

# Great Lakes BUSINESS

## May Edition

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Welcome to the May edition of the Great Lakes Business Newsletter! An initiative of Great Lakes Council & the Hunter Business Advisory Service. The Newsletter is designed to inform all businesses (home based and commercial) of upcoming events in the area and to keep them informed of current changes in legislation & trends.

This months newsletter includes a quick recap on April's Great Lakes Business Breakfast, a quiz to measure the success of your business, information on the new Industrial Laws and Workchoice, and lastly some tips on getting your business known!

There are several events to look out for over the next two months including; a presentation of the results of the Tea Gardens/Hawks Nest Business Survey, a dinner for Home-Based Business Week 2006 - featuring a presentation on Marketing to Clients with Technology, and a workshop discussing where the Region will be in five years, and how this will impact your business. There is also some information on the new apprenticeship access program.

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.

## April Great Lakes Business Breakfast: Effectively Marketing Your Business



Excellent presentations were given by three local award-winning businesses at the Great Lakes Business Breakfast held in Tuncurry on Wednesday 26<sup>th</sup> April. **Forster Tuncurry & Taree Security Locksmiths, Just Patch Work** and **Pacific Palms Resort** gave participants the benefit of their experience when it comes to effectively marketing your business. **Active Pursuits**, who won the Marketing category of the 2005 Great Lakes Business Awards, could not attend, but provided a written summary about their successful marketing strategy and an example of a campaign they ran in 2005. These notes and further information sheets on marketing and promotion can be obtained from the Judy Payne at the Forster Tuncurry Chamber on [ftchamber@pnc.com.au](mailto:ftchamber@pnc.com.au).

**Photo: Ellie Kelso of Pacific Palms Resort presenting at the April Great Lakes Business Breakfast**

## Are you an outstanding Owner/ Operator?

**Do you own a business with two or more people? Then it's time to take a reality check. Use the next two minutes to find out how your skills as an owner / operator compare to other business owners.**

What have you got under control and where do you need to develop? Just answer an honest yes or no to our list of questions. Your results will be instantly emailed to you as a score out of 100. You will also receive 2 benchmark results.

1. The average score of all other respondents
2. The average score of all respondents from your industry

Use this test as an opportunity to learn about yourself. Remember, nobody's perfect! Make sure you give honest answers so the data is meaningful for you and other respondents. Take the test now!

The link to the website and test is  
[www.eyeswideopen.com.au/pages/Quiz](http://www.eyeswideopen.com.au/pages/Quiz)

## Tea Gardens/Hawks Nest Business Survey Results Available: 11th May 2006

Over 90 businesses in Tea Gardens Hawks Nest contributed their information and plans to a Business Retention and Expansion survey conducted by the NSW Department of State and Regional Development through the Tea Gardens CTC. CTC Manager Trevor Cook said the response by the business community was fantastic "we had over 90 businesses give us their information and thoughts. A very sincere thank you to all those businesses who participated and to the great team of CTC volunteer interviewers who encouraged that participation".

Trevor advised "the results are now being collated and analysed in preparation for a public meeting on **Thursday May 11 at 6.00pm** in the Silver Dolphin room of the Tea Gardens Hotel Motel. All businesses and interested residents are encouraged to come along and help in planning how we use this information to improve business conditions and hence employment in Tea Gardens Hawks Nest." Representatives from Great Lakes Council, Hunter Business Centre, Mid North Coast Institute of TAFE and Myall Waterways Chamber of Commerce & Tourism will be present to discuss how they can assist local business.

Trevor said "we plan to keep the presentation short and focused on the key findings. More detailed hand-outs will be available for those interested. We hope to finish the presentation and discussions by around 7.30pm after which there will be the opportunity to network and discuss particular opportunities. Refreshments and finger food will be provided".

The Business Expansion and Retention survey is important in providing a foundation upon which to develop action plans for government, Council, TAFE and our own Chamber of Commerce.

### Whats On: Upcoming Events for May and June

#### **2nd May 2006 : Home-Based Business Week 2006 - Marketing to Clients with Technology**

It's no good having a great product or service if no one knows you exist, and it's no use having a customer database if you don't use it and keep it up to date.

