

Great Lakes BUSINESS

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September 2009

This newsletter is a joint initiative of Great Lakes Council and Hunter Business Centre.

Luck is a dividend of sweat. The more you sweat, the luckier you get - Ray Kroc

New name and new partnership

The NSW Department of State & Regional Development has had a name change and is now known as **Industry and Investment NSW**. The new look [website](#) includes valuable information for people starting, running or growing a business in NSW and now also hosts the new Small Business Toolkit. An innovative resource with free information, quizzes, checklists and case studies designed to:

- Test your readiness for business
- Learn how to start and run your business
- Create your business plan
- Test your knowledge
- Track your progress

There is also information on what you need to do to manage your business and how to build upon your business success plus details of other useful resources, programs, news and events to help you towards business success.

Great Lakes Council has also recently entered into agreement with Industry and Investment NSW to support the delivery of the NSW Government's programs to businesses within the Great Lakes.

As part of the agreement, Council's Economic Development Manager, Deb Tuckerman, will provide a first point of contact for any businesses seeking more information about these services. 'There are a wide range of assistance available and sometimes it's difficult to work out whether you're eligible or not,' said Deb Tuckerman.

This newsletter will profile some of the programs available to businesses starting with the 'New Market Expansion Program'.

All inquiries can be directed to Deb Tuckerman deb.tuckerman@greatlakes.nsw.gov.au or phone 02 6591 7390.

[For further information](#)

New Market Expansion Program

This program provides assistance to businesses to develop new markets beyond their local economy. This could include targeting a new region, State or perhaps overseas market. Provided there is real potential for growth in sales, financial assistance is available towards the cost of marketing plans, market research, initial website development, promotion and participation in trade shows.

Inquiries to Deb Tuckerman - deb.tuckerman@greatlakes.nsw.gov.au / phone 6591 7390 or visit the [website](#).

Small Business Support Line

The Small Business Support Line is a free service offering small business advice and support over the phone and was officially launched by Small Business Minister Dr Craig Emerson earlier this month.

The service has been established by the Australian Government to provide additional advisory services to small business during the global financial crisis.

"The response to the support line has been very strong," Dr Emerson said.

"Small business owners need many skills. They need a good understanding of accounts, marketing, logistics and human resources. Sometimes it's difficult to know where to turn. That's why this service is an invaluable port of call."

The lines are staffed by a team of eight advisers, each with many years of small business experience and strong customer service skills.

They have also been trained by '*beyondblue*' to help callers who may be suffering from depression.

People can phone the small business support team toll free on **1800 777 275** between 8am and 6pm weekdays. Email inquiries are also welcome at sbsl@innovation.gov.au

Women in Business - Workshop Success

An interactive and well attended workshop, supported by Great Lakes Council and sponsored by Industry and Investment NSW, to help business women across the Great Lakes area make their businesses stand out from the crowd was recently held on Thursday the 20th of August.

The 3 hour hands-on workshop, presented by Sue Currie of Shine Communications helped participants uncover and communicate their personal and business brand, pinpoint the personality and values of their brand; package and promote their brand and put into place a brand action plan.

Networking time was also a valuable part of the morning and positive feedback was received towards future get-togethers for all interested business women in the Great Lakes area. Pictured below are a group enjoying the opportunity to meet other business women and learn relevant skills from the workshop - from left to right are Joanne Jay, Melissa Rogers, Kathie Bestwick, Vicki Bailey & Deb Tuckerman



As a followup to the success of this workshop an informal **Women in Business Luncheon** has been organised for **Thursday October 22** to continue the valuable networking and interaction for business women across the Great Lakes area. It is hoped to make the lunches a regular event on the business calendar.

The lunch will be held at the Boxfish Casual Cuisine - Wharf St, Forster from 12pm. If you would like to be part of this event, contact Yvette Ellis at on 6591 7303 or email yvette.ellis@greatlakes.nsw.gov.au by Friday 16 October - bookings are essential.

Bulahdelah Butcher wins Regional Award

Congratulations to Barry Bros Butchers of Bulahdelah for taking out the Regional Sausage King Competition last month. Butchers across the Mid-North Coast, from Bulahdelah to Coffs Harbour, competed for the title, with Bary Bros Butchers being awarded 1st Place in the Poultry and Open/Gourmet Sausage divisions. Their other two entries in Tradional Australian and Traditional Pork placed 2nd and 3rd respectively. Wayne Barry is a third generation butcher and will take his team to Sydney for the State Finals in October and if successful onto Nationals in February 2010.

If you are or know of a business that has achieved high level success in their chosen field, we'd love to hear about it to help promote the business, the achievement and also the Great Lakes area.

