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MATCHBOX IGNITING THE POSSIBILITIES

IS there difference between a job-seeker and a business?

Of course there are differences but there are also many similarities; both are aiming to secure work and to stand out in a competitive market.

Successful businesses use marketing and advertising principles to promote their unique selling point (USP) of difference. 'Matchbox Works' empowers jobseekers by using the same principles.

After running a similar successful program in Switzerland on behalf of the Swiss Government, Founder Donovan John Szypura has now taken the powerful design a step further and developed a tailored program for the Australian market with his business partner Jae Lloyd.

Matchbox not only empowers individual jobseekers and micro businesses, they also aim to empower communities and awaken the forgotten art of 'real' social networking.

To date, no fewer than 23 hungry jobseekers have completed the Matchbox program since its inception in early 2014. Several coaches and experts from varying marketing and advertising fields guide the participants through the intensive 3-week program.

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Donovan John Szypura
Photo: Steve Lovegrove

STATE BUDGET

TASMANIAN Treasurer Peter Gutwein, addressed the Hobart Chamber of Commerce and explained the rationale behind the decisions made in the recent State Budget.

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LEARNING

EVERY organisation needs to develop their staff at some point. New products and services can be a nightmare to introduce if not done right.

Forte

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NETWORKING

Despite meeting new people every day, many of us find having to make first-time introductions at networking functions to be confronting.
Here is a fantastic tip you can't do without.

Page 22

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LJ Hooker

Awaken the forgotten art of 'real' social networking

Continued from cover story

The Matchbox concept enables job creation and job placements, not through traditional methods but by reigniting people's confidence to self-promote and reactivate personal networks.

"We offer a valuable course. Every Matchbox candidate ends up with a website, a business card or other appropriate promotional tools to back up each individual job search strategy. What we have observed and the feedback that has been given is that job-seekers really appreciate the fact that we create a casual but professional and inspiring atmosphere." says Szypura.

"The outcomes and personal transformations are astonishing"

Richard Johnson is a young graduate Software Engineer. He was on the job hunt for almost two years. Two weeks after completing the Matchbox program Richard secured a part-time job which has now turned to a full time position.

Another example of a successful job placement from the Matchbox program is Jorge who secured a dream job as a coordinator in the creative industry. His new employer was highly impressed with his personal campaign which he developed at Matchbox.

"For me the Matchbox presentation right down to colour, imaging and setting gives people an opportunity to really show what they can provide to a new employer" Said Lord Mayor Damon Thomas when asked about Matchboxes offering.

It is quite surprising that job-seekers and many official sites still rely on faceless resumes and cover letters. Yes we understand that companies need to streamline the job application process, but at what cost. The 21st century has given us many other creative and effective tools to promote ourselves, and internet is one portal we can maximise on.

Matchbox is not a Facebook nor a LinkedIn but a combination of real social networking supported by technology and creativity. "Social media can help people to expand their network, but if presented in the wrong way it can destroy an individuals reputation in a matter of seconds. We guide jobseekers in understanding that social media needs to be used wisely. It's much more important that people learn how to effectively communicate in a networking environment, before networking remotely through social media platforms. We have created and are continuously building an environment where people come to network and build upon their personal and professional brand." comments Szypura.

Tasmania not only has one of the highest rates of unemployment but it also has a high rate of micro-businesses. If there are no jobs out there we simply need to create them ourselves. Tony Conlan is a perfect example, he is a wildlife educator with over 25 years experience working in Tasmanian Tourism. Matchbox empowered Tony to build his business concept to realisation. Two weeks after launching his website (www.wildwaystours.com.au) his business received its first booking from overseas. Three weeks after that an investor contacted him. Tony says the Matchbox program was the best thing that could ever happen to him. His business dream has come true and he is starting now to create jobs for others. In this excellent example of social networking, Tony has now started to provide other Matchbox jobseekers with work.

The Matchbox program offers an innovative opportunity for Australian job-seekers and micro businesses. They have started discussions with local and National politicians and Government Advisors and are seeking support and funding from the Australian Government. "We are looking to present our concept to the Minister for Employment Mr Eric Abetz and hopefully receive his support" says Szypura.

Matchbox has established a successful collaboration with Workskills in Hobart and is starting to do the same with Max Employment. However due to changes in legislation and funding in 2015, programs such as Matchbox won't be funded through the Employment Pathway Fund (EPF) anymore.

Governments are always looking for cost-effective alternatives to assist our long term unemployed break the cycle of joblessness, but this is exactly what Matchbox has to offer, so to cut the funding is hard to understand. In an ideal world, a job-seeker would be referred to the Matchbox program as soon as they are out of work.

Matchbox founders Szypura and Lloyd would like to see themselves in a key position in the near future where as soon as a company foresees cutbacks and redundancies, Matchbox assists in ensuring that those people that are facing redundancies do not enter long-term unemployment if at all.

According to Lloyd, Matchbox will also act as an employment manager for each participant in the future. By being able to create active job placements and assist in job creation.

Matchbox is offering an innovative long-term solution for which the Government and Job Service Providers have full access to but interestingly they cannot get enough job-seekers due to funding restrictions.

This is extremely frustrating not only for Matchbox but also for the countless job-seekers and the Job Service Providers they have had to turn away.

By creating a positive change and having developed a unique program that addresses both issues surrounding job placement and job creation gives job-seekers the best chance to promote themselves and land that job.

Matchbox is putting a call out to local business leaders and members of Government, people with a clear vision to empower the people that need it the most. Matchbox is ready to ignite the possibilities.

You can contact Donovan on or Jae on mail@matchbox-works.com to discuss how you may benefit from the Matchbox experience and perhaps for the first time in a long time, ignite your passion for excellence!

www.matchbox-works.com

EDITOR

WITH each edition, we are learning more and more about ourselves, what we have achieved and meeting great people along the way.

As the editor and the publisher, I am often expected to know every answer to every question in this business. Some I should, some I have no idea. So like you I look forward to reading what our experts have to say and I try to apply the knowledge to this business, just as I am sure you may do the same.

You may have noticed that Tasmanian Business Access is a different publication. We want our readers to have that different experience too.

After discussing with a few CEO's about TASBA, they stated TASBA is the first newspaper they have read from cover to cover. Man, that gives me a good feeling to hear that.

As we evolve we will explore new opportunities and venture into unknown territory. If you take a look at page 25, you will see what I mean.

This is cutting edge stuff!

Never before has an "Australian" newspaper introduced this into their editions before. And this is not a 'once off' - this is now a regular TASBA feature. It highlights the thinking we bring to this newspaper and we hope you enjoy this edition as much as we did producing it.

Oh and our website is coming... Promise!

www.tasba.com.au

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your business, your lifestyle

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Rent an office or set up a 'Coffice'?

CULTURE

By Anthony Stavrinos

ENTREPRENEURS throughout Australia may well have asked themselves one burning question.

Do I need to set up and rent an office somewhere or can I just hover between home and a selection of coffee joints? Let's take a dive through the froth and bubble that has enveloped this crucial issue.

OK, perhaps we're overplaying this a little. The real reason we've launched this one-man inquiry is because Access was recently confronted with two separate "studies" – one advocating the coffee hangout as the best place to do your business while the other screamed 'get the hell outta there'.

Our cynical engine immediately kicked into action. In the media world, of course, a study can consist of a PR operative ringing co-workers and friends with loaded questions that aim to push a particular barrow.

And "research" can be simply be cherry picked elements of legitimate research which – when mixed with smattering of choice key words and cobbled together with a few opportune segues – flatteringly portrays an idea that, unsurprisingly, someone is trying to flog. With that in mind, let's look at the case for the affirmative – that is that the faux leather upholstered booth in your coffee hangout, or whatever else is used to seat customers, should supersede your traditional office desk. You've got to hand it to chief 'coffice' advocate Angela Vithoulkas. Not only is she an outstanding, award-winning businesswoman. And not only is she an innovative marketer that had the intestinal fortitude to run against entrenched Mayoress, Clover Moore, at the last City of Sydney council elections, snaring herself a seat on council.

But when it comes to the notion of promoting the 'coffice' she emphatically puts her money where her mouth is at her VIVO Café in Sydney's CBD.

"With new research showing that working in cafés can actually boost your creativity," screams the media release.

Former Telstra Businesswoman of the Year, Angela Vithoulkas, has taken it to the extreme by launching the first global radio station based inside a café "Eagle Waves Radio brings together the best of what business people and entrepreneurs want from their working day: a dose of topical, relevant information in a buzzy, creative environment," she says.

Only problem with this is that the "new" research is about two years old. That aside, the study by US academics in Illinois and Virginia explored "the effects of ambient noise on creative cognition" and found it played an enhancing role.

Ever the opportunist, Vithoulkas drew as long a bow as possible. "There's been a pronounced geographic shift in where corporate and entrepreneurial folk are choosing to do business," Vithoulkas said.

"Bland and sterile workplaces are proving to be a turn off for many workers and with research showing that ambient background noise can actually help people to concentrate better, it's no surprise that the café is the new office."

She said the trend for working in cafés has reached new heights with the rise of the 'coffice' worker.

Vithoulkas' media release also quotes another study of "almost one thousand" small businesses owners across Australia which purportedly found that 15 per cent of respondents "prefer to work in a cafe, or even a hotel foyer, for the ambience and convenience.

We trawled the internet and found absolutely no trace of the study, but we'll take the media release reference as gospel. Why not? Most other media outlets would, their journalists and/or producers expected to fill more empty space with fewer hands on deck.

Vithoulkas suggests that business owners should take advantage of the 'coffice' trend. "Café owners who recognise that 'coffice' workers see their venue as a de-facto office, a place where they might work for a few hours a day, can offer services such as wi-fi or even a tailored 'work day' menu for customers who stay for breakfast and lunch," she said.

"Not only will this demonstrate they understand the needs of their clientele, it will also give customers a reason to come back – and in business that's often the difference between success and failure."