Rhonda Bowen of Tic Technology will be visiting the area on Tuesday 2<sup>nd</sup> May to discuss the power of building and using electronic databases as an effective communication tool. The event is being held as part of the Department of State and Regional Development's Home-based Business Week, however the topic is of relevance to many small businesses and all operators or prospective businesses are invited to attend.

The event commences at **6.30pm at Costello's Restaurant, Tuncurry**. The cost is **\$25** which includes dinner and everyone who attends goes into a draw to win a lucky door prize. It's also a chance to promote your business and network. Bookings are essential. **Contact Deb Tuckerman at Council on 6591 7390** as soon as possible. The evening will be hosted by the Department of State and Regional Development and Great Lakes Council with support from Hunter Business Centre and Small Business Answers Program.

To find more about other Home-based Business Week events go to [www.smallbiz.nsw.gov.au/hbbweek](http://www.smallbiz.nsw.gov.au/hbbweek)

## **16th May 2006, Seminar: "Where will the Region be in five years, and how can I profit from it"?**

The Great Lakes will host Dr Kim Houghton of Strategic Economic Solutions who will conduct a business workshop on 'Where will our region be in 5 years time?' The workshop will cover new trends in marketing and customer relationship building that will help regional small business in Australia tap into and to profit from. The interactive workshop is **free** to attend and will take place at the **Tuncurry Sports Club from 5.30 – 7.30pm. For further information and to register, phone 1300 650 058.** The workshop has been organised through AusIndustry's Small Business Answers Program and is sponsored by Great Lakes Council.

## **Changes to Industrial Relations Laws: Workchoice**

**Workchoice** is a new system of workplace relations that came into effect on the 27th March. There area range of resources available to find out how these laws will affect you:

**Workchoices** – have a series of fact sheets, a Workchoice booklet (available by pdf or post) and a call centre to answer all your enquiries;

<https://www.workchoices.gov.au/> or phone 1300 363 264.

### ***Other resources that may be of help:***

**Australian Government Office of Employment Advocate -**

<http://www.oea.gov.au/>

The Office of the Employment Advocate can provide assistance and advice to employers (especially in small business) and employees on the Workplace Relations Act 1996, and Australian workplace agreements (AWAs). OEA also handles the filing and approving of AWAs and ensuring that they meet all statutory requirements.

### **Australian Industrial Relations Commission**

<http://www.airc.gov.au/> or phone their hotline 1300 799 675 or 1300 79-WORK

### **NSW Industrial Relations**

[www.industrialrelations.nsw.gov.au](http://www.industrialrelations.nsw.gov.au)

### **Australian Workplace**

<http://www.workplace.gov.au/>

### **Australian Fair Pay Commission**

<http://www.fairpay.gov.au/>

### **Wagenet**

<http://www.wagenet.gov.au/>

## New Apprenticeship Access Program

The New Apprenticeship Access Program will commence on Monday the 8th May. The program is designed to prepare jobseekers to take up apprenticeships and traineeships in a range of local industries and businesses.

If there are local businesses thinking of employing an apprentice or trainee in the near future, work experience opportunities exist for the NAAP program participants. This would provide an ideal opportunity for local employers to trial potential trainees in their business.

**Please note significant financial incentives apply to these positions (conditions apply).**

To take advantage of this or to find out more details, please contact Barry Sheridan, Worksmart Training, on 0265 558922, or email Barry on [barry@glcr.org.au](mailto:barry@glcr.org.au)