Send your good news story to Sue Druce sue@businesscentre.com.au or Deb Tuckerman deb.tuckerman@greatlakes.nsw.gov.au or phone Deb on 02 6591 7390.

Gloucester Businesses Celebrate Excellence

A successful night was held on Saturday the 22nd of August to recognise and celebrate the hard work of businesses across the Gloucester area with the 2009 Gloucester Business Awards - all nominees are to be congratulated and the results are as follows:

Customer Service Awards

Individual - Andrew Berry - Retravision

Business - Greg Forbes Automotive and Gloucester Health Food

Employee Awards

Employee with a Disability - Daniel Gilfillan - Daytona Trailers

Trainee of the Year - Naomi Cummings - Gloucester Pre School

Apprentice of the Year - Brendan Slade - Hydro-Max Multihulls in Tate Street

Tourism and Hospitality Business

Ashmar Farm Stay based at Waukivory

Professional and Service based Businesses

The Bucketts Way Neighbourhood Group Inc. Gloucester

Innovation in Manufacturing

R & D Technology - Clements Street Gloucester and offices in Newcastle and Brisbane

Gloucester Business of the Year

Ashmar Farm Stay was identified as the Inaugural Gloucester Business of the year. Although the scale of businesses were vastly different and thus the available resources also quite different, the innovative and very effective customer development and support systems developed by the operators gave Ashmar Farm Stay a very close win. Pictured below are Gayle & Ian Hollingsworth from Ashmar Farm Stay & Therese Ryan of the Gloucester Advocate.



For further information about the awards contact [Gloucester Chamber of Commerce](#)

Our newsletter is developing a wide readership and includes businesses from neighbouring shires. It's great to hear what is happening in these areas.

Upcoming workshops and other assistance

A series of **Business Survival Skills & Customer Service Workshops** are currently being planned by the Hunter Business Centre to be run before the end of the year in the Great Lakes area. If you would like to express your interest in these workshops contact Mike Hilsden by email mike@businesscentre.com.au or phone 02 6539 3966.

Skills for Life and work: "**Life Experience Counts**" - a FREE course for people wanting to return to the workforce or further studies - plus a FREE accredited Computer Course - for further information contact Forster Tuncurry Community College by phoning 02 6554 9215.

Employer Services - North Coast TAFE can help you improve your business, no matter what your industry, by working with you to develop a plan for the future. Go to www.nci.tafensw.edu.au/employer-services to find out more.

Rural Services - Centrelink has a strong focus on improving the quality of service delivery to customers, particularly to people living in rural and regional Australia - to find out more, go to <http://www.centrelink.gov.au/internet/internet.nsf/services/rural.htm>

Free electronic tax calendar for small businesses

A free electronic calendar is now available on the Tax Office website to help small businesses meet their tax and superannuation guarantee obligations throughout the year. Tax Commissioner, Michael D'Ascenzo, said the small business tax calendar provides reminders of lodgement due dates for small businesses, bookkeepers and tax agents.

Mr D'Ascenzo said that "based on your individual circumstances, the calendar records all the due dates you need for the financial year, such as when to lodge your business activity statement and when to pay your employees' superannuation."

Small businesses and organisations can also record notes and reminders, such as appointments or payment due dates; update the calendar at any time if their business structure or reporting obligations change, and print a one-page yearly planner for tax and superannuation obligations and due dates.

The latest version of the tax calendar is now available and copies can be downloaded for up-to-date information for lodgement and payment due dates. To download a free copy of the tax calendar, visit the Tax Office website at www.ato.gov.au/TaxCalendar. The calendar is also available on CD by calling 13 72 26.

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

*Sue Druce - Hunter Business Centre - sue@businesscentre.com.au

*Mike Hilsden - Business Facilitator - Hunter Business Centre (Great Lakes each Thursday) - mike@businesscentre.com.au - Ph - (02) 6539 3966 - www.businesscentre.com.au

*Deb Tuckerman - Economic Development Manager (Great Lakes Council) - deb.tuckerman@greatlakes.nsw.gov.au - Ph - (02) 6591 7390 - www.greatlakes.nsw.gov.au

*Geoff Marshall - Business Facilitator & Great Lakes Small Business Diagnostic Program - Hunter Business Centre (Great Lakes & Gloucester areas) - geoff@businesscentre.com.au - Ph (02) 6539 39 66

*Suzette Gaff - Business Development Manager, Hunter (Industry & Investment NSW) - suzette.gaff@business.nsw.gov.au - Ph - (02) 4908 7333 - www.smallbiz.nsw.gov.au

*Susan Rowe - Community Economic Development Manager, Hunter (Industry & Investment NSW) - susan.rowe@business.nsw.gov.au - Ph - (02) 4908 7333

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