

QBiz News

March 2002

Volume 3, Issue 5

Welcome to the March 2002 edition of QBiz News. This month we have some terrific articles for you including;

- A report on our hugely successful network breakfast
 - Another profile on a local business—this month we feature The Exhibition Centre
 - We update you on what Simon Mitchell-Taverner has been up to in his role as Economic Development Manager
 - We tell you all about the region's premier business event—Focus on Business 2002 and
 - We get on our high horse about Business Planning...again
- Hope you enjoy the read!

Remember we appreciate feedback so please don't hesitate to contact us on 6297 3121.



Business Incentives Demystified

During February, the Queanbeyan BEC was involved in presenting a segment at a series of seminars held by the Capital Region Employment Council (CREC), the local Area Consultative Committee.

The seminars entitled 'Government Business Incentives Demystified' featured speakers from AusIndustry, Austrade, The BEC, AFFA (Department of Agriculture Fisheries Forestry Australia), the NSW ISO (Industrial Supplies Office) and CREC

The Seminars were held



over the week from 4th to the 8th of February in Crookwell, Goulburn, Yass, Braidedwood and Queanbeyan.

Gilli Williams from the Goulburn BEC was involved in the Crookwell and Goulburn Centres, whilst Robert van Aalst from the Queanbeyan BEC presented at the Yass, Braidedwood and

Queanbeyan Seminars.

The seminars were organised by Steve Jamieson, the local Small Business Assistance Officer from CREC. Steve's role is to promote the government assistance programs that are available to small businesses.

'It was a great opportunity to expose to the regional business community the range of Government and other services available' said Steve. 'Organisations such as the BEC provide a valuable service, if we can assist by informing businesses of their services, then we will have fulfilled our role'.

Draft Strategic Plan Presented to Council

Simon Mitchell-Taverner presented his draft Economic Development Plan to Queanbeyan City Councillors on 13 February. The document, 'Eyes on the Horizon', has been developed as part of the Commonwealth and NSW Government funded Growth Program. Proposed Industrial area strategies included:

- Identification and development of quality industrial areas
 - Improved transport links between Industrial Areas
 - Developing a business capabilities register
 - Identification and establishment of clusters
- Noting several major CBD studies conducted during the 1990s, Simon said it was now time for action. Proposed retail area

strategies included:

- Reducing heavy vehicle traffic in Monaro Street
- Attracting workers into the CBD
- Encouraging CBD residential developments.
- Creating a retail niche for Queanbeyan.

Input from Yarrowlumla Shire will be included in the next few weeks, prior to the document being placed on public exhibition.

Published by Queanbeyan Enterprise Centre Incorporated.
PO Box 530
Queanbeyan NSW 2620

Ph: 6297 3121
Fax: 6297 8939

email: robert@qbec.com
web: www.qbec.com

February networking breakfast a huge success!

The Business Networking Breakfast held by the BEC in February featured the inventor of the Triton Workbench, George Lewin.

George recounted his early days whilst developing the Triton Workbench and the frustrations of not being able to sell the product. He then obtained his BIG BREAK on 'The Inventors' television show and the rest, as they say, is history.

George has now sold the business, after many successful years and has established the Triton Foundation to develop and enhance the opportunities available to inventors and innovators in Australia. He has donated money to start up the Foundation and has obtained matching funding from several state governments.

He hopes to also produce a television show along the lines of 'The Inventors' to assist more inventors with obtaining feedback

from potential customers.

More information on the foundation can be found at, www.tritonfoundation.org.au.

If you are interested in getting on to the BEC Breakfast mailing (or emailing) list, please contact Meredith on 6297 6325. This will ensure you are kept informed on upcoming breakfast speakers and other events being held by the BEC. The BEC breakfast continues to be the leader in local business networking events with up to 180 business people attending the regular event at the Airport Motor Inn.



Speaker from the December breakfast, Dr Ben Greene with Robert van Aalst



Leanne Duvall with Nerida Dean enjoy the February breakfast



February guest speaker, George Lewin, speaks with Paul Coker

Join the BEC

Queanbeyan Enterprise Centre is an Incorporated Association which aims to foster business, economic and employment growth in our region.

