesses to make them as relevant as possible.

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Russell Grainger
Managing Director, CAA Timbers

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GF101

DIY advertising

Buying advertising sounds simple. Your local media salesperson has what seems to be a great package, offers to produce your commercial or advertisement for nothing or at low cost, and you're sure that you have a great deal. After all, advertising agencies are so expensive and by doing it yourself you'll save money, right? Well, rarely!

For many businesses the DIY approach to selecting and negotiating advertising appears to work - sales may increase and more people become aware of your services and products. It's just what your advertising intends to achieve. However, other business people are often unnecessarily disappointed and lose faith in the ability of mainstream communications (advertising). Do you recall a conversation with someone who stated that he or she wasted money on advertising that didn't work? The reason is usually poorly produced advertising, or an inappropriate medium in relation to the target market. The result is dissatisfaction with advertising.

According to Andrew Beer, Director of Marketing Strategy with local agency Growth Factor Marketing & Advertising, for advertising to work effectively, there are many factors

that a specialist agency will consider before letting the creative people loose. For example where is the best place to advertise to meet your goals within your budget? Is it TV, magazines, direct marketing etc.

"A credible agency will make sure your advertising works. It takes your advertising goals into account, and looks at where advertising fits into your broader business strategy. The agency will advise you on what to say in the advertising and what style to say it in. It looks at design aspects such as size/length and colour, whether to use humour, and takes any legal considerations into account. It seems complex, but these are normal considerations for a reputable advertising agency."

So the choice becomes clearer. If you have the time and are confident that you can obtain an appropriate return on your advertising investment, the satisfaction of DIY is compelling. However, many small to medium business owners recognize the benefit of using a specialist agency so that they can concentrate on what they do best—run their business.

Next issue we will discuss the merits of respective advertising media, and some of the rules of thumb that advertising agencies use.



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Friday funnies!

How can you tell when the weather's cold?

When your marketing consultant has their hands in their own pockets, not yours.

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