

# QBiz News

June 2002

Volume 3, Issue 6

Welcome to the June 2002 edition of QBiz News. This month we review the events we held under the banner of NSW Small Business Month. May was a busy month for us, and in all we had over 330 people book in to our events, which included two ATO Bizstart Seminars, an ACCC Competing Fairly Forum, a Women in Business Seminar as well as our usual monthly networking breakfast.

We also report on the opening of the new Business Incubator being run by the Snowy Monaro BEC.

Simon Mitchell-Taverner also provides us with a progress report on his activities under the Queanbeyan/Yarrowlumla Growth Strategy, which at present is focusing on the establishment of business clusters in the region. ENJOY!



## Small Business Month a Huge Success!

May 2002 was Small Business Month in NSW. This NSW Government initiative is run by the Department of State and Regional Development. Small Business Month is a calendar of events aimed specifically at the small business owner. Events



Participants at the Women Starting in Small Business Seminar

were spread around the State, many of them free or low cost, addressing the issues of concern to small business owners and operators.

More than 300 seminars, workshops, forums and associated events were held across metropolitan and regional NSW.

Queanbeyan BEC participated in the month with several events.

Our regular networking breakfast was the first event of the month on May 7. Over 170 people booked in to see a fantastic presentation delivered by Barry Urquhart, the sales

and marketing guru from Western Australia.

Our next event was participating in the ACCC Sky Channel Forum which we held at the Queanbeyan Racing Club. Over 25 people braved the chilly evening to attend this valuable forum, which gave an insight into the Trade Practices Act, and what it takes to make compliance simple.

Towards the end of the month we hosted the ATO (Australian Tax Office) Bizstart Seminar Series. These two sessions gave some terrific insights to the 25 people who turned up at each of the seminars.

## Snowy BEC opens new incubator

Snowy Monaro Business Enterprise Centre, based in Cooma, opened its new centre and integrated incubator on May 10th.

Federal Minister of Small Business, Joe Hockey, opened the centre in front of a huge invited gathering. Also at the opening were, Auntie Margaret, the local Aboriginal Elder, Gary

Nairn, Federal Member for Eden Monaro, local mayors and representatives of the three shires which the BEC covers and many past and present committee members and supporters.

The Snowy BEC opened a trial business incubator integrated into their BEC operations some five years ago. Last year they had to move due to the building

*(Continued on page 4)*



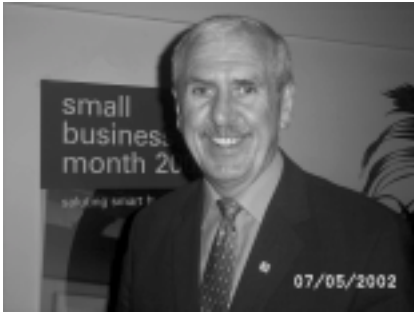
John Mercer, Manager of the Snowy Monaro BEC

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## Pictures from the Small Business Month events around the region



Barry Urquhart, of Marketing Focus (Perth) speaker at the May 7 Networking Breakfast



ATO Presenter Jason Kelly talks to Roger Thomson at the Bizstart Seminar



Sushil Mohanta, Richard and Deborah Foote and Dorothy Mohanta at the Bizstart Seminar



John Mercer, Manager of the Snowy Monaro BEC and Sue Whelan, Chair of QBEC at the opening of the new Snowy Monaro Incubator



Darryl Anderson (The Didgeridoo man) with Robbie Gillard (Q Racing) at the ACCC Competing Fairly Forum



Cordelia Gee with Steve Jamieson (CREC) and Mike Potter (COSBOA) at the ACCC Competing Fairly Forum



Barry Urquhart, Meredith Husejko and Mike Potter (COSBOA) at the May breakfast



Jason Kelly from the ATO presenting valuable tax information at the Bizstart Seminar



Rod Burgess from the ACRDC speaking at the Women in Small Business Seminar



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## Women in Small Business Seminar

Over 70 business women attended the 'Women Starting in Small Business Seminar' at the Airport Motor Inn on Wednesday the 29th of May.

The event was hosted by the Australian Capital Region Development Council (ACRDC) with assistance from the Queanbeyan BEC and the Canberra Business Advisory Service.

The attendees were treated to a

wide array of information on topics relevant to Small Business owners and operators. Guest speakers included; Cr Sue Whelan (Deputy Mayor of Queanbeyan City Council, Chair of ACRDC and Chair of Queanbeyan BEC), Helen Leayr (DPM Solutions), Sally McLean (The Exhibition Centre), Dr Ann Villiers,

'We are thrilled with the turn out for this event' said Rod Burgess,

Executive Officer of the ACRDC. 'When we were thinking of running an event for Small Business Month, we thought that a 'Women in Business' seminar would be successful, but the response has been beyond our expectations'

Robert van Aalst of the Queanbeyan BEC said 'With a response such as this, we will be looking to host more events focusing on the needs of women in business.'