Meanwhile, over in the 'doing business in the café is not such a good idea' and armed with her own study to spruik her anti-café sentiments, is Jacqueline Lehmann, the Australia country head for flexible workspace provider Regus.

We shouldn't have to spell this out but we will – a flexible workspace provider would prefer you pay it for space rather than get it for free at a café.

In a recent piece Lehmann penned for The Sydney Morning Herald, she wastes no time sowing the café seeds of doubt.

"Thanks to 21st Century mobility, and the rise of Australia's savvy start-ups, more and more people are working from third places such as coffee shops," Lehmann writes.

"But is this really a good idea for small business owners and their employees?"

She goes on to explain the link between the cafe and business is as old as the practice of drinking coffee itself and that in the 17th and 18th centuries when coffee houses first began to appear in Europe they quickly became the place for traders to negotiate and for new exciting ideas to flourish.

"For me, it is reassuring to see that hundreds of years later, Australia's businesses are still using the coffee shop as a place of trade and work," she explains.

"Here's the rub: Australia boasts a huge number of new tech savvy start-ups and SMEs, companies looking to do things differently. Many are starting 'in the cloud' – and working from home and on the road – and basing themselves from their local cafés.

"But while buzzing coffee shop environments

> ***"Many businesses are starting in the cloud – and working from home and on the road – and basing themselves from their local cafe"***

may seem appealing, there are many challenges that come with this type of café based work that many people aren't aware of, until they find out the hard way."

Then Lehmann wheels out her silver bullet – her trusty "recently conducted national survey of over 600 Australian business people" and their working habits, to understand how they worked when out of the office.

The results identified some of the key obstacles that people face when trying to work from a coffee shop, she wrote.

"The top challenge, reported by 79 per cent of Australians, was concerns around the privacy of conversations and documents," according to Lehmann.

"From overheard business calls to sensitive documents I think we can all associate with this headache! Other turn offs include the security of belongings (77 per cent) and noisy customers (66 per cent).

"These hassles are just the start of what business owners need to be aware of. The research showed that older generations also deem the café as an unprofessional place to work – with 52 per cent of Baby Boomers reporting this and 45 per cent of Gen X professionals."

She notes that for small businesses trying to gain traction and credibility with clients and prospective staff, this can be a real and serious issue.

Lehmann rattles off more statistics to underpin her argument that, essentially, workers are increasingly working across multiple locations and there is a trend towards a freelance culture.

"In this new flexible work world, work happens everywhere – and as a small business owner there are a range of different options at your fingertips to support your workers," she writes.

"Whether it be a pay-as-you go business centre, an independent co-working space, even a library, you can offer solid alternatives to the drone and hassle of the coffee shop office."

In Europe, Lehmann adds, Regus is partnering with organisations like Shell and French national railway company SNCF to bring flexible co-working spaces to train and petrol stations.

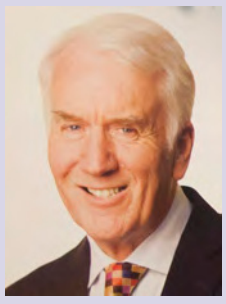
"Something that it would not surprise me to see happening here in Australia within the next few years," she writes.

"Don't get me wrong, coffee shops will always have their role in the business of flexible working.

"But to really find the right brew for success, businesses need to move out of the café and into spaces that are more conducive to work."

So there you have two arguments, one promoting the coffice concept, the other urging a different approach, more aligned with innovative offerings of flexible workspace.

The richness of our *cultural identity*



By Damon Thomas
(A passionate philanthropist)

WITH more than 100 countries represented in our community, Tasmanians can be justly proud of the heritage and the contribution that migrants have made to our state and its prosperity. Working tirelessly and with little reward, these proud settlers have forged the Tasmania that is today. There's always been almost an aura about the work of our migrant community on the West Coast of Tasmania and in the hydro-electricity schemes that gave our state an independence from coal-fired energy. And yet onward from the industrial schemes of the 1950s and 1960s there is a new economic dimension arising and directly contributed to by our multicultural community – the new small business contribution of thousands of new settlers, from China, from Korea, India, from the balance of Southeast Asia, Africa and South America. These new small businesses are growing up in IT, in hospitality, in export and sacrifices being made by people for a state they now call home.

We all know how energetic and inspired we are with a new idea, with a new sense of purpose and vision to achieve success. Every day in our multicultural community there are examples of business success, against all the odds and businesses which are selling not just into our home domestic market but internationally and becoming well recognised for it. Working alongside Tasmanian businesses formed and established for, in some cases, decades there is a fabulous opportunity for cross-fertilisation of ideas, as new business associations are formed by particular national groupings and are introduced to each other, as recently happened with the Korean and Chinese business associations.

By linking these new business associations with long-established business chambers there is a sharing of ideas and philosophies. We could do well but to promote these new synergistic associations and give them every assistance to make it great in our home state.

Cup among world's richest horse races

THROUGH tears and triumphs, 'the race that stops a nation™' has cemented its position as a revered sporting, social and cultural event that continues to play a significant role in defining Australia's national identity.

Where did it all start?
In 1861, at the first running of the Melbourne Cup, the race club committee could hardly have envisaged the Cup lasting a century and a half and growing to become a significant part of our social and sporting culture.

In front of an estimated crowd of 4000 people, Archer became the first winner of the Melbourne Cup. Victorians, and the wider Australian community, were already displaying their great passion for thoroughbred racing.

Champion horses have always thrilled spectators. There are stories of endurance, scandal, controversy, tragedy and heroism. Great horses who have won the Cup include:

- Carbine (1890)
- Phar Lap (1930)
- Peter Pan (1932 and 1934)
- Rain Lover (1968 & 1969)
- Kiwi (1983)
- Vintage Crop (1993)
- Might and Power (1997)
- Makybe Diva (2003, 2004 & 2005)

Today, the Melbourne Cup is the richest handicap race held in Australia, and the prize money and trophies make it among the richest horseraces in the world.

Flemington was fairly basic in the early days with little in the way of running rails or stands. But the Melbourne Cup quickly became popular as a carnival with picnic parties, sideshows, celebrations and people showing off their latest fashions.

Socialites, politicians and Australia's rich and famous attended the Cup right from the earliest days, as they still do today.

While the Cup was first run on a Thursday, in 1875 it changed to a Tuesday and has normally been run on the first Tuesday in November each year. In three of the five years during the Second World War (1942, 1943 and 1944) it was held on a Saturday.

At the time of the first Cup, Victoria was experiencing the gold rush and many people had flocked to Melbourne, Bendigo and Ballarat in the hope of finding gold. A few gold-diggers were fortunate and became wealthy, and they enjoyed splurging at Flemington.

By 1880, 100,000 people would make the journey to Flemington to attend the Cup. As Melbourne's population was only 290,000 at the time, this attendance was quite phenomenal, and many visitors came from the country and other Australian colonies, too.

These were flourishing times as Melbourne continued to grow during and after the gold rush period.

"There was barely standing room on the lawn and many ladies were unable to find a seat for the whole day. The Paddock was overcrowded to excess and the Hill was simply a mass of human beings. It has reached a stage now that almost everyone in Melbourne goes to the Spring racing." - Australasian Newspaper (1871)

From Etienne de Mestre in the 1860s and 1870s, and Lee Freedman in the 1980s, 1990s and 2000s, who have both trained five Cup winners, to the 'Cup's King' Bart Cummings, who since 1965 has won 12 Cups, horse trainers continue to strive to set records in thoroughbred racing.

OPINION

Why kids should be taught philanthropy

By Jackie King
Research Associate, Australian Centre for Social Investment and Philanthropy at Swinburne University of Technology

PHILANTHROPY is usually a word we associate with the world of adults and rich people. Increasingly though, children from a spread of socio-economic backgrounds are participating in and learning about what it means to be philanthropic, both at home and at school.

As well as helping those in need, the evidence shows getting children involved in philanthropy has positive effects for the children, their families and society more generally.

It might just be the key to helping your children be happier, smarter and more successful.

Why should we teach philanthropy?
The younger the child is when the discussion begins about giving, the more it becomes a matter of practice and habit that continues into adulthood.

According to developmental psychologist Marilyn Price Mitchell, children who perform acts of kindness experience increased wellbeing, popularity and acceptance among peers. This, in turn, leads to better classroom behaviour and higher academic achievement.

There is a place for both families and schools to teach philanthropic values and encourage related actions. A recent UK Study, Growing Up Giving: Insights Into How Young People Feel About Charity, found that young people are interested in and positive about charities and have "great charitable expectations".

Interestingly, the report finds that schools "lie at the heart of the bond between young people and charities" and is the primary means by which charitable giving is encouraged.

However, the report found that amongst 9-11 year olds, three times as many children felt that discussing philanthropy with their parents would encourage their increased philanthropic engagement.

Where to start
How do we start teaching children about philanthropy?

There are a plethora of causes, activities and means by which children can become involved in philanthropic acts, regardless of financial means.

Beyond individual acts of volunteering and fundraising, families are increasingly becoming involved with groups of like-minded families in "giving circles".

Earlier this year, the Australian Council for Educational Research's dialogue series on Leading, Learning in Education and Philanthropy cited Kids in Philanthropy (KIP), as one of a number of innovative programs to encourage family based giving.

"Giving circles", like KIP, offer an opportunity for member families, who may not necessarily be able to afford large donations, to combine their funds with other members to create a single or series of impactful grants.

Giving circles necessarily promote discussion, such as decisions about what cause to support, how much to give, what activities and workshops to organise, are made jointly by all members in consultation with their children.

> **"Children who perform acts of kindness experience increased wellbeing, popularity and acceptance among peers."**

What are children learning?
Through the experience of family based philanthropic organisations donor children are benefiting, just as the recipients are.

They learn about worlds beyond their own experience. They also learn confidence in public speaking, how to make a case, how to choose a charity, research skills, fundraising and entrepreneurial skills, tolerance and empathy. They also learn how to organise through setting up cake stalls, garage markets, bike-a-thons and walk-a-thons.

