

QBiz News

June 2001

Volume 2, Issue 2

Welcome to the mid-year edition of QBIZ News. We hope that everyone gets some benefits from reading our newsletter, whether you are a first time reader or a regular! In this edition we let you know of two exciting new developments. QBEC are now accredited to deliver the AUSE.NET e-commerce workshops and we have our new web site up and running! Check it out at www.qbec.com. We run through some of the reasons for having a Business Plan. Also we are celebrating our tenth birthday this year, it seems a long time ago when it all started. We also have the words of wisdom in our Smart Money column. Enjoy the read!

AUSE.NET E-Commerce workshops now available

QBEC have recently become an AUSE.NET business partner. This means that we can now offer high quality e-commerce workshops to business people. The AUSE.NET workshops focus on the 'why's' of e-commerce rather than getting involved in the technical aspects.

'One of the important facets

of these workshops' says Robert van Aalst, Manager QBEC, 'is that they assist business people to incorporate e-commerce into the



overall business strategy'.

'E-Commerce cannot be taken as a stand alone component of the business, e-commerce is simply another

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New QBEC website online

Queanbeyan Business Enterprise Centre has a new updated website!

QBEC was an early pioneer in the use of a web site and as such the old site was a bit tired looking and due to our own neglect, was a bit out of date!

Our new site is up and running at the same address of www.qbec.com and can be viewed with Internet Explorer or Netscape. For maximum effect you will also need Adobe Acrobat and Flash 5.0 (which most people now have).

Our web site now includes:

- information on the services we provide—including business advisory services and training
- Information on our networking breakfasts and an on-line booking form.
- A facility for on-line information and advice.
- Membership application forms
- Copies of our QBiz News
- Links to other useful business web sites.

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QBEC is Ten years old!

The Queanbeyan Business Enterprise Centre has turned TEN! From humble beginnings we have grown now to be one of the most respected business service organisations in the South Eastern NSW region. The Queanbeyan

Business Advice Service (as it was known back then)

opened its doors at 263 Crawford St in May 1991. The first employee, a young Simon Mitchell-Taverner (pictured), was enlisted by a locally formed committee of business people and

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A young Simon Mitchell-Taverner before his BEC days!

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

QBEC Web Site

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We would like to thank Sam O'Dell at Chilli Design for all her time and effort in putting together the new design for us. Some other examples of Sam's work can be seen at www.chilli.org.

We anticipate a substantial increase in traffic through our web site and hope that clients and other interested parties refer to it first when looking for business information. We also have a number of links to other business assistance sites around Australia. You'll find us at www.qbec.com

AUSE.NET E-Commerce Training

E-Commerce Workshops

Workshop 1:
May 22 & July 17

Workshop 2:
June 19 & August 21

Learn how to use e-commerce strategies to help build your business and your bottom line!

Cost \$187.00 — Book early to guarantee your place.

62973121 or robert@qbec.com

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tool which helps you to run your business more successfully and ideally more profitably'.

There are two workshops in the program. They can be attended separately and quite independently, or they can be attended sequentially, with Workshop Two preferably being attended within nine to twelve months after Workshop One.

Workshop One is aimed at businesses that have little or no experience with the use of technology, e.g. those who either have no computers or perhaps only use email instead of, or in addition, to fax. Workshop Two is aimed at those businesses who have at least embraced e-commerce in some form or other, e.g. use email regularly, use the Internet to find business information, perhaps have a web site and are possibly already using the Internet to conduct business transactions.

Workshops are being held monthly. Bookings can be made by calling Robert or Meredith at the BEC or by emailing robert@qbec.com.

QBEC celebrating TEN years old

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councilors to assist the local business community by providing advice and assistance to new business intenders, starters and existing businesses. Not much has changed in the past ten years. The core services have remained the same, although our network and regional links have grown stronger with time.

Simon spent the first few months wandering the streets, knocking on doors and enlisting

the support of the local business community. Simon still vividly recalls many experiences (both positive and negative!) of those first few months.

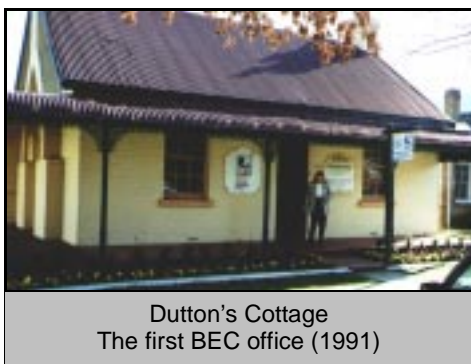
Our most successful event, the monthly networking breakfast, started soon afterwards with huge attendances of 20 people. Today

these same breakfasts attract up to 180 guests for a 7.00 am start!