The Association is contracted to the NSW Department of State and Regional Development to provide Business Advisory Services to Queanbeyan City, Yass, Yarrowlunla and Tallaganda Shires. The BEC is also strongly supported by the Queanbeyan City Council and works closely with the Council's Economic Development Unit.

The strength and stability of the BEC comes from the support it receives from the local and regional business

community. This support comes by way of membership of the Association, which is received in cash and in kind from many businesses.

'We rely very much on the support of the local business community' says Robert van Aalst (Manager of the QBEC). 'In fact, we could not exist without our business supporters'.

QBEC memberships vary in level from basic Association membership of \$50 per year, up to Gold Members (\$1,000 p.a.). Bronze, Silver and Gold Memberships of the BEC also entitles the business person to attend the monthly networking breakfast for the year.



**ELRINGTON
BOARDMAN
ALLPORT** LAWYERS

QUEANBEYAN

122 Monaro Street

6297 1555

YASS

122 Comur Street

6226 1211

CANBERRA

3rd Floor, Colonial Mutual Building
17-21 University Avenue

6247 7122

www.ebalawyers.com.au
Email: ebaq@ebalawyers.com.au

Young Achievers need mentors!

Young Achievement Australia are seeking mentors for this years program. The Young Achievement program is designed to develop and enhance the business skills of secondary school students.

Companies are formed from participating students from a school (some schools may combine). The students then develop a product to sell and then go through the process of market research, manufacturing,

sales and marketing, financial management and all other areas of business management. At the end of the program the Companies are wound up and dividends paid to the investors.

The aim of the program is to encourage the entrepreneurial spirit at the secondary school level.

Mentors are required to assist the students through the whole process. The program goes for

approximately 24 weeks—from inception to wind up.

Benefits for the mentors include:

- Making a significant contribution to local youth development
- Developing your mentoring and group presentation skills
- An opportunity to 'put something back' in to the local community'

Interested persons should contact Virginia Lette at YAA ACT on 6205 0762 or at act@yaa.org.au.

QBEC Web Site

The Queanbeyan BEC has a range of services which it provides to the local and regional business community.

In the endeavour to 'practice what we preach' we have adopted an 'electronic strategy' which involves the use of Information and Communication Technology wherever possible and suitable.

Part of this requires us to maintain our web site presence. Our web site

contains details of the programs and services we provide, plus references and links to other web sites—Government and Private, which can provide assistance to the business community.

We also use our web site to promote and provide details of our regular and upcoming events, such as our monthly business networking breakfasts.

With regards to business

counselling and facilitation, more clients locally and regionally are using the facility to be able to communicate to a business facilitator or mentor via electronic means. This is an efficient and effective way to maintain a steady and regular communication. flow

Our web site can be found at www.qbec.com and our most direct email addresses are robert@qbec.com and meredith@qbec.com.

Small Business Training Workshops

Workshop 3
Marketing and Sales
19th March

Workshop 5
Financial Statements and talking Business
16th April

3rd Tuesday of each month

Cost \$55.00 — Book early to guarantee your place.

Business Training

Small Business Training Workshops are delivered by the Queanbeyan BEC on a regular basis. 'There are a number of Workshops which we have the resources to deliver' said Robert van Aalst, 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 BEC premises'. There are seven modules available. They include:

- *Small Business Today—Is It for You,*
- *Researching your Business,*

- *Marketing and Sales,*
- *Managing your Business Through Record Keeping,*
- *Financial Statements and Talking Business*
- *Legal Issues for Managing Business Managing your business from home.*

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

If you are interested in participating, call Robert or Meredith at the BEC.

The Exhibition Centre Enters International Markets

The Exhibition Centre is a full-service art framing, display and exhibition production company. They have a market leading reputation for delivering excellent service, quality products, on-time and on budget and are now recognised internationally with recent contracts awarded from the European Union and a number of display exports to Asia.

Exhibition Centre commenced trading in 1987 in Canberra, and since 1992 have been based in Queanbeyan in a purpose built facility. A family owned business since inception, the Exhibition Centre changed hands in 1999 into the current ownership of Angus and Sally McLean. As a family owned business, the people who own the business also run the business and pride themselves on supplying high quality production with first rate service in a friendly environment. The company has eleven full-time staff comprising the graphic designers, workshop and framing specialists, reception, production

and account managers.

