

QBiz News

September 2002

Volume 3, Issue 7

Welcome to the September 2002 edition of QBiz News! What a busy couple of months it has been since our last newsletter.

This month we look at the changing of the guard at Manager's desk at the BEC, give our breakfast another plug and concentrate on Marketing as a theme for this issue.

Andrew Beer from Growth Factor gives us some insights in selecting a marketing consultant for your business, and we announce that we have managed to again gain the services of the fantastic Barry Urquhart.

As this is my last newsletter I would like to say farewell and thank you to all the supporters of this newsletter over the past two years. I believe it is a valuable tool for the BEC, and a great resource for local business owners.

Robert van Aalst



Change in Management at the BEC

It is with sadness that we must announce that the Manager of the Queanbeyan BEC for the past two years has moved on. Robert van Aalst has accepted a position with the Australian Capital Region Development Council.

'It is with mixed emotions that I am leaving' said Robert. 'I have enjoyed my time at the BEC immensely and it has been a satisfying and rewarding position. The work done by the BEC is extremely valuable and I have enjoyed the role, particularly the interaction

and involvement with a wide array of business owners, operators and intenders.

Robert's new role with the ACRDC will still see him



Chairman of the BEC Sue Whelan with new Manager, Steve Jamieson

involved with Queanbeyan as the organisation focuses on Regional Development issues and opportunities in

the Australian Capital Region, which stretches from Young in the north-west through to Eden in the south-east.

Robert will be replaced by Steve Jamieson. Steve, for many years, ran a prominent Queanbeyan business and has had the opportunity over the past twelve months, as Small Business Assistance Officer with CREC, to familiarise himself with the local and regional small business environment. Steve is available to talk to any business person or business intender in the region on matters relating to their business and can be contacted on 6297 3121.

BEC Breakfast Still a Winner!

The Queanbeyan BEC monthly business breakfast for August featured Wayne Evans as our guest speaker. Wayne is the CEO of the Snowy Hydro Southcare Helicopter Fund. Wayne had the audience enthralled as he related some of the fantastic work they do in our region. The audience was particularly taken in by

the video footage Wayne showed of the rescue service during the trips out to sea during the Sydney to Hobart Race of 1999.

Our guest speaker for June was Dr Chris Caton. Chris is the Chief Economist with BT Funds Management and has been a regular speaker for the BEC over the past five or six years. Once again he provided an enthralling and enlightening presentation on

the state of Australia and the world's economy.



Wayne Evans with Meredith Husejko of the BEC

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Look who's been at our Breakfasts!



Alan Buerkner and Greg Bowler at the August breakfast

The Chairman of Asset Superannuation, Warren Adcock with Helen Murdoch and Dr Chris Caton, the speaker at our June breakfast



Karen St Clair and Wendy Whitem-Trunz at the August breakfast

Selecting a Marketing Consultant

A story in a recent marketing/advertising magazine, written by a senior advertising agency person raised an interesting issue. The article suggested that when pitching for business, it is common practice for many ad agencies to present artwork to clients or potential clients, instead of taking the more difficult route of endeavouring to understand the client's strategic needs that will, when accepted, lead to the creative artwork. The magazine's writer went on to say that it's easy to produce pretty pictures but hard to have the good idea in the first place.

Whilst ad agencies that continue to treat existing and potential clients this way are actually following a long standing industry tradition and may have operated this way for a long time, some advertising industry people have suggested that such agencies have little regard for the real needs of business people, particularly small businesses where

the dollar flows directly from the principal's pocket.

Director of Marketing Strategy for local agency, Growth Factor Marketing & Advertising, Andrew Beer agrees. "When invited to pitch for business, we often come up against agencies that we can almost guarantee will present glossy artwork without having tried to understand the clients business. It's fundamental to a client's success to appreciate the unique factors of each business, yet some agencies continue to show the client a lack of respect by taking the easy pretty pictures and smooth talking approach."

So if you're considering using an ad agency for the first time, be sure that the agency will get to know your business first before offering creative solutions, and that the people that presenting their credentials to you are actually the people that will work on your business.



Simon Mitchell-Taverner (QCC) with Graeme Camage (Deputy Chair of the Queanbeyan BEC) at the August breakfast.