The breakfasts continue to grow from humble beginnings using several locations around the city. Nowadays there is only one function centre big enough to cope with the monthly attendance numbers. Over

the years the BEC has been served by many volunteer committee members, all serving with distinction and freely giving their time and energies to support the concept of providing free

business advice and counselling to small and medium businesses in the local community. We would like to thank the local business community for its ongoing support, NSW Government for providing the ongoing funding, as well as Queanbeyan City Council, who have provided in-kind support from day one.



Dutton's Cottage
The first BEC office (1991)

Raine & Horne Queanbeyan

Queanbeyan's leading real estate agency has recently been awarded:



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Why do I need a Business Plan?

I am asked this same question many times during a normal working week. To answer it I look at the several main sections of a typical business plan.

The first reason is to remind yourself why you are in business (including setting goals for your business). Secondly, you need to look at the financial and other risks involved in starting and maintaining the business. Thirdly, you need to pose the following questions;

- How do I let my customers know where I am, what I sell and how do I market my products and services? (Marketing plan)
- How do I run my business efficiently and productively? (Operations plan)
- How do I manage my finances? (Financial Plan)

There is no right or wrong format for a business plan as long as it covers these critical areas. There is also no standard, as far as thickness (or sometimes weight). Some of the best Business Plans I

have seen have been those that 'Keep It Simple' and avoid information for the sake of it. A Business Plan is an essential business tool, and as a tool it needs to be used, re-worked, updated and maintained. It is not a document done once and then forgotten about. At the BEC we can guide you in preparing a plan for your business (for free!). We have a template which you can use which will ensure you cover all the major points. If you are time deficient, we can even do your Business Plan for you (for a fee). There are a number of Government Schemes, in both the NSW and ACT, which can assist you with the cost of a consultant to help you put together a Business Plan. It certainly is a worthwhile investment and a properly completed plan can make and save you many dollars and much heartache. Give Robert a call on 6297 3121 if you would like some more information.

Simon Says...

Simon Mitchell-Taverner is continuing his work on the Queanbeyan/Yarrowluma Growth Centre Strategy. 'Some positive strategies are emerging from the planning research done to date', said Simon. 'These strategies focus on Queanbeyan CBD revitalisation - in particular the need to increase main street pedestrian traffic'. Strategies for other precincts are also currently under development. 'We are proactively supporting the Public Servant Relocation Taskforce' said Simon. 'And we are also encouraging CBD residential development in Queanbeyan. We have invited University of Canberra to develop a visualisation of this concept.' You can contact Simon Mitchell-Taverner on 6298 0204 - he would welcome your positive input.

Smart Money

As the end of the financial year is fast approaching, there are a number of strategic tax related issues that require finalisation if businesses and the self-employed are serious about legally minimising/deferring tax. These tax issues include:

- Ensuring all deductible expenses where applicable are incurred, thereby maximising allowable deductions this tax year;
- Deferring income where possible to the following tax year, thereby minimising taxable income this year;
- Bringing to account any capital losses to offset against other taxable capital gains - remember, capital losses can only be offset against capital gains and not against ordinary income;
- Prepaying interest on investment loans, if possible, and claiming up to thirteen months interest as a tax deduction;
- Employer superannuation contributions, and, deductible contributions for the self employed, provide for a very tax effective savings strategy. The age based deduction limits are very generous and provide for a tax deduction of up to \$78,445 in this tax year for an employer who is over 50 years old. Even for those under the age of 50 years, whilst the tax deductions are lower, they remain generous. At the very minimum, Superannuation Guarantee contributions need to be made in order to avoid penalties.

Talk to your Accountant and Financial Consultant today and take advantage of the many end of year taxation strategies that are available to you. Remember; paying for expert advice is a sound investment, not a cost.

**Berkley Group Financial Consultants
Canberra**

Ph: 6281 1477

Email: canberra@berkleygroup.com.au



**ELRINGTON
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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

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QBiz News

Quarterly Quote

“Embrace Change”
those who deal well with
change are those who
become stronger and
succeed!

Back Page Funnies

We subscribe to the Friday Funnies from Dr Shayne Yates and Patricia Cameron-Hill. There is a steady flow of hilarity from this source, here is a couple of one liners....

- *You can't have everything, where would you put it?*
- *The things that come to those that wait may be the things left by those who got there first.*
- *A fine is a tax for doing wrong. A tax is a fine for doing well.*
- *Everybody lies, but it doesn't matter since nobody listens.*
- *I started out with nothing, and I still have most of it.*

Crime Survey

Readers may recall that a survey was sent to all businesses in the Queanbeyan City area on crime and ways to reduce and prevent crime. The response has been very successful with over three hundred completed surveys returned. A report detailing the findings and recommendations, expected to be completed within the next month, will be presented to Queanbeyan City Council and other key stakeholders soon after. Businesses will also receive a summary of the report mailed out with the next Business Enterprise Centre newsletter.

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