

Great Lakes BUSINESS

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November 2007 Edition

Welcome to the November edition of the Great Lakes Business Newsletter!

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 - email Sue Druce of the Hunter Business Advisory Service bas@coastallink.com.au to do so.

For past editions of the newsletter visit

www.greatlakesbusiness.com.au

Recent Events

Small Business September Workshops

Around 25 local businesses attended two recent events to celebrate Small Business September in Forster. An evening session on **Beyond Financial Statements** emphasised the importance of good record keeping in managing a business and a morning session offered advice on how businesses could manage **Positive Cash Flow**. Both sessions were presented by Tracey Collins of Project National Pty Ltd and were sponsored by the Small Business Field Officers Program and Great Lakes Council.

Anyone who would like further advice on tools for financial management is encouraged to contact the Hunter Business Advisory Service on 02 6539 3966 to organise a one-to-one confidential appointment or group training session.

Future Workshops for businesses

As a result of the success of recent workshops for businesses presented in the Great Lakes area, more are being planned for the future. Some suggestions made by businesses have included marketing, e-marketing, taxation and issues relating to employing staff. In order to be able to offer the most appropriate and useful information we are seeking feedback as to what is wanted from local businesses.

If you would like to know more about a particular business related topic could you please contact Sue Druce of Hunter BAS by emailing bas@coastallink.com.au so that workshops can be arranged to suit.

FTCOC Business of the Year

Congratulations to **No Bull Gourmet Meats** who has been announced as the 2007 Business of the Year at a gala dinner and awards night organised by the Forster Tuncurry Chamber of Commerce. Details of all award winners will be published in the Great Lakes Advocate or contact the Chamber of Commerce by phoning 6557 6644.

Advisory Committee Seeking New Member

Advertisements will soon be placed in the local media inviting business and community representatives to nominate for vacant positions on Great Lakes Council's Economic Development Advisory Committee.

The Committee advises council on its ongoing role in facilitating economic development in the Great Lakes area.

If you would like to register your interest in nominating for the Committee please contact Deb Tuckerman by phoning 6591 73090 or emailing deb.tuckerman@greatlakes.nsw.gov.au

Hunter Business Advisory Service has moved

Hunter BAS has relocated its regular Wednesday service in the Great Lakes area to, Level 1-60 Manning Street, Tuncurry (in the offices of Great Lakes Secretarial Services and just upstairs from Just Patchwork).

The service is available for both new and established businesses and can assist with establishment advice, business planning and support, training options, regular updates on Government legislation for businesses, financial and record keeping information, ongoing information services and referrals to other Government departments and more.

If you would like to make an appointment for a **Free and Confidential** consultation with Sue Druce, a qualified business facilitator, you can do so by phoning 02 6539 3966 or 1300 650 058 during business hours Monday to Friday or emailing bas@coastallink.com.au.

The service is sponsored by the NSW Department of State & Regional Development and also supported by Great Lakes Council and operates each Wednesday, 9am to 4pm for client appointments.

If you are unable to travel to Tuncurry for an appointment please still contact Sue so that alternative arrangements for assistance can be made if at all possible.

E-business - doing business online

If you conduct any of your business activities using the internet, then you are conducting e-business. It can be a confusing and overwhelming process. An e-business guide, developed through the Australian Government Department of Communications, Information Technology and the Arts is available to help all businesses and covers all of the subjects below:

- [Understanding](#) - the jargon, the benefits and how to get

started

- [Planning](#) - the possibilities and how to write your e-business plan
- [Building](#) - creating your website and working with web developers
- [Protecting](#) - security issues and how to deal with them
- [Managing](#) - maintaining and promoting your e-business
- [Improving](#) - evaluating your website and maximising your use of the Internet

To access the guide go to <http://www.e-businessguide.gov.au>.

Biz Tips - Marketing Planning

A marketing plan assists you to integrate your total marketing effort. It ensures a systematic approach to developing products and services to meet and satisfy your customers' needs.

When you're writing a marketing plan you need to be clear about your objectives and how you'll achieve them. A good marketing plan sets clear, realistic and measurable objectives, includes deadlines, provides a budget and allocates responsibilities. A plan can consist of these elements:

- analysis of your current market
- your business objectives
- key strategies
- steps to achieving your objectives
- proposed budget
- timing.

Remember that your marketing plan should remain an ongoing process throughout the life of your business.

To assist with the development of a marketing plan to suit your business go to - <http://www.business.gov.au/Business+Entry+Point/How-to+guides> – you will find the following information and guides to help you along.

[Marketing](#)

Tips for putting a marketing strategy into place.

[Marketing your business](#)

Points to help with developing a marketing strategy.

[Marketing](#)

How to go about the marketing process.

[Marketing your business](#)

A guide examining what's involved in marketing, including a section on how to prepare a marketing plan.

[Writing a marketing plan](#)

A sample marketing plan to help you prepare and write your own.

[Marketing](#)

Deals with the key marketing principles.

Frequently Asked Questions

Q. Why do I need a business plan?

A. The main benefits of having a formal business plan are:

- Planning sets out a clear path to help you ensure that the opportunity you have identified matches your goals and ambitions.
- Planning allows you to better anticipate future events and to identify remedies in advance.
- Planning allows you to develop and examine your ideas carefully. This will help to decide whether your investment of time, effort and expense to make the business successful will be worthwhile.
- Planning should include an analysis of your business idea against that of your potential/existing competitors, to understand the strengths and weaknesses of your idea, and to anticipate what you will need to do to achieve your goal.
- A comprehensive plan will help you in your dealings with banks and other lenders, and with suppliers from whom you are seeking credit. It will show that you are a business professional, with a clear idea of where you are going and how you're going to get there.

Useful Contacts

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