Through this experience they can then define what philanthropy means to them and what change they would like to see in the world.

They learn, just by small acts of giving, how to become a change maker, what it means to be a good person and citizen as well as learning from and teaching others how to collaborate and make a difference.

They learn about the multiplier effect of small acts and the large impact that can have on their communities.

From an educational perspective, these skills reflect what children learn at school and fit squarely into the priorities of the newly released Draft Years 3–10 Australian Curriculum: Civics and Citizenship.

The ACARA document states that the curriculum encourages the development of "personal and social capability" via the application of personal, interpersonal and social skills and behaviours; through working collaboratively and constructively in groups; developing their communication, decision-making, conflict resolution and leadership skills; and learning to appreciate the insights and perspectives of others.

There are many valuable models for encouraging children's involvement in philanthropic activities.

Time will tell how these programs impact individual donor children and beneficiaries. But it is clear that beginning at a young age in the family context will have positive flow on effects for the world in which these children live and give.

Jackie King is Research Associate, Australian Centre for Social Investment and Philanthropy at Swinburne University of Technology. Article courtesy of www.theconversation.com.au

Treasurer addresses the HCOC

ON the 25th September The Tasmanian Treasurer Peter Gutwein, addressed the Hobart Chamber of Commerce and explained the rationale behind the decisions made in the recent State Budget. He then went on to expand on the future of the fiscal position the Liberals are attempting to create in such a short period before the next election.

Treasurer Gutwein spoke about the critical challenges facing education and how the Year 11 and 12 initiative is vital to get it right. He noted that one of the biggest challenges is the reluctance for young people to stay at school and complete Year 11 and 12 and that the Government needs to build that education base, possibly with a restructuring of the Education Act.

Areas surrounding infrastructure and investment to eco-tourism were also discussed during the address.

The Three Tasmanian Health Organization's (THO) will merge into a single entity, saving some $21 million over a three year period, with the savings to be invested back into the health sector.

One of the most contentious elements of the budget by far, however, is the Crown Employees (Salaries) Bill 2014. No one was surprised that this proposed legislation immediately turned thousands of public servants against the Liberal party. Despite the Treasurers claims that the Bill had been accepted by the public service, the feeling on the street is clearly negative amongst those employees who stand to be affected.

The Treasurer, to his credit, bravely addressed the issue by stating that the Upper House was voting on the bill at the very time of this breakfast meeting, and emphatically stated that if the wage freeze was not passed the Government would proceed with axing 500 public servant positions to get the savings needed.

Treasurer Gutwein gave his opinion that there are only two ways to rein in public sector wages costs- "you either have a smaller public sector or you've got to slow wages growth."

His logic is unfortunately flawed, as there are a number of tried and true methods to control public wages costs. For example, had the Treasurer considered productivity gains and politicians wage freezes, he could have immediately doubled his options. A lost opportunity, to say the least.

As it happened the Upper House eventually voted down the wage freeze. This prompted the Government to announce that they were left with no choice but to let go of 500 public servants, which came across a little like a tantrum and a lot like a blackmail tactic.

The government remain firmly on message that they are serious about "fixing the budget mess" as they openly call it. However, it is hard not to see that the sacking of 500 public servants would place far greater burden on our economy than the cost of their asthmatic 2% per annum pay rise.

Now, before you think I'm all in this to give public servants a wrap I agree that there needs to be savings, and I agree that the sector can afford the pay freeze. It can also support productivity gains.

In an article run by the Mercury on the 4th June 2014 titled "Freezing Tasmanian MPs' Pay", Legislative Council president Jim Wilkinson is quoted as saying that this measure 'will backfire' due to later pay increases. Mr Wilkinson states clearly " history showed that putting off politicians' pay rises added to community anger down the track when bigger increases were awarded".

Would this be the case for our Public Servants? Would they have a wage freeze, only to be over compensated at a future date as a result? Or is this another case of one rule for the politicians-and another for the public slaves?

As I already mentioned, I believe that the Tasmanian Public Service can support productivity gains. Let me explain what I mean.

The Examiner kindly reproduced a story by Barry Prismall on the 2nd October entitled "Tasmania drowning in a sea of public sector indulgence". I found this to be a courageous and very interesting article, and I applaud the Examiner for publishing it. It points out quite clearly that per capita, Tasmania has it way too good. *(Examiner story 2564595)*.

For example Tasmania has one departmental public servant for every 20 Tasmanians whereas Victoria has one for every 210 Victorians.

> **"The Treasurer, to his credit, bravely addressed the issue**

Victoria has one council for every 73,000 Victorians. Tasmania has one council for every 18,000 Tasmanians.

President Barack Obama earns $443,000 a year with a population of 317 million; The British Prime Minister David Cameron earns just $256,000 with 65 million citizens and Prime Minister Tony Abbott earns $503,000 with 23 million citizens.

Tasmanian Premier Will Hodgman earns $305,000 with only 512,000 residents.
Essentially our Premier earns more money per capita than these three world leaders - combined.

So my question is this. Why doesn't the State Government take the lead by introducing a wage freeze on their own incomes , instead of on those of the working class public servants who actually do the work that's handed to them by the legislators. Would this not save a few dollars?

Perhaps another suggestion would be to look at the spending taking place from the public purse. Perhaps the cut of just a small percentage from those government funded campaigns might also show some savings.

But do you know where you will get the biggest savings Treasurer Gutwein? Introducing productivity gains into the Public Service.

The Federal Department of Human Services managed to save 180 million dollars by introducing simple productivity measures to streamline services, reduce wait times and minimize errors. With potential savings of these magnitude, if the Federal government can do it surely the State Government can too!

But before I get accused of being completely one-sided I do want to take a moment to congratulate the Honorable Peter Gutwein and Will Hodgman for what is overall a stellar Budget.

I think for the most part it was exactly what was needed. There comes a time in politics where tough decisions need to be made, and someone has to take the tough stand and actually make them. And for that bold undertaking, I thank them.

Lucah's Ride

supporting

Special Olympics
Tasmania

Kristin, who's son Lucah (below) has Downs Syndrome and is in remission from Leukemia is riding from St Helens on the 16th of October through to Bruny Island and back to finish in Cornelian Bay on the 28th of October at 4pm.

16th October – 28th October 2014
St Helens–Bruny Island–Hobart

Scan the code to donate...

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You have the power to make an Olympic dream come true

Pirtek recognised as one of the world's top franchises

By Anthony Stavrinos

AUSTRALIAN success story Pirtek is a familiar brand to many Australians, and now a top US business magazine is celebrating the successful business model, underpinning its globally-renowned fluid transfer solutions.

Within a diverse selection of industries, including mining, automotive, manufacturing, printing and sea vessel maintenance, Pirtek's products and services continue to enjoy solid demand, driving an expansion in the company's global footprint.

Pirtek's excellence has now been acknowledged by US magazine 'Entrepreneur'', which has ranked the Kings Park-based company as 64 in a ranking of the world's top 200 franchise opportunities.

Stephen Dutton, now six months into his role as Pirtek's new CEO, says since establishing its operations in Rydalmere in Sydney's west, the company has grown to almost 400 locations in 22 countries using a well-planned franchising strategy.

In Australia, it has 94 franchises and the company hopes it can soon break through the 100 barrier.

"The franchising started in 1985 and we were one of the first in an industrial franchising perspective," Dutton told Business Access.

"Franchising was known probably more predominantly with the likes of McDonald's and those sorts of companies back in those days.

"It was considered the right vehicle to expand the business under one common business platform, while giving people ownership in the brand because they'd take care of the customers as owners of a business."

Still proudly Australian-owned, Pirtek's international footprint takes in the United States, UK, Europe, New Zealand, China, Singapore, Mongolia, Canada and South Africa.

Having started with Pirtek in 1994 as a Brisbane-based area sales manager, Dutton admits it can be a challenge explaining what the company does to those unfamiliar with the applications for its products and services, but over his 19 years at the company, he's refined his 'elevator pitch'.

"We supply products and services to convey a medium from a to b. And the medium can be anything - air, gas, water, chemicals, steam, oil, petrol concrete, food, you name it - any conceivable medium. And that pretty much covers any industry on the planet," Dutton explains.

And while Pirtek continues to conquer international markets, he agrees many Australians are unfamiliar with its trajectory of success and the determination of its founders to remain based where it is, as well as family owned and operated.

"That's true. A number of years ago we did a little bit of a campaign saying how we're proudly Australian, the toughest Australian, all those sorts of things, to just reinforce that it's an Australian organisation," Dutton says.

"It is a family-owned business and still owned 100 per cent by the founder, who's executive chairman of the business today and I guess it's a personal crusade for him to continue to grow the business. It's not about off-loading it or taking on investors, or those sorts of things."

But many Sydneysiders, especially those in the western suburbs, will be familiar with the Pirtek name emblazoned across the front of jerseys, as major sponsor of the region's beloved Parramatta Eels in the NRL.

Earlier this year, Pirtek ended its nine-year association with the club, choosing to not take up a three year option, after the Eels reportedly floated a 50 per cent hike in the annual $1 million price tag for its principal sponsor.

Commenting at the time, Eels CEO Ken Edwards said: "I think it is important to celebrate what has been a wonderful association between the two parties.''

Fantastic Furniture is reportedly poised to fill the void on the Eels sponsorship roster. Pirtek has, meanwhile, been extremely active over the last 12 months in establishing new partnerships that ensure it remains connected with sporting heroes on a national basis.

Pirtek also provides financial support to worthwhile community organisations, including St Vincent's Hospital and the Prostate Cancer Foundation of Australia.

Dutton says Pirtek cannot afford to be complacent or "rest on its laurels" in the face of increasing competition and challenging economic climates and technological innovation over the last two to three years had allowed the company to remain a market leader.

One of the keys to the company's success has been an aggressive expansion in its Mobile Service Fleet which now numbers 350 units, providing an advantage in locality of its services.

