

# Great Lakes BUSINESS

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Issue Date: Thursday 6 November 2008

## November 2008

The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year.

John Foster Dulles

## Customer Service Workshops - BOOK NOW!!

### Make a good impression this Summer

Customers are the basis of any business, yet it's surprising how few businesses have a true commitment to delivering a consistent high standard of customer service.

By creating a 'Culture of Customer Service' in your organisation or business, you'll find that you'll spend less time and money finding new customers and employees, because your customers will be happy, your employees will enjoy coming to work, and your business will be profitable.

Visiting presenter, Paulina Mangano will encourage memorable interactive discussion at 2 workshops organised for

### Wednesday the 19th of November

#### Breakfast workshop

**Forster Tuncurry Memorial Services Club - Strand Street Forster**

**7am to 8.45am - including continental breakfast**

**\$15 per head**

#### Afternoon Workshop

**Oceanside Hotel - Booner Street Hawks Nest**

**5.30pm to 7pm - including tea/coffee/biscuits**

**\$10 per head**

To book your place contact Great Lakes Visitor Information Centre by phoning 02 6554 8799 or email Richard Old [richard.old@greatlakes.nsw.gov.au](mailto:richard.old@greatlakes.nsw.gov.au) by COB Monday 17th November.

The workshops are supported by Great Lakes Tourism, Hunter Business Centre and Great Lakes Council's Economic Development Unit.

[For further information](#)

## Strategic Planning Workshop

To take advantage of Paulina's extensive business training expertise another valuable workshop is also being considered for Wednesday the 19th of November.

### **Strategic Planning - a workshop for Establishing and Growing your Business**

Success may look effortless when you look around, however behind nearly every successful business is a good clear vision supported by a strong strategy. This four hour practical workshop will introduce you to strategic planning tools that you can use at every stage of your business. Through the establishment and particularly as you continue to grow your business. Ideally suited to those already in business, or who have a clear vision and a strong understanding of their market.

**10am to 2pm - Wednesday 19th November - venue to be confirmed**  
**\$40 per head - including a light lunch**

To confirm your interest in attending contact Hunter Business Centre by phoning 02 6539 3966 or email Sue Druce [sue@businesscentre](mailto:sue@businesscentre) **as soon as possible** to ensure that the workshop will go ahead.

## Hunter Business Centre wins national award

The Hunter Business Centre has won a prestigious Australian Government Business Special Commendation Trophy.

The Centre, which is in King Street, provides start up and support services for new business through a range of Federal and State Government programs. Its King Street centre operates as the city's largest business incubator. It also provides Business Advisory Services in the Great Lakes and Gloucester areas.

The award which was presented to General Manager, Narelle McClelland, at a national conference earlier this week recognises the Centre's contribution to business in regional Australia.

HBC Chair, Janelle Kirk, said that HBC had delivered business assistance services as its core activity for nearly 20 years. The organisation had been a significant factor in the success of many start up and fledgling enterprises in the Hunter and had become a recognised provider of consistent, practical and impartial business information and facilitation.

The HBC caters to micro, small and medium businesses whilst fostering many relationships with business organisations throughout the region. It makes in excess of 10,000 client contacts per year including one-on-one business guidance, self help resources and targeted practical business literacy training.

The centre is also a Registered Training Organisation and NEIS provider.

[For further information](#)

## FREE Business Advice in the Great Lakes area

A reminder to all existing or potential business operators that free and confidential business advice is available across the whole of the Great Lakes and Gloucester areas - including the Tea Gardens, Buladelah and Stroud areas.

The Hunter Business Centre provides the services of a qualified business facilitator for individual appointments each Wednesday at Level 1, 60 Manning Street, Tuncurry and in Gloucester, the second Thursday of each month. Appointments can be made by phoning 02 6539 3966.

If you are unable to get to Tuncurry or Gloucester, you can also attend appointments at the Newcastle office or perhaps a phone consultation can be arranged to assist you. No matter how small you consider the question to be, we encourage you to contact the Hunter Business Centre.

## Oysters in the House

Great Lakes will again be well represented at the annual 'Oysters in the House' event taking place at Customs House, Sydney on 13<sup>th</sup> November. The event, coordinated by the NSW Farmers Federation to showcase the Sydney Rock Oyster is set to be huge with 3 sold out general public sessions with 120 attendees per session, a Restaurant & Catering Industry Session and a Government and Industry Session. Barclay Oysters and Great Lakes Winery have once again indicated a willingness to provide produce for the regional showcase and King Fisher Café will develop a signature oyster topping recipe. Great Lakes Tourism will coordinate the regional display. The event is a fabulous opportunity to promote our local oysters and the area in general.

## Green plumbers - FREE workshops

Climate change and water sustainability is high on the agenda for Great Lakes Council. Recently the Master Plumbers and Mechanical Service Association of Australia (MPMSAA), who are recognised as leading the way in training Australian plumbers in delivering environmentally sustainable services, have offered to host free workshops in our region. Great Lakes Council seeks to gauge interest in order to secure workshops in our region for next year.

The workshops relate to the water and energy savings that can be achieved by plumbers. The association estimates that over 70% of all water and energy savings that can be made are plumbing related. The workshops are nationally accredited and participants will receive a statement of attainment once they have completed assessment. Furthermore, participants are listed free of charge on the national Green plumbers website via postcode search.

If you are interested in learning about sustainable plumbing practices and would like to help secure a workshop in our region, please forward your expression of interest to Great Lakes Council via email on [davidhopper@greatlakes.nsw.gov.au](mailto:davidhopper@greatlakes.nsw.gov.au), or call 65917306 by the 30<sup>th</sup> November 2008.

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Information from IP Australia

[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 of the Hunter Business Advisory Service to do so. For past editions of the newsletter please visit

[www.greatlakesbusiness.com.au](http://www.greatlakesbusiness.com.au)

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