## ACCC Competing Fairly Forum—'Prevention is better than cure'

As part of the Small Business Month activities in the local region, the Queanbeyan BEC hosted an ACCC (Australian Competition and Consumer Commission) 'Competing Fairly' forum. These forums are held every six months with the goal of making the ACCC more accessible to regional Australia. The forums are delivered via Sky Channel to over 110 venues across the country. The May 21st Forum was hosted by

George Negus and covered compliance issues relating to the 'Trade Practices Act'. The Forum discussed how small businesses could avoid business disputes and minimise the impact of any dispute. The panel members included experts in trade practices, retail leasing and dispute resolution. The panel featured, amongst others, Professor Allan Fels, Louise Castle and David Newton.

Over 25 people attended the forum which was held at the Queanbeyan Racing Club. Aside from the valuable information discussed by the panel members, the participants also had the opportunity to ask questions of the panel members via phone or email, and of the ACCC staff who were in attendance.

The next ACCC Competing Fairly Forum will be held in October 2002.

### Small Business Training Workshops

**Workshop 5**  
**Financial Statements and  
Talking Business**  
*18th June*

**Workshop 3**  
**Marketing and Sales**  
*16th July*

*3rd Tuesday of each month*

Cost \$55.00 — Book early to  
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## Queanbeyan Cultural Centre

Queanbeyan City Council recently endorsed a Preliminary Business Plan for a new Cultural Centre in the City subject to 50% of the funding, to construct the centre, being sourced from Federal and/or State Governments.

A committee has been established with the aim of sourcing the additional funding for the cost of building the centre. The proposed centre has a fully equipped theatre seating 350 people as well as a gallery space and workshop rooms. If successful in seeking the further funding the new theatre centre

would complement the existing Bicentennial Function Centre and put Queanbeyan definitely on the 'Conference' map for the region.

The big bonus will be for local main street businesses who should benefit greatly from the greater number of people visiting Queanbeyan and spending time in the main street. Cafes and restaurants should benefit the most from the increased pedestrian traffic in the CDB.

We wish the funding committee 'good luck' in its endeavours to find the funding required to progress this very worthwhile project.

## Business Profile—Buckley and Holland

The concept for Buckley and Holland Property Sales evolved in November 1999. John Buckley was managing a Real Estate office in Canberra and attended a Management conference produced by Real Estate educator Neil Jenman. By the second day of an eight-day conference it was decided that John, and his wife Karolyn, would open a new agency, however the question remained, "where to open?"

After consulting with the Jenman Group John was told that an opportunity was available in Queanbeyan. Knowing little about Queanbeyan and with some trepidation it was agreed that the City of Queanbeyan would be the site for the new office. One of the first steps to opening in Queanbeyan was to visit the Business Enterprise Centre. "The BEC helped us with many issues and one of the most important strategies was a business plan."

Buckley and Holland have introduced many initiatives to

Queanbeyan real estate. Their agency is open 7 days a week until 7pm. The buyers are taken to homes at times suitable for the buyer and seller. Your home is kept safe by keeping strangers out. Open houses are open for thieves.

There are many dangers when buying such as borrowing too much and not getting professional reports.

The dangers for sellers can be worse. Many homeowners fall for the 'Quote Trap'. Agents know the value of a property. They quote a higher price to win the business and lock in the sellers a long period of time. The property is then heavily advertised and the owners are crunched down in price. In the industry this is known as 'conditioning'. The answer to this problem is simple, ask the agent to guarantee the price in writing with an escape clause. If the property is sold for less than the quoted price then you pay nothing.

One of the most important differences you will find at Buckley and Holland is that the sales people are paid an annual salary of \$52,000

plus bonuses. Commission only schemes for paying salespeople have led to the industry having a shocking reputation. Our mission is to work with the finest people in the real estate. Unfortunately many people are lured into the field by the promise of big money and then struggle without support. This leads to dishonesty. It is no wonder that 9 out of 10 people have a bad experience with an estate agent. This is something we are aiming to change at Buckley and Holland.

The team not only receives bonuses for selling large numbers of property they also are rewarded for client satisfaction. Team members are among the highest paid in their profession. They can sleep well at night. Not one person has paid one dollar to Buckley and Holland without achieving a sale.

John and Karolyn wish to thank the community of Queanbeyan for welcoming them so wholeheartedly when they moved to live here recently. Both grew up in country towns and feel very much at home.

## Snowy Monaro BEC opens new incubator

*(Continued from page 1)*

being required for other purposes. The new premises, formerly a 1916 Army Drill Hall, were purchased, renovated and installed with a high tech infrastructure with assistance from the Federal Government's Business Incubator program. The centre is called the Snowy Enterprise Centre and delivers a range of business and industry development services.

'Our BEC and first incubator were very successful' said Jim Hatfield, BEC Chairman, "but rather than dwell on the past, we have moved forward and fitted out this new

building with state-of-the-art technology to ensure our tenants and clients have access to the most up to date facilities'.

