

The logo features the words "Great Lakes" in a white, cursive font above the word "BUSINESS" in a large, bold, green, sans-serif font. The background is a blue gradient with a subtle, circular, sunburst-like pattern.

Great Lakes BUSINESS

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February / March 2010

**The Great Lakes Business Newsletter is an initiative of
Great Lakes Council**

There are no shortcuts to any place worth going.
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Balancing your Mind, Body and Soul with your Business - a FREE workshop

Thanks to funding from the NSW Government, Great Lakes Council is delighted to host an event to assist business and professional women. This FREE function is being held to celebrate **International Women's Day** on Monday 8 March from 5pm.

The event will start at 5pm to enable working women to attend. The serious topics of running a business will be balanced by a few lighter segments. Attendees will hear from both local and visiting speakers on various topics including funding programs for business, looking after your nutrition as a busy woman and a success story from a woman who's been there and done that.

Donna Carrier, founder of 'Bent on Food' and 'Bent on Life', Wingham, will talk about maintaining her passion for her business and her tips for success. Bent on Food has won numerous awards, most recently the 2009 NSW Tourism Awards and is now a finalist in the National Tourism Awards to be held in Hobart next week.

Suzette Gaff (industry & Investment NSW) will talk about support available to local businesses and Kerrith Duncanson (community Nutritionist) will provide some tips for busy women.

There will also be a belly dancing demonstration by local dancers "Shalimar" and an explanation of the benefits of dance in a busy woman's life.

To highlight local support available to women in business in the Great Lakes, an opportunity exists for local businesses that can assist women in business to contribute giveaways or promotional material to be collated and handed out to participants on the night.

PROMOTIONAL OPPORTUNITY FOR ALL LOCAL BUSINESSES - Whether involved in health and fitness, accounting or marketing, if you would like to promote your services to business and professional women you might consider contributing giveaways, special offers or promotional material to be handed out to participants on the night. Items or printed material (up to 50 copies) can be left at Great Lakes Council by Friday 5th March marked to attention Lynda Hepple.

For further information, contact Deb Tuckerman on 6591 7390.

Registrations can be directed to Lynda Hepple lynda.hepple@greatlakes.nsw.gov.au or

phone 6591 7492 . Numbers are limited.

FREE workshop for creative professionals

"Making Dollars and Internet Sense" is a FREE workshop to be held at East Maitland Bowling Club on Wednesday, March 3, that will provide a great opportunity for creative professionals to learn more about e-marketing and financial know-how. Numbers are strictly limited and registrations can be made at www.smallbiz.nsw.gov.au/events.

[For further information](#)

Do you know how to attract and keep excellent staff?

Two workshops taking place at Port Macquarie, Tuesday 16th March, at the Westport Club that could assist your organisation to attract the best staff and keep them!

Morning Workshop: MOTIVATING AND MANAGING DIFFERENT GENERATIONS.

Understand generational differences and use that knowledge to recruit, manage and retain staff.

Time: 9.30 – 12.00 p.m.

Cost: \$80.00 including morning tea.

Afternoon Workshop: BUILDING A SUSTAINABLE WORKFORCE THROUGH YOUR EMPLOYER BRAND

Small group interactive workshop, maximum 20 participants.

Time: 1.00 - 4.00 p.m.

Cost: \$100.00 including lunch (served at 12.15) and afternoon tea.

The small group afternoon session will focus specifically on how organisations can brand themselves more effectively. While this workshop is mainly aimed at the Aged Care and Community sector, **ALL** employers are strongly encouraged to take advantage of this wonderful opportunity to work on developing strategies that you can **use immediately** to improve your effectiveness in these areas. **You will work on developing strategies that you can use immediately** to improve your effectiveness in these areas.

If you book in for both sessions it will cost \$180.00 for the day, including lunch, morning and afternoon tea. If you would like more detailed information about this wonderful opportunity please follow the attached link.

[For further information](#)

National Broadband Network

A submission created to identify the benefits for early adoption of the National Broadband Network has now been lodged and the Federal Member for Page, Janelle Saffin will champion this to get the Australian Government's \$43-billion National Broadband Network (NBN) rolled out early to the NSW North Coast including the Great Lakes area.

A copy of the final submission is available for download, along with all the latest news about the NBN and what it means to us is available on the website SCU have set up <http://www.gobroadband.org.au/>

The community is encouraged to have a look at the website and contribute to the discussion on the forums. The aim of the forums is to discuss local regional issues related to the use of the National Broadband Network. The aim is to address topics that relate to applications, systems and broadband usage. For example, what will it mean for how we operate in the

future? What processes and culture changes need to happen for us to embrace the opportunities fully?