Their services extend the full gamut of exhibition and display production — from design through to delivery and all stops in-between. The Queanbeyan factory and showroom — the largest in the Canberra region, is outfitted for graphic design, large format digital printing, portable and custom-built display supply and fabrication, laminating, mounting, art framing and complete asset management services.

Exhibition Centre stock an extensive range of lightweight, portable display solutions for exhibitions, tradeshow, retail showrooms and advertising and presentations. Exhibition Centre are continuously involved with the design, development and production of custom-built displays and exhibits for museums, galleries and public



spaces.

If you need business cards, brochures, trade show panels or travelling displays, our graphic designers and in house production team can assist you from concept to finished article, working closely with you to ensure a high quality job, on time and within your budget.

Exhibition Centre have the facilities, equipment, staff and experience to undertake a wide variety of work and have a proven track record in providing high quality design, display and framing services to many of Canberra's cultural institutions, government departments, private companies and individuals such as artists and photographers.

Exhibition Centre serve the discerning needs of galleries, artists and photographers in large part through their art framing division. Their team of specialist framers have over 20 years experience in the industry, and the sales staff have an experienced eye for best complimenting your works. Exhibition Centre are also distributors for a comprehensive range of framing materials and stock the full range of Bainbridge matboards including the archival Alphamat range, the new white core Novacore papermats as well as FrameCo hand-held tools.

Exhibition Centre strive to exhibit excellence in everything they do to ensure that each project and/or product is:

- delivered to a consistently high standard, regardless of scale;
- has thoughtful, considered design and production methods;
- is appropriate for the intended purpose; and
- will meet or exceed the objectives of the client across a range of criteria.

Business Planning—The Way Forward

Many businesses succeed without seemingly any form of formal planning or deliberation. These businesses, however, are in the minority, and luck may have a fair bit to do with their success (like being in the right place at the right time!)

It is now a fairly well accepted fact that for a business to increase its chances of success (how do you measure success?), that a 'Business Plan' of sorts needs to be formulated.

Putting together a business plan for your business helps you to focus on the important issues, such as

determining who your customers really are (Market Research), Marketing Plan (once you know who your customers are!), operations and financial. It is also an ideal tool for you to set goals for your business and thereby give business direction.

Regardless of what some consultants will tell you, there is no such thing as a right or wrong business plan, or a right or wrong way to complete a business plan. Business Plans are much like resumes or CV's, they need to be written for an intended purpose and specific reader. This affects the shape and feel of the final

(Continued on page 6)

Focus on Business

Canberra & Region Focus on Business 2002, to be held on March 11th and morning of March 12th at the National Convention Centre, is a fantastic opportunity for the Region's business community.

The previous Focus on Business held in March 2000 was independently evaluated as an outstanding success for stakeholders, exhibitors, sponsors and participants alike. Focus on Business is designed to showcase the outstanding business capabilities of the Australian Capital Region and significantly change the way our Region is perceived by national and international business leaders.

Highlights include:

- A one day conference with acclaimed speakers, including international keynote speaker Mr Geoffrey Colvin, Editorial Director of Fortune Magazine, and Mr Richard G Humphrey AO, Managing Director & Chief

Executive Officer, Australian Stock Exchange

- Exciting conference sessions for emerging industries
- A two day exhibition showcasing over 110 of the region's most innovative and enterprising businesses
- Dinner for 700 people in the Great Hall of Australia's Parliament House
- Intra-regional and business to business networking
- A VIP program which will engage some of the nation's most influential business people from targeted industries

Queanbeyan City Council has, with the assistance of NSW Government and the Australian Capital Region Development Council, sponsored the Queanbeyan by Design exhibit - featuring prominent local designer / manufacturers.

Don't miss this exciting opportunity to see the best of the region. For further information on Focus on Business, contact Simon Mitchell-Taverner or Robert van Aalst.

Simon Says...