A significant upgrade to Pirtek's global inventory forecasting system, fully integrated into its supply chain system, was recently completed ensuring representatives would have the right product in the right location, every time the customer needed it.

Pirtek' s CEO, Stephen Dutton is overseeing a growing international footprint.

HUTCHINSON

REACHING NEW HEIGHTS

Photos courtesy of Steve Lovegrove

SUNDAY the 21st September started in Hobart like any other day. Except for the Grove GMK6300L 300 tonne crane sitting in the middle of Liverpool Street at 4am getting ready for what is to be the largest free-standing crane ever erected in Tasmania.

Pfeiffer Cranes 2.5 million dollar Grove arrived in Tasmania in April this year adding to the Pfeiffer's extensive fleet of cranes operating out of Carrick and has already been working hard on multiple sites.

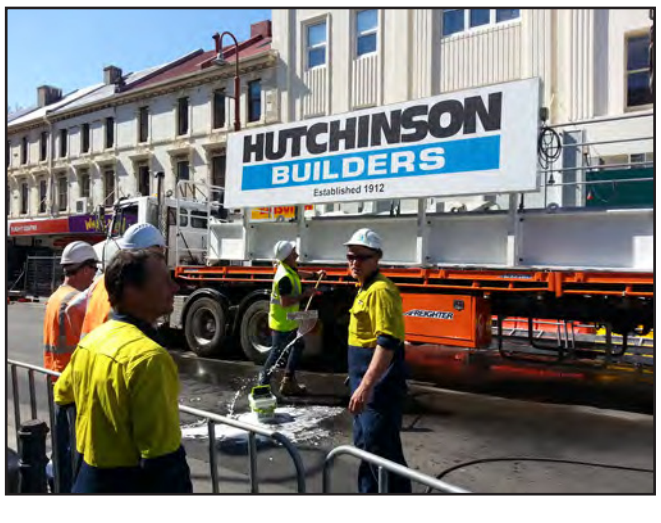
More importantly, right now the Grove all-terrain monster crane had spent the day constructing Hutchinson's biggest freestanding crane for the MYER redevelopment.

Luckily the Grove's operator "Duke" is no cowboy. Calmly and with utmost precision placing each piece of this massive Meccano® set (I note without instructions) into place with each section of the freestanding crane weighing upwards of 7 tonnes.

With a very sore neck looking up, I could not help but to feel the pressure on the specially flown in QLD workers on top of the tower whose job it was to secure the many pieces together ensuring it is securely constructed. Although it seemed someone forgot his lunch!

Being on site from mid morning till the afternoon, I watched with amazement at the ebb and flow of trucks, a few mobile cranes and ground crew all working together efficiently and relatively quietly. Even site manager Jamie got into the spirit of Hutchinson pride while showing the boys how to wash down the light boxes.

While most of the stores around the site closed for the day



"We've done this so many times"

Les Lees was open for trading as usual, and they seemed to have a steady flow of customers. Perhaps not as much as they would like but I am sure that if they had their wits about them they would be measuring up the Hutchinson staff for suits while they waited their turn to do something. Well that is what I would have done anyway!

Just down the road, Dee from VitaminMe Discount Vitamins says business hasn't been better. Dee put's it down to the amount of foot traffic forced onto her side of the road, I think it's the multivitamins these guys need to get through the day!

The Hutchinson tower will be on the Hobart cityscape for the next 5 years until the whole project is completely finished.

TASBA's photographer Steve Lovegrove had exclusive access and took some amazing shots. Check them out on the tasba website or facebook page.
facebook.com/tasba

STAFF PROFILE

Name: *Herb Tietz*
Nick Name: *Herb*

Job Title:
Crane Operator

Duties:
Operate tower crane, dogman and rigger.

Why become a crane operator?
I just liked cranes!

How long have you been a crane operator?
I drove my first crane at 8 years old. It was dads in the back yard.

How long have you worked for Hutchinson?
About 2 years, although I have over 20 years experience operating cranes.

What's something that no one knows about you?
I'm a nice guy who likes to ride my Harley.

And what's your No1 tip for a job seeker?
Finding a job is tough. Be persistent and never give up on what you want to do. Having training helps a lot.

OPINION

Mentally Drive Yourself to the Office

HOME OFFICE

By Jesse Brjozovsky

IT'S a mind-over-matter thing, really a simple tool to get you in the right head-space for the day.

Similar to setting up a designated Place of Work, you need to establish your own pre-work ritual that is the mental equivalent of driving yourself to the office. I'm using the word "ritual" rather than "process" because it should be actioned almost religiously each day in order for it to be truly effective.

Here's some examples of how your pre-work ritual might work in with your morning activities:

Example 1
You've spent the last half-an-hour frantically organising your kids, who you've just marched (finally!) out the door to school. The house settles into beautiful silence. You make yourself some vegemite toast, flick through the paper and finish your coffee. It's time for work. Walk out of your front door, around the side of your house and re-enter through the back door.

Example 2
Get up and take yourself for a walk around the block oh, and make sure you savour the satisfaction of watching your neighbours roll out of their driveways into the morning commute. Once home, get groomed, get fed, get caffeinated and then step into your Place of Work for the day.

Example 3
You're awake, dressed and now putting your breakfast bowl in the dishwasher. Time to make your sandwich, select your snacks for the day and pack them into your dorky lunch-box (which, mind you, no one will ever see or ridicule you about). When you're ready to make the transition from home to your Place of Work, your lunchbox takes the journey with you.

As you can see in the varied examples above, your pre-work ritual is a personal preference and something easily tailored to your lifestyle. You could do anything, really (a mental exercise, a physical action) as long as you're consistent every day.

The importance of mentally driving yourself to the office is to give yourself the same opportunity you would have if you were actually driving yourself to work. It sounds silly, I know – but not many realise the mental and emotional process they undergo on their early morning drive to work. It is, essentially, the window in which you prepare yourself for the day ahead. At some point during a person's drive from home to work, they cross a threshold (an invisible line, if you will) and switch into work-mode. Simulating this same process with your home-based business – and doing it with your own personal style that works in with your lifestyle – will ready you for your day ahead.

Jesse Brjozovsky [My Virtual Real Estate PA] is a home-based business owner and Australia's first exclusive Real Estate Virtual Assistant.

Strong exhibitor demand for 2014 BBX Hobart Show

OCTOBER has arrived and commercial and exhibition space is selling fast.

The Royal Agricultural Society of Tasmania (RAST) says demand is growing each year as businesses embrace the unique marketing environment the Show delivers.

Last year, the Royal Hobart Show attracted crowds of nearly 50,000, which was an increase of more than 5% on the previous year. Follow up surveys by the RAST showed that exhibitors taking out commercial space found they had a very useful marketing tool in the Show.

"Businesses see the Show as a unique way to exhibit and promote their products and services to the show going public," said Scott Gadd, Chief Executive Officer of the RAST.

"They tell us that the Show makes a great launch pad and allows them to test their products, and public opinion and attitudes towards their products. It's a more dynamic way of engaging with the public than traditional retail, because exhibitors can chat with potential customers in a more relaxed holiday environment, build rapport, gauge ongoing interest, build data bases based on potential customer interest, and provide samples."

Each year, show-goers are exposed to a wide range of services and products. They include new cars, food products, clothing, marine products, jewelery, gardening and horticultural goods, beauty products, mobile phones and communications equipment, homewards, and much more.

Many businesses and exhibitors from last year re-booked space immediately after the 2013 Show and new bookings were occurring as early as January this year.

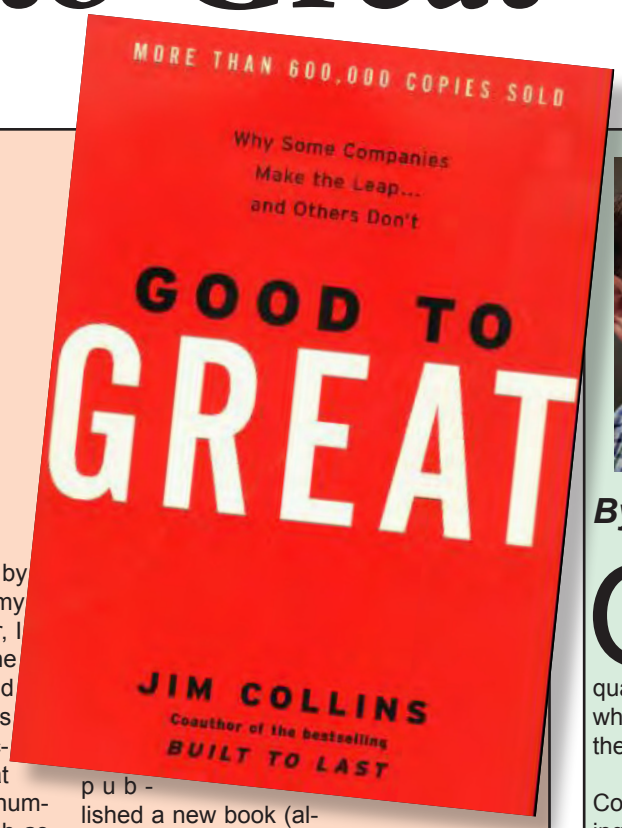
Indoor and outdoor options are still available for exhibitors in premium areas - big spaces, small spaces, food spaces, and trade spaces; and a prospectus is available to view online at http://www.hobartshowground.com.au/show/. This year's Show runs from October 22 to October 25.

Growth in the Show's appeal has been underlined in 2014 with – for the first time - the RAST agreeing to accept a major naming rights sponsor. BBX

"The sponsorship will allow us to invest strongly back into Show entertainment and other attractions to make the Show bigger, brighter and better than ever before".

Good to Great

By Jim Collins



By Matt Stocker

I HAVE just finished Good to Great by Jim Collins and I wanted to record my reflections about the book. However, I am in somewhat of a dilemma. On the one hand, I really enjoyed the book and felt that many of the concepts Jim talks about are values and ideas that I recognise as important in building a great business. On the other, I have read a number of critical reviews of the book (such as that by Rob May) pulling apart both the fundamental research foundations of the book and also its findings.