State CED Conference - May 2010

The next Statewide Community Economic Development Conference is scheduled for 4-6 May 2010 in Broken Hill. This conference is hosted by the Industry & Investment NSW in partnership with Regional Development Australia - Far West and Broken Hill City Council.

The theme of the conference is: 'Communities in Transition'. Under this theme, the conference will be exploring the economic crisis, peak oil, climate change and other issues that currently face communities, and how communities can effectively transition in order to address these pressing issues.

This is an excellent opportunity to learn from other communities on promotion and marketing strategies, buy local campaigns, community projects, etc. There is a hefty subsidy for representatives of community groups (eg chambers of commerce, progress associations, etc).

For further information, go to <http://www.business.nsw.gov.au/community/ced+conference>

On-line tools for businesses - Workcover

The Workcover Services Directory lists all the services you can get from WorkCover, from technical safety advice to help with your wages declarations, how to get a licence and where to find your local office.

To download a copy or to order a hard copy, go to <http://www.workcover.nsw.gov.au/formspublications/publications/pages/howcanwehelp.aspx>

What can Worksmart Training provide for your business?

Worksmart offers national qualifications through traineeships, face to face, and external training. We are committed to building sustainable relationships with industry which effectively targets current skill deficiencies and potential productivity improvements. Working closely with our Training Organisation, Businesses will increase and improve their employee's performance, motivation and satisfaction levels.

Training is conducted throughout the community in scope areas of Aged Care, Business, Management and Retail to assist employees to up-skill their knowledge and expertise. Many students have had successful promotional offers and career expansion through completing a Worksmart course. Courses can be conducted in-house for your convenience so as not to cause disruption to productivity.

Personal Development is conducted periodically in our training room or in-house for personal and business development in the areas of Stress Management; Conflict Resolution; Assertiveness; Communication Skills; Innovation & Change; Customer Service; Team Building; Interview Skills and more.

Contact Tracy Cerff by calling 6555 8495 / 0422 622 980
Or visit our website - www.worksmart.org.au

Australian made; Australian grown

FREQUENTLY ASKED QUESTIONS

Made in Australia – what does it mean?

Made in Australia means a product is substantially transformed in Australia and at least 50% of the cost of production has been incurred in Australia.



Product of Australia – what does it mean?

Product of Australia means that all of a product's significant ingredients come from Australia, and all or virtually all of the manufacturing or processing is also carried out in Australia.

Australian Grown – what does it mean?

Australian Grown means that each significant ingredient has been grown in Australia, and that all or virtually all of the processes involved in the production of the good have occurred in Australia.

A qualified claim, e.g. 'Australian Grown Peas and Carrots' is available where a product may contain some imported components (such as a bag of mixed vegetables), providing certain strict criteria are met. The Australian Grown claim may be applied to fresh, frozen and canned vegetables, fruit, nuts, meat, seafood, eggs and dairy products, textile such as wool and cotton, and plants and cut flowers.

Can any company use the Australian Made, Australian Grown trade mark?

To use the AMCL registered trade mark a company must apply for a licence to use the logo, provide a list of products on which the logo will be used, and pay an annual licence fee. Applicants must agree to comply with the Australian Made, Australian Grown Code of Practice. Copies of the Code of Practice are available from the Campaign office

What about Australian owned?

When a company manufactures in Australia it employs Australians, pays taxes here and adds value to our economy. Some Australian owned companies do not manufacture here. So Australian owned is great. But Australian made or grown is best. Many companies whose products are both Australian made and owned use that claim in conjunction with our trade mark.

Want to check that a product is authorised to use the trade mark?

A complete list of our licensees and their authorised products can be found in our Directory - the list is updated daily, or you can check that products are licensed to carry the trade mark by free calling the Australian Made Campaign on 1800 350 520.

How is the Campaign funded?

The Campaign is run by business for business. It has been established as a not-for-profit company under the auspices of the national and State Chambers of Commerce and Industry who are also the Campaign's Foundation Members. The majority of funds raised from licence fees are used to market the trade mark. Significant funding is being provided by the Australian Government Department of Agriculture, Fisheries and Forestry in 2006/07 and 2007/08 to kick start the Australian Grown component of the campaign.

[For further information](#)

Useful contacts

Comments and feedback on the Newsletter's content is always appreciated. You might also like to suggest a topic or share some ideas or tips for future editions - good news stories are also welcome - email Sue Druce with anything you think would suit.

For past editions of the newsletter please visit www.greatlakesbusiness.com.au

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