In late 2001 a survey was conducted on Industrial areas businesses in Queanbeyan. The response rate was a remarkable



90% from the 430 identified industrial businesses in Queanbeyan. This rate alone indicates a highly motivated industrial sector, and the responses confirmed the stability and enthusiasm of the majority of the business proprietors.

Some of the key findings of the survey include:

- 38% of the surveyed businesses were engaged in manufacturing, 24% in wholesale/retail, 18% automotive services, 12% building services and 5% transport.
- 83% of respondents had been in business in the district in excess of 5 years, 64% more than 10 and 30% in excess of 20 years.
- 48% of the businesses employed more than 5 people, 29% more than 10 and 9% more than 20 people.
- 33% believe the local (regional) economy will grow in the next 12 months and 38% believe it will remain at a similar level.
- 42% believe net profits for their business will increase over the next 12 months. 40% believe their profits will remain at a similar level, whilst only 12% anticipate a downturn.
- 72% of the surveyed businesses have internet access at their place of business, compared with a capital cities average of 56%. (Federal Government report, August 2001)

The survey results confirmed a stable and confident local industrial business sector.

Simon Mitchell-Taverner 6298 0204



IAN McNAMEE & PARTNERS
PTY LTD

**REAL ESTATE AGENCY OF
THE YEAR 2001
SOUTH EAST REGION**

BUYING - SELLING - LEASING

- ★ *Commercial – Industrial*
- ★ *Residential – Rural*
- ★ *Valuers – Auctioneers*
- ★ *Strata Managers*

<p>QUEANBEYAN Rutledge Plaza 2 Rutledge Street 6297 5555</p>	<p>CANBERRA Southlands Shopping Centre Mawson 6290 0500</p>
---	--

www.mcnamee.com.au

Just a Minute...

- Plan to be spontaneous, tomorrow.
- Everybody repeat after me.....We are all individuals.
- Bills travel through the mail at twice the speed of cheques.
- Half the people you know are below average.
- 99 percent of lawyers give the rest a bad name.
- 42.7 percent of all statistics are made up on the spot.

QBiz News

QBEC would like to thank the following sponsors and supporters

MAJOR SPONSORS

NSW Department of State and Regional Development
Queanbeyan City Council



For the Business
Department of State and
Regional Development



Queanbeyan City Council

GOLD MEMBERS

ActewAGL
Airport Motor Inn
Elrington Boardman Airport
The Software Shop
Tobin Brothers

SILVER MEMBERS

ACT & Region Chamber of Commerce
Australian Business Limited
B & H Australia
France Harrison and Associates
Ian McNamee & Partners
MAK Electrics
Pryme Wastewater Treatment
Queanbeyan Willprint
The Queanbeyan Age

BRONZE MEMBERS

Ausindustry
Bells Dry Cleaning
Border Express
Buckley and Holland
Capital Region Employment Council
Canberra International Airport
Employment National
Ged Guthrie
Mission Australia
Moore Options
MultiLocus Interactive
Neil Donoghoe
Peter Webb (Member for Monaro)
Raine & Horne Queanbeyan
Sustainable Technologies
The Exhibition Centre
The Learning Edge
Wesley Uniting Employment

QBiz News

Plan to succeed

(Continued from page 4)

document. They are as individual as you and your business are.

The weight of a business plan is also not necessarily a determining factor in its usefulness. I have seen many very effective and useful plans which were ten pages long, and many 'waste of trees' type plans over 100 pages.

The old saying of 'Businesses who fail to plan, plan to fail' is well worn

but nonetheless true. There are many options available for you to complete a plan for your business, all of which cost—either in cold hard cash or in time and effort. If you wish to discuss the options available to you, or just need someone to talk to about your Business Plan, give Robert a call on 6297 3121 or email on robert@qbec.com.

WillPrint Ad

This Space for Rent

How would like to expose your business to 1500 potential business customers on a quarterly basis?

Ring Robert on 6297 3121 and ask for details.

SOME CLASSIC ONE-LINERS

Despite the cost of living, have you noticed how it remains so popular?

He who laughs last, thinks slowest.

If at first you don't succeed, destroy all evidence that you tried.

Success always occurs in private, and failure in full view.

To steal ideas from one person is plagiarism; to steal from many is research.

Amen