On balance

Overall, I think that Good to Great provides a very useful model and framework for developing and creating a great business. Concepts such as the flywheel go some way to challenging the 'magic bullet' fascination within the business world. Similarly, a Level 5 leader in place of 'Fred the Shred' might have created a very different outcome for Royal Bank of Scotland.

Solving the impossible

At the same time, trying to unravel the complexity of the business world to create a model that enables a business to become great is a tall order! Businesses operate in too complex an environment for a 'key to business success' to exist. Any business book that claims to have discovered the 'secret to success' is deceiving itself. Although I don't feel that Jim Collins does claim the key to success in Good to Great, the book is taking on a huge task in assessing what creates 'greatness' and I suppose it is not surprising if it falls a little short of the answers.

Everlasting greatness

Obviously, there are other criticisms leveled against the book regarding the companies that were chosen and their subsequent fall from grace – Fannie Mae, being the most recent. However, the book never claims that the companies chosen will continue to be great beyond the 15 years of great performance shown. Indeed, 4 of the 11 great companies used in the study were facing serious challenges to their greatness or had already lost it by the time the book was published. It is also worth noting that Jim has recently published a new book (although I haven't yet had chance to read it), entitled 'How the mighty fall: And why some companies never give in', which I imagine begins to examine some of the questions raised by the fall of great companies.

Correlation versus Causality

I think one of the key problems with many studies and books is that of causality and correlation. Causality and correlation are similar and yet entirely different. Causality is where one or more factors cause an effect; correlation is where a relationship of some kind exists between two factors but one is not necessarily the cause of the other. Yet, so often when correlation is discovered, people assume they have discovered causality. Good to Great discovers correlation, but cannot prove causality: there are too many other uncontrollable and unexaminable factors to pin down exactly what causes greatness.

Should you read it?

If you are looking for factors (or levers) within a business that can be proven beyond doubt to create success then you might as well stop reading business books!

If however, you are looking for interesting ideas that help develop you and your business, not as a magic formula but rather as concepts to play against and spark off, then Jim Collins' Good to Great does just that. It may not hold the secrets to success but it will certainly provide you with food for thought!

Matt Stocker is Founder and Director of Stocker Partnership, Matt is highly strategic in his focus. He is driven by innovation, motivated by excellence and known for his ability to dissect complex business challenges
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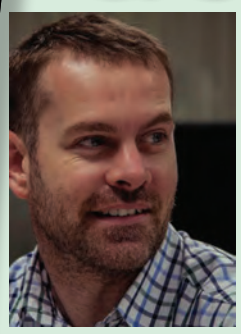


By Iain Bayly

GOOD TO GREAT is a result of five years' research into how a 'good' company transforms itself to a 'great' one. Collins describes the qualities of the leaders of these companies, what visions they had and what methods they used.

Collins spends considerable time in explaining the terms 'good' and 'great' in a series of detailed appendices. Put simply, to make it into the book's shortlist:

- the company had to show 'good' performance (growth of 1.25 times of the stock market) for at least fifteen years prior to a transition point, after which...
- the company had to show 'great' performance (growth of 3 times of the stock market) for at least fifteen more years.
- In order to eliminate market-sector upturns, the company also had to demonstrate that it outgrew comparison companies after the transition point.

Eleven make the cut: Collins labels these as 'good-to-great' companies. A few are well-known (Gillette), but many of them are unlikely to be familiar to Tassie readers, but this does not detract from the book as the findings apply to any corporation.

Leadership Characteristics

Collins' first finding is that the good-to-great companies have leaders with well-defined, but paradoxical, characteristics of professional will and personal humility. They are intensely ambitious for the company, rather than themselves. The majority of the comparison companies had leaders had ego-driven leaders that took the credit for success and sought to blame others for failure - the very reverse of the good-to-great company leader.

Another result is that the good-to-great company leader did not first form a vision and then select the best people for the job; rather they selected the people first and then formulated a vision. Collins raises the interesting point that during a recession, when other companies are shedding staff, the good-to-great company finds a terrific opportunity in hiring top people even though there may be no clearly-defined role for them.

These leaders studied had the willingness to confront unpleasant facts while simultaneously maintaining an absolute belief in that obstacles will be overcome. This dual mindset enabled good-to-great companies to outperform their competitors in conditions of adversity.

Hedgehog Concept

Collins introduces a recurring pattern of all the good-to-great companies - the Hedgehog Concept. This concept is based on the observation that while a fox may have many stratagems to hunt a hedgehog, the latter only has one defence - but one that will win every time.

Collins' Hedgehog Concept is the intersection of these three ideas:

- What you can be best at.
- What drives your economics.
- What are you passionate about.

He found that good-to-great companies spend an average of four years to define their Hedgehog Concept, usually in a gradual, iterative manner. Once the Concept was defined, there needed to be a culture of discipline in order to execute it.

This culture was sustained by having the right people in place - happy to have their work bounded by the Concept framework but also happy to have the freedom and creativity within the framework to achieve their goals. The discipline extended to actively shunning opportunities outside the three ideas - in fact, the more a company stayed within its Hedgehog concept, the more likely it would be to grow as any corporate activity would be correctly aligned.

Use of Technology

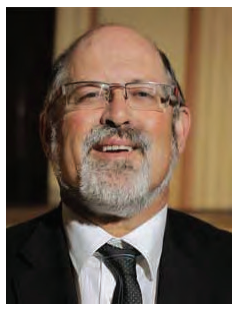
Collins' research found that the technology paid an important but not dominant influence in good-to-great companies. Nearly eighty percent of executives failed to mention technology in the top five reasons for the transformation from good to great. Typically, they used technology as an accelerator of growth, rather than a creator; technology would be used to support the Hedgehog Concept rather than to take a leap of faith outside.

Verdict

This is a tremendous book, with detailed appendices, on what how a good company can be made great. To cap it all, the results he found in corporate arena can be transferred to one's own life and aspirations.

Long-Term Strategic Planning *for Tasmania*

PLANNING



Rob Valentine
Independent member for Hobart
Legislative Council

OVER recent weeks we have seen one of the more sensible decisions made regarding the Tasmanian Health Organisations: merging three into one.

Health Minister Michael Ferguson in a media release on 26 July stated:

"The [Health] structure is inefficient, unaffordable, and not compatible with a State-wide, integrated and sustainable approach." and;

"Something must change – and this Liberal Government will take the lead in implementing the reforms necessary to put our health system on a more sustainable basis".

In the past governments have succumbed to parochial pressure, with restructuring health over the past 20 years showing centralised or regionalised models being variously implemented – at least 3 times as I recall. We simply cannot afford health services to command an ever-increasing slice of the State budget.
The THO merger by Minister Ferguson is a positive decision. It is the right decision for a State with just over 500,000 people and is backed by analyses of expert reports on our health system. The big question is: can Minister Ferguson and others in power continue to make these transparent decisions based on good solid evidence while avoiding the parochial? If not we will see yet another regime that is bound to be pulled apart by a future government.
Given the initial decision to create three separate THOs and an independent report suggesting Tasmania gets less value out of health services funding (Mercury, Aug 4, 2014, P5 'State denied bang for its health buck') it poses the question: is our State strategic planning adequate? We need to explore this issue.
With Tasmania's size and limited resources, it is time to think of a new approach that reduces the yoyo effect of changes in government and the impact it has on achieving our major goals. I offer this:
Current planning is influenced by a 4 year parliamentary term. The model offered for discussion is the selection of no more than 15 major items in a 12 year strategic framework, but selected and signed off by all parliamentary parties. The framework would initially be negotiated in the middle of a parliamentary term by the government of the day and re-evaluated by Parliament close to the next iteration in year 12, once again signed off by all parties.

This model requires good performance measures and proper evaluation of progress through normal scrutiny by the Auditor General. It provides an opportunity for the community to hold Parliament to account for the way politicians and parties have followed and/or supported the strategies in the framework. It provides greater surety, leads to better investment, bolsters State employment and results in better prospects for our community.

In this model the Government is not limited in the number of other matters it may wish to pursue; the 12 year strategic framework deals with matters of major significance which demand long-term strategic planning. In effect, we would see parliamentarians rewarded for positive action toward agreed major goals rather than how well they managed to criticise their opposing party's ideals.

There is no doubt this model represents a major challenge in strategic planning - it demands Tasmania is placed ahead of party politics. Is this a bad thing? No. To the contrary, it is what we should expect of our elected members - governance for the betterment of the State, not for the benefit of a particular political party. Otherwise we are simply electing half our politicians to rail against the remainder.

Parliament should be a facilitator, rather than attempting to be the font of all knowledge. We should utilise our academic institutions and listen to our professional bodies and social advocates to ensure those 12 year long-term strategies are well thought through and achievable.

The model outlined above could reduce conflict in our major areas of expenditure in the longer term, see parliament at least united in the achievement of some significant goals, while providing the community with pressure points to keep our parliamentarians honest and focused. This model may not be perfect but we must be prepared to think outside the square and approach such thinking with a fair degree of goodwill. Something for us all to consider and hopefully debate!

Airline memberships

TRAVEL

By Courtney Drew

I USED to think people who raved on about 'status credits', 'fare classes', frequent flyer jargon (yawn) were – quite simply – wankers. I also thought that the idea of an 'airport lounge' was just for people with a bit too much self importance and perhaps money...

Well guys – I am now officially a wanker too! (And clearly full of my own self importance – sans the money bit sadly...)

I never actually travelled all that much for previous roles. So, from my own experience (this isn't gospel people) I guess until you do – you don't really submerse yourself in the realm of the frequent traveller – but once your there it's quite addictive and you expect a bit more than an infrequent trip taker.

I am being a little over the top – but non-travelling and travelling brethren alike - please read on!