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Simon Says - Managing high growth and change a challenge

ABS Analysis of the 2001 Census showed 3% average growth per annum for Queanbeyan over the years 1996 to 2001. This made Queanbeyan the 7th fastest growing Local Government Area in NSW – and the fastest growing City in Regional NSW. Yarrowlunla, at 2.9%, was 8th fastest growing LGA in NSW.

Queanbeyan/Yarrowlunla contributed 30% of the total growth in the ACT, Queanbeyan, Yarrowlunla district, underlining the growing inter-

dependence of the three government areas in economic, social and environmental terms.

Local government and developers are coordinating their efforts to ensure current growth rates are sustainable into the future.

I am administering a Growth Programme, jointly funded by Commonwealth Government under its RAP programme administered by DoTaRS, NSW Government under its Regional Growth Centre program and Queanbeyan City Council. Responding to continuous change is my biggest challenge.

We anticipate this rate of change will continue into the future, particularly as Defence HQ Australian Region becomes established in 2007. This project alone will bring several hundred additional families to the district.

Typical of the positive initiatives occurring in the City are the

development plans announced for Riverside Plaza, and the recent development approval for 37 quality apartments adjacent to the



CBD. If this, as anticipated, spawns further similar projects, we will see a revitalised city centre providing opportunities for retailers and service providers alike.

Industrial Units for Sale

Ian McNamee & Partners, Queanbeyan are currently marketing a new development of 13 storage units that are situated in West Queanbeyan which is only minutes to Fyshwick and Queanbeyan CBD. The units are positioned on the corner of Gordon Avenue and Bayldon Road, the site is secured by remote controlled sliding gates as well as security fencing. The development comprises 12 units of 35m² and one unit of 63m² they are all concrete and brick construction and the future low maintenance of the building has been taken into consideration in the materials used in the construction of the units. Some features of each unit are remote control roller door, individual power, back-to-base alarm facility, wiring for computers, telephones plus sink/washbasin. They all offer excellent height of 4.5m, which would suit a mezzanine floor for extra storage space or even a compactus unit. The units are strata titled.

BEC Helping Others


Aside from the regular business assistance we provide, to both intending and existing business owners, we often provide assistance to other organisations and programs. Some recent examples of the diversity of our services include:

- * Providing a session on 'Running your activity as a Business' to the 'National Federation of Associations of Civil Marriage Celebrants of Australia Inc'. They were holding their annual conference in Canberra and needed a local speaker! The topic was of great interest to them and very relevant.

- * Running a marketing workshop for the providers of the 'Community Options' providers of South East NSW. This was a diverse group of people from varying organisations providing these essential services to the needy in the community.

You can see from these two quick examples, that we assist all types of organisations with 'business related' matters, not just the typical small business operator!

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Barry Urquhart Back in Queanbeyan

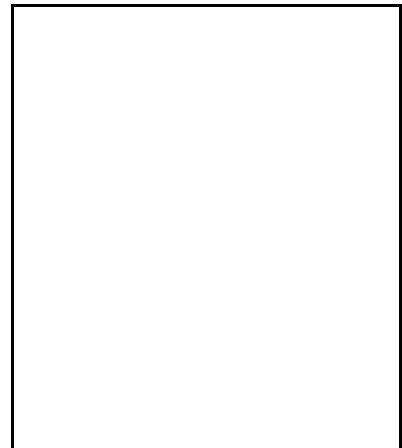
As part of the NSW DSRD sponsored 'Travelling Experts Seminar' series, marketing guru, Barry Urquhart will be returning to Queanbeyan on September 20. Barry will be presenting his 'Marketing Magic' workshop. Barry previously spoke at the May 2002 breakfast and we were inundated with requests for a longer session with Barry.

Barry will be presenting his workshop as part of the Department

of State and Regional Development's 'Travelling Experts' seminar series.

Barry will provide insights on key marketing success factors, provide answers to some key issues, raise important questions and pose significant challenges.

The workshop will run from 9.00am till 12.30pm, and the cost is \$55 per head (includes morning tea and lunch). Phone Meredith on 62976325 to book your seat.



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UNDERSTANDING ACCOUNTANTS

Q. What's the definition of an accountant?

A. Someone who solves a problem you didn't know you had in a way you don't understand.

Q. What's the definition of a good tax accountant?

A. Someone who has a loophole named after him

Q. When does a person decide to become an accountant?

A. When he (she) realizes he doesn't have the charisma to succeed as an undertaker.