

Great Lakes BUSINESS

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SEPTEMBER 2008 NEWS

September is Small Business Month - an initiative of the NSW Department of State & Regional Development - check out the website (www.SmallBusinessMonth.nsw.gov.au) for events taking place across the State.

I hope your businesses are all doing well - please do not hesitate to contact me, no matter how small you think the question may be - regards Sue Druce - Hunter Business Advisory Service.

Some people dream of success... while others wake up and work hard at it.

Unknown

Get on your bike!

Businesses and employees in the Great Lakes are called upon to dust off their 'treadlies' and participate in the 2008 Ride To Work Day taking place 15th October. You can register your work place and encourage your employees to swap their car for a bike power or simply join in yourself. Great Lakes Council has registered and is challenging other businesses to do likewise.

You might think about organising a healthy breakfast for your workplace or joining forces with some other businesses or organisations to hold a joint event.

2007 Ride to Work Day was dubbed "Australia's biggest ever cycling event", the "largest active transport event" and a "new favourite on the annual workplace calendar."

Participation in the 2007 event exceeded all expectations:

- Over 29,000 registrations and an estimated 90,000 participants
- 25% of registered riders were "having a go" for the first time
- Almost 3,000 registered workplaces, many hosting their own breakfasts

This is your opportunity to reap the health benefits of getting

active and have a real impact on global warming. Research has shown that 29% of first-time riders participating in last year's inaugural event were still riding five months later. It might even free up a few more car spaces for your customers!

Even if your business is based at home, think about going out for a ride to get some fresh air and exercise.

Be part of Australia's biggest active workplace event on 15 October 2008. For more information go to <http://www.ride2work.com.au/>

Local industry partnership an example to others

Since September 2005 a local group consisting of employers, training and education providers, employment agencies, other interested groups and community representatives have been working together to address the need for more staff in the aged services sector in the Great Lakes.

The group's efforts have resulted in many positive outcomes for the local industry, students and employees. The Career Link in Community Services, a special school based traineeship to encourage high school students to consider a career in aged care nursing, is just one such positive outcomes.

Recently a meeting was facilitated by North Coast TAFE between members of the working group, including John Quinn and Doreen Swann from GLAICA House based in Tuncurry and Stuart Hornery, representing the Hornery Institute, a not for profit organization whose charter is to make communities better places to live, work, learn and play. The Great Lakes was one of a limited number of places visited by Mr Hornery who is developing case studies from around NSW of communities which have worked together to develop innovative solutions to local employment and training needs. This information will be used to inform several government reviews relating to higher education and training. Mr Hornery stated that he was impressed by the collaborative and inclusive nature of the working group that brought such a diverse range of service providers together to improve the options for the aged population and those caring for them.

For further information contact [Deb Tuckerman](#).

Thank you Forster Tuncurry businesses!

Thank you to businesses of Forster Tuncurry who recently participated in a survey about planning for the future provision of employment land in the area.

As well as informing future land use planning, the survey also

provided valuable feedback about barriers to growth such as difficulties in recruiting staff and skill shortages and issues with local infrastructure such as telecommunications. Businesses also provided their ideas about opportunities for making the local economy stronger and creating more local jobs.

While we received a fabulous response from retail businesses, Council would appreciate some more feedback from businesses in the light industrial areas or working in other sectors such as medical. If you would like to help and would be willing to participate, please contact [Michael Nicholas](#) at Council and he will deliver a questionnaire or assist you to complete it in person or over the phone. The survey takes around 15 minutes to complete.

Planning a business expansion, purchase or relocation?

It is always advisable to check with your local Council to see whether your proposed activity is permitted within that particular area and whether or not you need to seek development approval.

The last thing you want to find out after you've signed up to rent a premises to start your new business is that you have to lodge a development application (which could take some time to assess) or that you can't do what you had planned to do. Even where you are taking over or setting up a similar business in a location, it is always better to check with Council to make sure the appropriate approvals are in place.

Did you know Great Lakes Council has a Development Assessment Panel (DAP) including representatives from Council's Planning, Building, Engineering and Natural Systems Divisions/Sections that meets weekly to evaluate new applications to determine which Council divisions and external public authorities are required to be involved in the assessment process? For larger projects, there is also an opportunity for proponents to attend a meeting of the DAP to discuss their plans prior to lodgement of their application.

Whether your application is big or small, it is still a good idea to contact your Council early on to discuss your plans. Also check [Council's website](#) regarding other opportunities such as how to request a preliminary assessment and the associated costs.