This week I gained a particular level of membership with a particular airline. Yeow! I have been hanging out since last year – just to get a sniff of the big time... FYI I am nowhere near the big time!

It did feel a bit special with a 'welcome back Ms Drew' when boarding the aircraft – after fancy a pit stop in the lounge for a sandwich and a glass of bubbles, followed by 'premium' security check (directly from the lounge) to the gate. Ooooh!

In all seriousness though – if you are a frequent traveller – for business or pleasure – I urge you to take allegiance with one airline of another and stick with it where you can – to get the points and status credits, to get the rewards and benefits - for not just yourself but your family too.

Lounge access alone as a business traveller isn't just about status – it's about a comfortable place to work while waiting for a plane. It's access to Wi-Fi, a bite to eat and even a cheeky vino before the haul home.

"It's great to get some quite time ahead of your flight" says John Staub.
John is a frequent traveller, and believes there are 'significant' benefits of memberships.

> **Hence – my change of perspective and new found wankdom.**

"Lounge memberships give you the opportunity to fly ahead (get an earlier flight if you arrive at the airport earlier) bonus frequent flyer points, priority boarding, priority check in, better chance of upgrades – and closer to the front" Says John.

It's also a great place to access business services - computers, scanners, conference rooms for meetings if you're flying in and out.

Not all of these benefits may be your cup of tea – but if you're travelling frequently – with colleagues or alone, want to freshen up or need to work through lunch for a deadline before a flight – it suggest you get online and have a look around.

(Also – in my experience – it's a great place to spot the odd celebrity or sport star or whole team too.)

Although, if you disagree with the idea of pledging allegiance to one of the major airlines, I implore you, go get in that queue, go grab that kilo of 'Krispy Kremes' and your oversized carry-on and enjoy your flight!

Don't forget the blower man

GIVING

By Bernadette Black

I AM a mum to three kids, age's 21, 13 and 10 and all leading busy lives. I'm forever playing taxi-driver, and the endless school notices that pile up on my fridge make me feel quite neglectful when I read how overdue they are, not to mention the raffle tickets that need selling. Do I have some parental company out there Tasmania? It feels never ending in a busy, corporate working household.

Other children's birthday presents, and thank you cards are another after-thought for me. Let me give you a glimpse of my process: birthday party invitation at bottom of kids backpack, moved to the fridge, RSVP date – check (I'm good with this as I can text a reply), day of birthday - check, present - not considered. Most times I drive to the party and on my way call into my local post office to grab a gift while my kids wait in the car. Sometimes we have enough time to choose together but usually the party starts in 10 minutes, so it's just me. I'm sure the staff there chuckle, as I do this often and breathlessly explain the situation to whoever serves me each time. My child writes the card while I drive to the party, and we do arrive on time, with a card and gift. This is very exposing and honestly not how I like it to be.

The true Bernadette Black likes to have time to think about these small things and bring the importance of focus to these moments. More so, I want my kids to make giving a priority, in any capacity. Sometimes I try to make excuses for myself. Sure we have a family policy to always give or volunteer, which the five of all us do in our community, nationally and internationally, although I'm not convinced that means so much when you don't even think about the child it is whose birthday present you are buying. Do you get me?

I want to think about the people, the ones I have an opportunity with in the moment and on that day. I want to curl ribbons and pick out matching paper. I want the 'gasp' of the recipient when they receive their gift. I want to think of them, and if it's a child's birthday I want my children to think of them too.

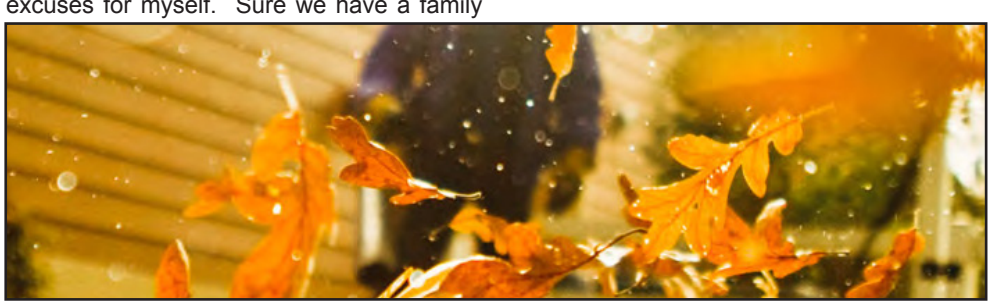
One of my friends, Michelle, is great with present-giving. Every teacher receives a present at the end of the school year, including librarians, sports teachers, principals and out of school activity leaders. If you have impacted this family in any capacity you know it, you're valued.

Late last year Michelle was doing her usual present-buying at Christmas, and her son Marcus took great pride in organising these with his mum. After making a list of what presents would be prepared Marcus said 'Mum, what about the blower man?'
Michelle looked at him quizzically. 'What do you mean the blower man, I don't know who you are talking about!'
Marcus continued. 'You know, Mum, the man that blows all of the leaves every day at school?'
Michelle thought about it and admitted, she never really noticed the blower man. 'Sure Marcus, lets get a present for the blower man.'

The blower man received his gift, maybe one of the first he's received from a student.

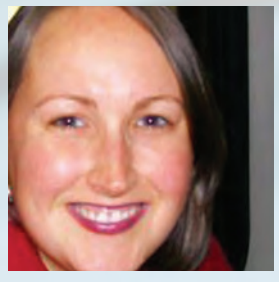
Make some time this week to give. Curl a ribbon, write a card on your table and don't forget the blower man.

Bernadette Black is the State Manager Special Olympics; Founding Director Brave Foundation; Councillor - Kingborough Council & Professional speaker.



One can do a little but many can do a lot!

PHILANTHROPY



By Sharn Hitchins

LAST month, I had the pleasure of attending a fundraising event together with 649 other Hobart women with a passion to change the life of one girl at a time, currently trapped in modern-day slavery. "Be Hers" is an annual fundraiser ran by two amazing Hobart mums, Melody Towns and Anna King, together with a team of other like-minded women. The Be Hers event brought awareness of slavery in the 21st Century, provided insight into how we can help stop this trade and raised a little over $50,000 - Not a bad effort for an afternoon's work. Now, imagine if the two women had tried to do this either on their own or together without the other 648 women involved in this journey. Do you think Be Hers would have been as successful?

Think back to when you were at school. Remember free clothes day? Luckily for many, this tradition has continued into the workplace where for a "gold coin donation" everyone comes in their favorite outfit for the season that they aren't normally able to wear to the office and does their bit for their company's chosen charity of choice. It's not unusual for larger organisations to raise between $250 and $400. Again, now imagine if you had your own free dress day to raise money for your favourite charity. Do you think it would have been as successful?

I recently had a conversation with a friend and we were talking about their school's Book Week. Some of the mums at their school pack a few extra costumes and books each Book Week Parade day for the kids whose parents forgot, didn't want to do it, didn't have the spare money to provide a costume, their child couldn't decide what to go as... [Insert the reason here]. These mums are ensuring that no one misses out on all the fun by thinking outside of their own little families and seeing a need, they help fill the void. Isn't that extravagantly generous? It costs these mum time and effort. They are probably recycled costumes from years gone by; of older siblings now outgrown and yet, what a difference it must make to that one child who is standing out for all of the right reasons.

Today, I am asking you to consider what can you do with your friends to change the world of someone in your circle of friends, your community, and the world. One can do a little, but many can do a lot! It's called the multiplier effect and it can work wonders for that fundraising idea you've had rattling around for ages. Organising an event to the scale of Be Hers is a massive ask and one that even seasoned fundraisers don't enter into lightly. It could be as simple as morning tea at work or a concert at your local. The possibilities are endless, as is the potential. So get some friends together whose values align with your values, whose passions align with your passions and together you can achieve anything "when courage, genius, and generosity hold hands, all things are possible." (Unknown). Get multiplying!

Sharn Hitchins
Fundraising Consultant.
toddandsharn@hotmail.com

Greenwash and eco-guilt vs. an evidenced set of wider benefits

ENVIRONMENT

By Dr. Catriona McLeod

TWELVE years ago I researched the slow (or rather what I later perceived as a deliberately obstructed) adoption of environmental principles in architectural design practice for my PhD. The words 'green' and 'sustainable', the suffixes 'eco- ', and 'enviro- ' and concepts such as 'natural' and 'chemical-free' were plentiful in relevant advertising and other media. I had a particular problem with the abuse of 'green', naively believing it had become meaningless. "No word ever loses its meaning", chided my PhD supervisor, and of course word usage can be perverted, and it is fluid. Twelve years on I am still pondering the relative fluidity of 'green-ness' and in what direction is has flowed.

Not far, it would seem. The prevalence of greenwash has, I believe, increased. Now it is just far subtler. Companies are aware that government and industry pressure exists to make business practices 'sustainable'. In my thesis I documented the practice of 'go green or feel the guilt'; indeed, the personal and corporate assuagement of 'eco-guilt' was the foundation of huge and highly successful advertising campaigns in the 1990s (BP and Toyota, to name a few). However, guilt is now seen a poor motivator, since consumers are seemingly inured to images of clear-felled native forests or polar bears floating on tiny icebergs toward a horizon of extinction.

"The way we refer to things affects how we think about them", says Ed Brown (Australia and New Zealand Buildings Sector Leader, Davis Langdon). "Our objective should be to move beyond a paradigm where sustainability equals making things less bad (mitigation), to one where sustainability is linked to realising a wider set of benefits. These benefits could be wide and varied, and could accrue directly to a project or indirectly to society. If each investment decision is presented in these terms then that sustainability aspect might stand a better chance of success."

The activity of 'making things less bad' is a tired hangover from blaming the baby boomers for all contemporary development and building problems. Making things less bad also presumes an end point, whereby things are resolved, case closed. The notional realisation that a wider set of benefits, linked with investment decisions, could be had from ending blame, taking responsibility, promoting corporate transparency and avoiding language that greenwashes should be means by which communities (a less abstract term than 'societies') can progress.

