

# Great Lakes BUSINESS

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## July Edition

Welcome to the July edition of the Great Lakes Business Newsletter! An initiative of Great Lakes Council & the Hunter Business Advisory Service. The Newsletter aims to provide home-based and commercial Great Lakes businesses with fresh ideas, details for upcoming events and to advise on changes to legislation & trends.

Over the last two months the Great Lakes has played host to some fantastic networking events, and there are more to come in July and August.

The July Newsletter features a quick look at some of the highlights from the 'Small Business Future' Workshop and also provides information on three new workshops being offered. Be sure to check the 'dates for your diary' section for details!

We would also appreciate feedback from you regarding the Newsletter content & any topics or issues you feel may be relevant for future inclusion. Contact Sue Druce of the Hunter Business Advisory Service [bas@coastallink.com.au](mailto:bas@coastallink.com.au) to do so

## Recent Great Lakes Events

### Small Business Futures Workshop

In May, Dr Kim Houghton of Canberra-based 'Economic Solutions' took a group of 30 local business people through a thought provoking seminar that offered a practical guide to preparing for changing economic and social trends likely to impact on purchasing decisions in the region over the next decade.

Local business-woman, Michaela Vardanis of 'The Garden Architect' said Dr Houghton's presentation really showed that things were changing, and that businesses needed to develop their practices to take advantage of these new opportunities.

A big thank-you goes to Paul Noakes (Small Business Answers Field Officer) for organising the event and to the Department of State and Regional Development and Great Lakes Council for providing sponsorship.

**Want to know more?** Check out Kim's website at <http://www.economicsolutions.com.au/>. **Great Lakes Council is currently negotiating to bring Kim back to the area** for a more in-depth session with a small number of businesses. If you would like to register your interest, please email [deb.tuckerman@greatlakes.nsw.gov.au](mailto:deb.tuckerman@greatlakes.nsw.gov.au)



## Networking made easy for those working at Home

Over 30 people attended an evening networking event in Tuncurry to mark the beginning of the 2006 NSW Home-based Business Week.

Newcastle-based speaker, Rhonda Bowen of Tic Technology provided a dynamic and interactive presentation on the use of databases in small business for the purposes of marketing and research.

Deb Tuckerman, of Great Lakes Council, said there was a great buzz in the air and it was very difficult to keep everyone quiet.

The Home Based Business Week is an initiative of the Department of State and Regional Development.

Anyone who could not attend and would like to join the Great Lakes Home-based Business Network is encouraged to contact [deb.tuckerman@greatlakes.nsw.gov.au](mailto:deb.tuckerman@greatlakes.nsw.gov.au).

## Nabiac businesses in the know

Thanks to a grant from the Department of State and Regional Development, Nabiac Village Futures Group was able to host two free workshops in June for local businesses to hone their marketing skills.

Consultant Kevin Williams conducted the sessions and is currently working with the community to develop a marketing strategy for Nabiac aimed at increasing visitor numbers to the area.

If you want to know more about Nabiac, go to the website on <http://www.nabiac.com/>

## Whats on: Upcoming events for July and August

### July 25th - Small Business OHS Advisers Programme

The Small Business OHS Advisers Programme will be conducting free OHS seminars at the Manning Valley Visitors Centre, 21 Manning River Drive, Taree;

Tuesday, 25 July 2006 5:30pm to 8:30pm

Tuesday, 8 August 2006 5:30pm to 8:30pm

[Attendance at both sessions is required](#)

**REGISTRATION IS ESSENTIAL**

These seminars, and any resulting OHS assistance is free to small businesses (<20 full time equivalent employees) as part of the Small Business OHS Advisers Programme.

Details of the program and seminars are available at <http://www.smallbusinessohs.com.au/>

## August 2006 - Stepping Up Program

**Stepping Up** is a business development program aimed at established small businesses that will be offered throughout the Great Lakes area in August. The program offers focused help for your business, recognizing that after start-up, the next critical phase comes when a business owner has to decide how and when to commit resources to expansion. This is when a 'voice of experience' can be invaluable.

On Tuesday 4<sup>th</sup> of July, Marianne Cummings from the Hunter Business Centre spoke about the program at the Forster / Tuncurry Chamber's Network function. She discussed eligibility criteria and highlighted some of the positive feedback from the pilot program that was run in Newcastle last year.

The program consists of two core components; The **Stepping Up** workshops and the **Stepping Up** mentoring. The workshops focus on current business growth issues and are offered over 10 hours. The second aspect of the program sees participants matched with an experienced business person who mentors the business owner. Challenges for discussion with the mentor may be a business or marketing plan, a financial strategy, a production problem or a new market entry strategy.

Business owners who are accepted in the **Stepping Up** Program will participate in the business development program which is typically three to four months in length.

The **Stepping Up** Program offers long-lasting skills, networking with other business owners and access to an experienced business person to develop solutions and plans that will make a difference to their business or any advice on any other significant issue identified in the workshop program.

The NSW Department of State & Regional Development offers a 50% subsidy for participants who meet the eligibility criteria.