In the Great Lakes, to talk to a town planner or find out more about the Development Assessment Panel, call Council on 6591 7222. The best time to contact Council planners and building officers is between 8.30am and 10am Monday to Friday. A planner also visits the Tea Gardens office on a regular basis. To make a booking phone 4997 0182.

Recent amendments to planning documents

Great Lakes Council recently gave public notice of Amendment No. 55 to its Local Environmental Plan (LEP) 1996 and Development Control Plan (DCP) No. 28 – Exempt and Complying Development. The changes apply throughout the local government area and relate to minor development activities which may be undertaken without the need to obtain development consent. In particular, the amended LEP and DCP incorporate new provisions relating to: commercial and industrial change of use applications, home occupations, home businesses, family day care homes, food handling premises, hairdressers, beauty salons, and machinery/hay sheds. Copies of the LEP and DCP are available for viewing or purchase from Council's Administration Office in Forster and District Offices in Tea Gardens and Stroud during business hours from Monday to Friday. The LEP and DCP are also available from Council's website at www.greatlakes.nsw.gov.au. For further enquiries please contact Council, telephone 6591 7222.

Local communities encouraged to participate in Forum

NSW Dept of State and Regional Development is hosting the Hunter and Central Coast Community Economic Development Forum at Ettalong Beach, 22nd & 23rd September 2008. DSRD's community economic development (CED) program is designed to strengthen the capacity of regional communities to deal with economic change. It aims to increase business and economic activity.

The Forum is an opportunity for representatives from all communities to learn from each other as they explore new ways to promote sustainable economic development in regional communities.

The Dept will cover the cost of one participant from each community currently involved in CED work as well as heavily subsidising the overall costs of the forum to encourage more people to participate.

For more information or to register go to:

<http://www.celebratetheonion.com.au/> or contact [Deb Tuckerman](#)

Another local community success story!

Speaking of local communities doing great things, the Myall River Festival won the "Festival and Events" category at the Regional Tourism Awards held this week and is now automatically entered in the STATE awards.

The event is coordinated by the Myall Waterways Chamber of Commerce & Tourism and was running against a number of other festivals including the Shoal Bay Jazz and Wine festival and the

Baby Boomers Bash.

Congratulations to Shona Hunter Howarth and the team in Tea Gardens Hawks Nest. Look out for the next big event in that area - the Wildside Festival, Hawks Nest - www.wildsidefestival.com.au coming up on September 19-21.

Club Forster was also successful in the regional tourism awards, winning the Registered Clubs Category - the second year in a row that the Club have won this award. Buladelah Visitor Information Centre and Myall Shores Resort were also finalists in their categories.

Small business marketing practices

Q. Can a business take information from public sources and use it to approach potential customers?

A. Generally, yes. But if the business is covered by the National Privacy Principles (NPPs) in the Privacy Act, there are some things it will need to do. For more information about the coverage of the NPPs, go to <http://www.privacy.gov.au/publications>

Example 1 : A bridal boutique take names from engagement notices, matches them with information from the phone book, and uses the combined information to approach potential customers.

The boutique can do this. But if the boutique is covered by the NPPs, it will have some obligations.

* It must tell the potential customers: its name and how to contact it (which it will want to do in any case), why it has collected the information, to whom (if anyone) it usually discloses the information, and how the customer can get access to the information. This could usually be done at the first approach to the potential customer. ([NPP 1.5](#))

* It must only use the information for the purpose of approaching the potential customer (the 'primary purpose of collection') or for a related purpose that the potential customer would expect (a 'secondary purpose'). For example, it should not give or sell the information to another business the potential customer has never heard of. ([NPP 2.1\(a\)](#))

* It must do what it reasonably can to make sure that the information is correct. So if it finds out that some of the information it collected from the engagement notices is wrong, it must delete or correct that information. ([NPP 3](#))

* It must keep the information reasonably secure. ([NPP 4](#))

* It must have a privacy policy. Assuming that the boutique is not doing anything unusual with the personal information it collects, this would only need to be a short statement about what personal information the boutique collects, where it gets it from and how it

uses it. ([NPP 5](#))

* It must give the potential customer access to the information on request and correct any errors the customer points out. ([NPP 6](#))

* Usually these will be the boutique's only obligations under the NPPs.

For more information about all the NPPs, see:

<http://www.privacy.gov.au/business/small/bizguide.html> or
<http://www.privacy.gov.au/business/guidelines/index.html#3.2>.

Example 2: A removals company uses information in house sale ads to target potential customers. Yes, it can do this. But it will have the same obligations as the bridal boutique.

The above information comes directly from the website of the Office of the Privacy Commissioner

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

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