In terms of design and building practice, green should mean 'good' – that is, sensible orientation on the site, low running costs, future-proofing, opportunities for retro-fitting and recycling, and high indoor environmental, light and air quality. Advertising for design/construct tenderers to demonstrate commitment to 'environmentally sound principles' seems redundant. 'Sustainability' or 'green' applied to any existing field cannot be merely adjectival add-ons.

Of course, the issue of an 'evidenced set of benefits' - who gains, what types and the need to choose between respective benefits - becomes the focus. However, quantifiable benefits, for example, reduced energy costs (energy efficiency) and increased productivity levels are only a few of the advantages. High employee and occupant satisfaction and reduced lost-sickness days have indirect flow-on effects such as higher attendance rates at schools and increased use of public transport. European studies show that once a community experiences these things, visits to the doctor and events of crime and vandalism tend to decrease.

I referred earlier to the obstruction of the adoption of sustainable principles. Who were the obstructers, that is, which stakeholders were generally the most resistant to change? Not, as it turned out, producers or developers. If the essential economic principles of sustainability include sovereignty, value and efficiency then sustainable economic enterprises must accept responsibility for their actions if they are to maintain economic viability. Accordingly, many businesses are acutely aware of the value of training staff, undertaking genuine and transparent audits (and posting the results on annual reports and websites), undertaking chains or stewardship, implementing energy-efficient strategies and creating good working environments with high indoor air quality.

Transparency, particularly, is a building block of a sustainable economy, as it aids in building trust in companies, and helps ward off claims of greenwashing. Many multinationals also report direct increases in sales when green marketing campaigns are transparent, credible (that is, well documented and evidenced), well executed and part of a bigger, long-term corporate strategy.

So, which stakeholder was, and still is, generally the most reluctant to change its practices? You guessed it: the consumer. In the end, for transparency to be effective, consumers will have to put aside their innate scepticism (and their lazy eco-guilt).

Matt Polsky (sustainability change agent and a senior fellow for sustainability innovation and multidisciplinary thought at Fairleigh Dickinson University's Institute for Sustainable Enterprise) challenges consumers' belief system: "One thing which might be helpful is to redefine the core marketing concepts of 'benefit' and 'need' so they don't just relate to 'me and my comfort'. Perhaps benefit should also include aiding a consumer's sense of making a legitimate (albeit partial) contribution to addressing the challenges before us. I don't think that connecting the dots is beyond consumers' capabilities".

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You just talk too much!

By Stephen Pead
www.yoursalessolutions.com.au

I DIDN'T know that the American rap group Run-DMC was sales trainers; but their song "You Talk Too Much" summarizes what sales people tend to do.

"You're the worst when you converse, just a big mouth clown You talk when you're awake, I heard you talk when you sleep Has anyone ever told you, that talk is cheap You talk too much you never shut, up!!" And truth is they just never shut up!

Why does this happen?
"I have to explain my product or service to the prospect"
"I get uncomfortable with silence so fill in the conversational gaps"
"I don't talk a lot, I'm just enthusiastic"
"Many of my prospects aren't very talkative"

The Prospect doesn't care
Mr Prospect doesn't care about you or your company; he also doesn't want to be "educated" about your product. All he really cares about is what's in it for him and his company. And that's why so many potentially great meetings don't result in anything more than a one sided dialogue from the sales person to the prospect.

The solution
Maybe the solution is hidden in what former US President Theodore Roosevelt said:
"No one cares how much you know, until they know how much you care.
Stop talking about yourself and your company and let the prospect talk about themselves, their company, their product,
their concerns The best way to do that is to ask some smart questions and see what reply you get.
There's no doubt that what you ask and how you frame it has a strong influence on prospects.
So how many questions do you ask during presentations?
How much time is the customer talking? (it should be around 70% of the time)

By asking powerful, thought provoking questions you'll get your potential customers (or even your current customers) to perceive you in a completely different way, firstly different from the "others" and secondly different enough to give you their time, some key information and maybe the sale

Resist the temptation to talk about "you", show that you really care by simply listening.

Creating a Learning Culture

EDUCATION

By Nic Stephen

LEADERS may think that getting their organisations to learn is only a matter of articulating a clear plan, giving employees the right incentives, and providing lots of training. Well, in this era of discontinuous change this assumption is not only flawed—it's risky in the face of changing competition, advances in technology, and shifts in what our customer expect.

So, does your organisation have a learning culture?

Do you have a process in which you strive to improve your performance, to detect and correct errors and adapt to your environment? Learning is the key characteristic as it enables the organisation to sense changes, and to adapt accordingly in the face of an increasingly discontinuous environment.

Working with organisations that have varied cultures reveals that there are two basic attitudes which inform a company's approach to learning:

- Compliance with mandatory legislation and industry regulators.
- A desire to improve performance, morale, explore human potential, attract, develop and retain talent, create a learning, questioning culture and drive innovation.

If you're simply completing training for compliance sake – sorry, it doesn't mean you have a 'learning culture'. So before we examine why a 'learning culture' is important, let's be really clear on what we mean by 'learning'.

Learning (particularly as an adult) must involve the following:

1. An active, participative process – adults learn through problem solving and doing.
2. There should be less emphasis on 'teaching' than on supporting and facilitating the growth of people through their own processing of information into knowledge, values and skills (that's what an experienced a coach provides).
3. Adult Learning involves:

- Questioning
- Problem solving
- Developing the full potential of employees
- Fostering an innovative and responsive environment
- Idea sharing to stimulate and develop best practice
- Learning events followed by ongoing coaching, to continually better performance
- Mentoring and developing talent; continuously, and with an eye on the future (succession planning)
- Developing successful habits via the process of learning
- A mindset of ongoing learning; for practical reasons.

In any organisation the 'learning culture' is crucial. It affects the capacity to remain agile to the changing needs of the market – to cater for the changing desires of its end users, and consequently its overall performance.

Here are nine reasons why you should be adopting a 'learning culture':

1. Developing morale and motivation – being valued is crucial to your team's satisfaction.
2. To improve staff retention and lower costs. People may or may not leave your company – but do you want loyal, yet low-morale, staff staying and only giving you some of their potential? Absenteeism and the associated presenteeism can cost your organisation thousands or in some cases millions of dollars.
3. Learning and development go hand in hand. Learning helps develop sound working practices aligned to organisational goals.
4. Learning fosters understanding and appreciation of other perspectives, critical in the changing expectations across our community.
5. Learning at a rate faster than change is critical. This can be seen in the large companies that have failed over the last decade – not changing will invariably kill you!
6. Learning usually increases productivity – through efficiency gains
7. Learning can produce an often massive return of investment.
8. People, service and attitude are increasingly important to organisational success. These factors differentiate you from your competition.
9. Learning and change are inextricably linked.

Are you convinced yet?

I'm an educator – so I'm biased, but the facts are pretty compelling you must admit!

In order to start, you must have some tangible ways of moving your organisation to one that focuses on learning as a vehicle for high performance, success and adaptability. Here are 2 practical ways you can start that process right now

1. Demonstrate the value of formal training.

Formal training has not gone away, and it still plays a huge role in career development and professional capacity building.

If you have lots of formal training available, managers should be incented to promote such opportunities and help people make time to learn. Yes, it might take them away from their jobs for a few days, but ultimately the return is much greater productivity and satisfaction.

As one of my high-performing clients put it: "we are paying our managers to develop people for the entire organisation. If I find them hogging the talent or preventing people from improving their own skills, they won't be in management for long."

2. The Competence Model

Recognise people need development in 4 areas to impact on their capacity to really learn something. Competence is made up of 4 distinct areas – all interwoven to impact on an individual's ability to do something effectively, these being:

- Knowledge – understanding information / data / theory behind something
- Experience – 'the doing' which requires trial and error, test & measure
- Skills – practical, demonstrable ability in a given task
- Behavior – the want of belief that underpins an individual effort and 'why'.

As a learning organisation, you can't simply throw some training at people and hope they become amazing! You must really know who your team is, where they have gaps, and fill these strategically.

3. Allow people to make mistakes.

The best learning occurs right after you make a huge mistake. These are the most important learning opportunities you, your team & your organisation have.

Take a lesson from the military, the largest learning organisation on the planet (they only do two things: fight and train – and most of the time it's the latter). Whenever a manoeuvre is completed, there is always an "after-action review." This is a formal process which forces the team to analyse what worked, what didn't, and what processes will be changed to improve the outcome next time.

What happens in your organisation when someone fails or makes a mistake? Do you punish them? Or do you take the time to diagnose what happened and put formal programs in place to improve?

There are lots of ways to build a learning organisation, and they all get back to management. If you build a learning culture which gives people time to reflect, develop and share expertise, stay close to customers, and learn from mistakes you will outdistance your competition and thrive in the face of huge market change.

Take a lesson from companies like Apple and Google: two great examples of companies that have built expertise and promoted organisational learning, and look what they've achieved.

Next month "How we give and receive feedback" – a critical element of anyone's success in business!

Sales doesn't have to be a "necessary evil"

SALES SKILLS

By Paul Ostaff

SOME business people feel that Sales is a necessary evil: they really need sales, but they just don't like making them. They would rather just have more customers like they have now and grow "organically".

Unfortunately, there are just never enough of those kind of folks around when you need them. In fact, in these times, you can go hungry waiting for this type of customer to show up because the marketplace is changing dramatically.

Others feel that since they are rather gregarious, they can easily reach out to new people and land meetings. Then they just "have a chat" and hope that at some point, the suspect will finally give in and "buy."

That doesn't really work either. In fact, as a consultant, I recently met with prospects after my client's salesperson met with them. I got tackled - they treated me like a salesperson myself, instead of a consultant on a fact-finding mission. They wanted to buy but they were starving for the information they needed to make a decision. Strange - especially since they had several meetings with the salesperson over the previous few months.

We determined that a sales process needed to be planned. "Planning" takes less time in the end than "winging it."