### Dates For Your Diary



Date	Presented By	Details	Venue
<b>Tuesday 02/05/2006  6:30pm</b>	The Department of State & Regional Development and the Great Lakes Council	<b><i>Home-Based Business Week 2006 - Marketing to Clients with Technology</i></b>  <b>Cost: \$25</b>  <b>Contact: Deb Tuckerman on 6591 7390</b>  <b>Bookings are essential!</b>	Costello's Restaurant, Tuncurry.
<b>Thursday 11/05/06  6:00pm</b>	AusIndustry Small Business Answers Program and the Great Lakes Council	<b>Tea Gardens/Hawkes Nest Business Survey Results</b>	Silver Dolphin room of the Tea Gardens Hotel Motel
<b>Tuesday 16/05/06  5:30 - 7:30pm</b>	AusIndustry Small Business Answers Program and the Great Lakes Council	<b>"Where will our Region be in five years time"?</b>  <b>FREE SEMINAR</b>  <b>To register call 1300 650 058</b>	Tuncurry Sports Club

**Wednesday  
14<sup>th</sup> June  
2006**

**5:30-7pm**

**Australian Tax Office  
Seminar – Record  
Keeping: Being  
prepared for the end of  
the Financial Year**

**To book phone 6539  
3966 or email  
[bas@coastallink.com.au](mailto:bas@coastallink.com.au).**

FTCOC  
Office,  
Forster  
Tower,  
Wallis  
Street,  
Forster  
(next door  
to Golden  
Age Media)

## **Dare to Be Different ... Get Known**

If you're in business, you need to be excited and enthusiastic about your product/service. You then must know your market – the people who will buy from you - and know how you can reach them. The customers are there - you just need to know how to effectively reach them.

If you don't have customers buying your product or service you have NO business ... so your business needs to '*get known*'. Your business has to be seen as the answer to potential customers' problems and you have to be out there telling them, helping them make the decision to buy from you, and of course, come up with the goods as promised.

You may find that all the traditional marketing and promotional techniques are a slow, hard slog, and that's because everyone is doing the same thing. You need to '*stand out in the crowd*'. If you can achieve this, consumers will see you as the only business to buy from.

One way of 'Getting Known' is to adopt a marketing strategy, seldom used by small businesses, that communicates the benefits of your products/service in a way that your customers can get emotionally attached to.

When approaching a newspaper or magazine, to place an ad, ask them for editorial space along with your paid ad. If your story is interesting they 'WILL' print it. Publications must contain 'stories' of some description or they won't sell – people want to read stories first, then the ads.

The traditional ad features a business logo; clinical description of the product/service; and/or a picture; all of which are thrown together – everybody does it but that doesn't mean to say it's right. Acknowledge this trend and try to be different – tell a story about your product or service that people can relate to. Your stories should contain examples of people or situations that have benefited from what you have to offer. Bring your business 'to life' and involve the reader – people will see your business as the answer to satisfying their 'needs, greeds & desires'.

Make a list of all the publications which are read by your target audience – these could be newsletters from Associations/Clubs, magazines in the newsagencies, and local or national newspapers. With this list, make yourself known to the editors of these publications and start sending them interesting stories. Offer them your articles 'FREE' to print as long as they agree to have a caption at the bottom, which mentions your business name, and contact details. You will be surprised how successful this strategy can be. Get ready for some knock-backs, but in the world of business we get them all the time – it's a numbers game. An interesting, well-written story which is targeted at the readers of that publication (your target audience) is a welcome relief for any journalist.

Firstly, you need to develop a rapport or get to know the editors and be persistent without being intrusive. They're people too, doing a job, and if you can make it easy for them to do their business they will welcome your articles. Let's face it... the worst that can happen is they don't print your story!

Few people are aware of the power of 'story writing' for promoting their business, even though we all claim to 'enjoy a good story'... so get creative, start writing and '**get known**'.

### 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)

Email - [deb.tuckerman@greatlakes.nsw.gov.au](mailto:deb.tuckerman@greatlakes.nsw.gov.au)

Ph - (02) 6591 7222

website - [www.greatlakes.nsw.gov.au](http://www.greatlakes.nsw.gov.au)

**Suzette Gaff**—Business Development Manager, Hunter (Dept. State & Regional Development)

Email - [suzette.gaff@business.nsw.gov.au](mailto:suzette.gaff@business.nsw.gov.au)

**Paul Noakes**— Project Officer, Small Business Answers Program

Email - [paulnoakes@portace.com.au](mailto:paulnoakes@portace.com.au)

Ph - 1 300 88 20 11