For full eligibility criteria, application forms and program dates for the Great Lakes area contact Sue Druce of the Hunter Business Advisory Service on 02 6539 3966; email [bas@coastallink.com.au](mailto:bas@coastallink.com.au) or log onto the Hunter Business Centre site <http://www.businesscentre.com.au/>

**Stepping Up** is a business development initiative funded by the NSW Department of State & Regional Development.

## August 22nd - Making E-business Work For You

Austrade invites you to attend a full day e-business workshop that will equip you with the required knowledge to take your company along the e-business path.

A workshop will be held in Forster on Tuesday 22 August 2006, commencing 8.45am ending 4pm - cost is \$40.

Austrade's e-business specialists will cover:

- Strategic e-business planning and action
- E-business language and concepts
- Good exporter websites - what to do, what not to do

- Online marketing tactics - how to drive traffic to your website, including search engine optimisation, email marketing and linking
- Online trading issues such as online payment, security, privacy and spam
- Managing your domain name

The workshop will help you to gain a better understanding of e-business and achieve an integrated online export strategy for your business. Each participant will receive a full set of course notes.

For further information contact Gabrielle Oriel - Export Advisor/ Tradestart Port Macquarie - Phone 6583 5647 or email

[Gabrielle\\_oriel@business.nsw.gov.au](mailto:Gabrielle_oriel@business.nsw.gov.au)

### Dates For Your Diary

Date	Presented by	Details	Venue
Friday 01/09/ 06	DSRD, Hunter Business Centre, FTCOC	Great Lakes Business Breakfast  'Small Business Month' Launch  Inquiries to BAS	TBA
Friday 01/09/ 06	GLC, BAS, DSRD	Stepping Up Program One on One Consultations  Contact Sue Druce Hunter BAS bas@coastallink.com.au	TBA
Friday 01/09/ 06	F/T COC	Customer Service Awards Open	
Friday 01/09/ 06	F/T COC	Business Awards Close	
Friday 01/09/ 06 12.30 - 2pm	F/T COC	Business Luncheon  Phil Evans- "People Stuff"  Contact Judy Payne	Memorial Club
Tuesday 05/09/ 06 6pm	F/T COC	Networking Meeting	F/T Memorial Services Club
Thursda y 07/09/ 06	GLC, BAS, DSRD	Stepping Up Program Workshops 3 & 4 – Your Action Plan  Contact Sue Druce Hunter	TBA

		<b>BAS</b> <b>bas@coastallink.com.au</b>	
<b>Sunday 10/09/ 06 9am</b>	<b>Myall Waterway s Chamber of Commerce (MWCO )</b>	<b>"Walk on the Wild Side"</b> <b>Walks &amp; Talks In Hawks Nest"</b>  <b>Contact Shona Hunter Howarth myall.events@optusnet.com.a u</b>	<b>Hawks Nest Shopping Centre</b>

## Whats New

### One location for employer information on ato.gov.au

A new web page – ‘Employer Essentials’ – provides access to all Commonwealth employer-related tax and superannuation information. Designed by the Tax Office specifically for employers, the new web page contains tools and information to assist employers in meeting their tax obligations.

Popular employer products including tax tables, forms and instructions are now easier to access. Tools such as the *tax withheld calculator* and the *employee/contractor decision tool* for the building and construction industry can be easily access from the same web page.

The web page also contains an overview of employer obligations, a checklist for each stage of employing people, and specific information on:

- Pay as you go withholding
- Fringe benefits tax
- Superannuation
- Record keeping

Visit the 'Employer Essentials' page at [www.ato.gov.au/employers](http://www.ato.gov.au/employers)

### Work Choices and super changes - are you ready?

As a result of recent changes to the law, some of your superannuation obligations may have changed.

We have revised our publication 'Superannuation Guarantee' - a guide for employers (NAT 1987) to reflect all recent changes to the law.

We encourage you to obtain a copy of the guide by visiting [www.ato.gov.au/super](http://www.ato.gov.au/super) and selecting 'Fact sheets and publications' or by phoning 1300 720 092 and quoting NAT number 1987. The Standard choice form (NAT 13080) is also available via these channels.

If you have any questions or need further information on meeting your superannuation guarantee or choice of superannuation fund obligations, visit [www.ato.gov.au/super](http://www.ato.gov.au/super) or [www.superchoice.gov.au](http://www.superchoice.gov.au) or phone us on 13 10 20 between 8.00am and 6.00pm, Monday to Friday.

## Business Advisory Service

Whether you're a new or established business in the Great Lakes Area, the Hunter Business Advisory Service will provide you with ongoing information, business guidance and training.

If you would like to make an appointment to talk with Sue Druce at either Taree, our new office in Forster or at your business premises, please phone 02 6539 3966 or email [bas@coastallink.com.au](mailto:bas@coastallink.com.au). Further information can be accessed by visiting <http://www.businesscentre.com.au/> or by phoning 1300 650 058.

## Useful Contacts

**Sue Druce**—Business Facilitator (Great Lakes and Manning Areas)

Email - [bas@coastallink.com.au](mailto:bas@coastallink.com.au)

Ph - (02) 6539 3966

**Deb Tuckerman**—Economic Development Manager (Great Lakes Council)

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