The Snowy Enterprise Centre can house eight development licencees and service a further 12 external development licencees. It continues to provide business advisory services to any potential, new or existing business. The Centre boasts a fully equipped training facility and meeting room for its own support services, as well as for hire.

"The opening of this facility brings the Snowy-Monaro BEC into a phase of consolidation and should assist

cementing our position in the local business scene' said John Mercer, the Centre Manager. "We see it as a model for other BECs in rural Australia"

Several past tenants and previous clients of the BEC were in attendance and vouched for the strong influence that the BEC had in helping to make their business a success.

No doubt there are many other businesses in the region ready, willing and able to take full advantage of the new facilities over the coming years.

## Queanbeyan By Design

At the recent Canberra & Region Focus on Business 2002, Queanbeyan City Council combined with representatives of a potential business cluster – Designer/Manufacturers at the forefront of their respective fields. The concept was to present a fresh image of Queanbeyan's industrial capability with a number of businesses that each has a growing reputation beyond our Region. The combined stand provided outstanding visual impact, and received much favourable comment.

Each participant designs and manufactures distinctive products utilising state of the art technology, in a range of contemporary materials, media and form. As designers they have much in common.

All are innovative, leading edge designers and have gained national, and in some cases international, recognition. Each exhibits a passion for their 'art' and for the development of their

business.

**Billspeed Design:** Designers and manufacturers of a wide range of individual products, using a variety of materials including advanced composites. 30 Aurora Ave, Queanbeyan, Ph 02 6284 2500 .

**Bison Australia:** Designers and manufacturers, including commission design, of ceramic products including dinnerware, decorative works and designer pieces for national and international markets. 2/35 Lorn Road, Queanbeyan, Ph 02 6284 2334 web: [www.bisonhome.com](http://www.bisonhome.com).

**Disa Designs Pty Ltd:** Designers and manufacturers of computer based information systems including interactive and transactional kiosks for clients around Australia. 33 Yass Road, Queanbeyan Ph 02 6299 5012 web: [www.disadesigns.com.au](http://www.disadesigns.com.au).

**Fink & Co:** Designers and manufacturers of designer tableware in anodised aluminium, other metals and glass for the hospitality industry, corporate gifts, the Boardroom and international markets, including commission design. 25 Endurance Ave, Queanbeyan. Ph 02 6298 1884 web: [www.finkdesign.com](http://www.finkdesign.com).

**Thylacine Exhibition Preparation Pty Ltd:** Interpretive Designers and Manufactures of Museum and Archival products as seen at the National Museum, Canberra, and Museums and Galleries in Australia and off-shore. 16 Stephens Road, Queanbeyan. Ph 02 6299 7340 web: [www.thylacine.com.au](http://www.thylacine.com.au)

It is hoped that relationships forged during "Focus on Business" will result in further cooperative programmes between these businesses, and perhaps to further development of the Cluster concept.

Each is a fine ambassador for our Region.

## Simon Says...

### CLUSTERING FOR SUCCESS



It would be wonderful if small business could call on marketing support, additional staff with particular skills, export contacts or financial expertise from within its own resources whenever it wants.

Big business can do just that, however for micro business this may not be possible. This is where business clusters can be so beneficial.

A cluster is simply a group of businesses with a common interest who cooperate to solve problems to the benefit of all participants. These businesses may even be competitors.

Clusters can be formal or informal, organised as legally incorporated bodies or just a loose group of business people. They just need a common interest, or solutions to common problems.

Sometimes it is much easier for a group of small businesses to combine their efforts and finances in a joint marketing campaign. The recent Focus on Business provided a great opportunity for prospective Queanbeyan cluster 'Queanbeyan by Design'. Similar groups from Regional areas such as Yass and the Hilltops Region also participated.

Supply chain clusters are another alternative. These exist for a group of businesses that each form a role in the production of a product. These could include component manufacture, packaging, distribution, marketing and administration.

Queanbeyan Growth Centre project funded by Federal, State Governments and Council is keen to identify potential clusters. Phone me on 6298 0204 if you would like to discuss this further.



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## ***QBiz News***

## Small Business—Big Impact

Figures released by the NSW Department of State and Regional Development highlight the impact of Small Business across the State and the Country.

- NSW generates 36% of Australia's GDP,
- The NSW economy is larger than that of Thailand, Malaysia, the Philippines and New Zealand,
- NSW has more small businesses than any other state at 97% of all

businesses,

- 30,000 new small businesses have been formed in NSW since 1997/98,
  - Over the six years to 2000/2001 70% of all new jobs were created in Small Business (less than 20 employees),
  - Regional NSW accounts for over one third of all NSW businesses.
- If you operate a small business in regional NSW, I hope you feel a great deal better now!

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"Normal people ... believe that if it ain't broke, don't fix it. Engineers believe that if it ain't broke, it doesn't have enough features yet."

What is the difference between Mechanical Engineers and Civil Engineers?

Mechanical Engineers build weapons.  
Civil Engineers build targets.

To the optimist, the glass is half full. To the pessimist, the glass is half empty. To the engineer, the glass is twice as big as it needs to be.