You first need to categorise the steps of your sales process, from suspects to prospects to leads to customers to clients, and count the number of contacts that fall into each funnel stage. Taki Moore of Coach Marketing Machine suggests that there are five stages:

Suspects - contacts who you think would be interested in your offer.

Prospects - those contacts that shown some interest in your offer.

Leads - those contacts who would like to meet with you to discuss how your offer could address their needs.

Customers - those contacts who have actually purchased the offer from you.

Clients - those contacts who keep buying from you.

The funnel takes the sales meeting discussion away from "the latest stories from the field" through to a more objective categorisation and measurement of your progress based on facts and figures.

We then have to work at moving contacts from one funnel stage to the next. At the end of the day, we do want them to buy something from us. However, we need to do so at a pace that suits them.

Importantly, we also can't leave them at any one stage for too long or they might drift away.

To do this, we need to have a process to walk the contact through.

This requires us to template everything - including your phone calls and messages. Templates make sure that you cover all of the important points in your communication. In addition, you can shape these templates to move the company along the process. For example:

Suspects - need to know who you are, what you do, and how you could possibly assist a company like theirs.

Prospects - need to be engaged, say via a phone call. They need to know how you could assist THEIR company. In order to do this, you need to ask them a series of questions to uncover their needs and to generate enough curiosity for them to want to meet with you in person.

Leads - need to meet with you. They want to see how substantial you and your firm are and confirm that you can help them. At the same time, you need to walk them through a process that helps them understand the gravity of their situation and why now is the time to buy.

Customers - need to be reassured. Early post-purchase communication should be aimed at reminding your contacts about the wisdom of their purchase and what they can look forward to. You then need to deliver the promise of your offer.

Clients - need to be reminded. Regular communication will help to keep your offer top of mind, so that they will buy and buy again. One software client actually has a trainer visit each customer and runs "master classes", demonstrating some of the best practices observed when other customers used the software. This generates new insights which helps the customer gain more value from the software, and leads them to want to buy again.

With these frameworks in place, your sales cycle will become much clearer, more measurable and much easier to manage.

Paul Ostaff is a Principal of Reignite Consulting. Paul and his team are dedicated to developing business strategies so you get the unfair advantage over your competitors.

The Odd Sock Leader...
Service, Strategies & Systems = Success

LEADERSHIP

By Sharyn Hill
Organised with an S

THE courage to tackle disjointedness and disruptive behaviours in teams . Leaders all experience those times when things are not working quite right. Challenges appear to keep arising and your instructions are getting questioned. A courageous response determines the strength of your leadership.

Your Leadership determines the delivery of an outcome that affects other people. People on your team and/or the people you are serving. If you do not manage disruptive behaviour or disjointedness in your team/group/workplace, you will not succeed in your desired outcome (Vision, Goal). The behaviour will continue and grow until it is out of control and your entity has lost focus and the ability to deliver. People will be running on their own agenda and not yours.

Leadership requires determination, passion, commitment to your vison/goal/purpose and the ability to engage others to join you.

Your first point of call when things go wrong must be to look at what you are doing or not doing, whichever the case may be.

There are many reasons why people will change or develop habits that result in disruption or disjointedness. One of the biggest needs we have as a person is to "be valued" . Are you showing appreciation to your team? Another need is "to belong" ..

Does your team know WHAT they belong to? Is your Vision clear? Does everyone know what the planned outcome is and how you are going to get there? It always makes me laugh when people say they don't do "that vision stuff" call it what you will.

You wouldn't get in your car and just drive around aimlessly would you? That would cost you money and time! So why would you undertake any activity without an outcome in mind? There is nowhere near as much satisfaction in achieving a bunch of tasks (things you do just to participate in life) as there is in achieving Goals and Vision you set or participate in.

As a Leader we need to be courageous enough to have the tough conversations. This is difficult because we all have a need to be liked, so instead of "standing up" and saying "no" to someone or seeking their feedback, we let certain behaviours creep in, or find ourselves persuaded by other people's ideas.

Liking is not and can not be a requirement when we are seeking a specific outcome… Respect is a necessity! Respect is the means to engage for performance and delivery. Liking means you have followers . they will do what you ask (until someone/something better comes along) and will rarely engage in the vision. If you create followers, your vision will fall over as soon as you step away from the team. In business ..don't expect to go on holiday and come back to things running smoothly

When disruption and disjointedness starts (and it will. It is a natural part of the growth of any team/group/workplace), stand up and say actually that is not OK, actually this is what needs to be done.

Be clear about what is expected, ask them if they will commit to the process, give them the opportunity to make the choice. If they choose to continue – that is great. If they choose to leave – that's okay. It's their choice. Leaders empower, Managers decide (Sometimes we have to decide, sometimes people do not want to engage or listen or take responsibility .Just don't have this as your first option for resolution).

If you want to get respect you need to treat people with respect. Have the conversation and ask them what is happening for them?

DO NOT HAVE THE CONVERSATION BY EMAIL OR TEXT!

Difficult Conversation tip: Always thank people for what they have done or contributed, regardless of how behaviour is making you feel, this person has at some point impressed you enough to be part of your team and they deserve to be recognised for that (and for goodness sake make it meaningful! Be specific about what they did – please seek guidance on how to do appreciation with meaning, it's a whole topic on its own!).

This article is only a scratch on the surface of leading in performance (for Outcomes). It requires courage and the ability to take responsibility for yourself and your actions and empower others to do the same. If you struggle in this area seek the guidance of someone who is successful in their leadership, read books on the topic, engage the services of a Coach or Consultant who specialise in this area.

Book recommendation: *7 Habits of Highly Effective People*, Steven R Covey.

PS: If you were holding your breath waiting for the next instalment of the 12 keys to being an Odd Sock Leader (someone who dares to be different and creative with their time and strategies) sorry to disappoint; please contact me directly and I will be happy to provide all 12 keys to you.

Why your HR department is trashing your brand

RECRUITMENT

By Bill Aronson

RECENTLY I got shortlisted for a position. I had a really good telephone call with a senior partner. Two days later I contacted the head of HR and thanked them for the interview and asked where the process was. He said, "I will go down the hall and speak to the partner and get right back to you." A week later I made a follow up call. The HR person said, "The partner has been very busy but I have a meeting with him later today. I will get right back to you." Of course they never did. Have they chosen someone else? Have they got side-tracked with other pressing business? I have no clue.

Sound familiar?
To put this in context the company say that the kind of people they are looking for are "people who care about our clients' business challenges and are passionate about accepting only the highest quality outcomes. They see things through to the end - always."

The vast majority of people are not intrinsically bad. They don't mean to cause hurt or offense. Most communication issues are just because we are unconscious.

So imagine that 50 customers contact your company. Do you:

1. Ignore most of them
2. Keep them hanging on
3. Don't bother to communicate
4. All of the above

Option 4 is what the typical HR department does every day. Your recruitment process might be far more effective if run by your marketing department. Here's why.

Every day HR departments put out enticing adverts. The essence of them is the same. Come and work for us. We have this great job that you will love. We are a fantastic company.

Advertising jobs is a marketing function. Let's say 50 people apply and 3 get shortlisted.

That's 50 people that have made an effort to engage with your company and believed the claims that you made in your advert. You might not realize it but all of those people genuinely believe that they are suited to the role. So what do you do with the 47?

1. Ignore most of them
2. Keep them hanging on
3. Don't bother to communicate
4. All of the above

This is the process that you have designed and implemented.

Dear CEO why are you paying your people to trash your brand?

On average less than 5% of companies that advertise positions bother to even send a formal confirmation that a candidate has not been shortlisted. Make a telephone call? Don't be silly. Why would they do that? Let's not get into whether this is right or wrong. It's dumb. Really really dumb. Over in the marketing department you have one team trying to establish great relationships with clients while your HR department is trashing your brand by mistreating people who want to work with you.

What will those 47 people do? They will tell at least 4-5 other people how you couldn't even be bothered to contact them. So now your job advert has created 200 people who think badly of you. If they are connected on social media then thousands of people may get to know.

Now you shortlist 3 and one person gets the job. Normally you will tell the successful candidate within 48 hours. What do you do with the others? Do you telephone them? Do you meet them face to face? Do you contact them within 48 hours? Probably not. They will get a letter in the mail a couple of weeks later. While they are waiting they are wondering, hoping and getting more and more nervous. This is a process that you have unconsciously designed. And like all good processes you repeat it day in and day out.

The 47 were hurt and annoyed by your behavior. These other 2 are seriously hurt and annoyed because they really had a chance. They will be your strongest negative marketers. What you don't realize is that you hired all the 50. The successful candidate works for you. The other 49 have an unpaid part-time job of negative marketing your business. The shortlisted candidates are your Chief Negative Marketing Officers working for your HR department which now stands for Harming Reputation.

So what is to be done?
This negative marketing campaign that your Harming Reputation department is running is an accidental unintended consequence of focusing on finding the right candidate for the job. The 49 are collateral damage.

If you change the context then you change the consequences. Build a process designed to attract 50 people to connect with your company. Make the accidental unintended consequence that one of them gets a job. And if you don't know how to do that then get help. The investment will be more than paid for by stemming the flow of negative stories and conversations that your current process is unconsciously designed to do.

The bottom line. Build a process to treat potential employees exactly the same way as potential customers. Because one day they just may be. If you don't then you don't deserve to be in business. (only 1 in 100 businesses make it to their 20th birthday).

And dear LinkedIn. If you really want to stand out from the crowd of job sites why not require employers to sign up to a Code of Conduct if they advertise with you? What would be the top 3 points you would like to see in such a code? Here is my bare minimum.

1. The advert must state the remuneration band
2. All candidates will be contacted within 48 hours of the decision to shortlist
3. All candidates will be contacted within 48 hours of confirmation by the successful candidate of acceptance of the position.

It's surprisingly easy to be generous. If you like this post please take 2 seconds to click the LinkedIn 'share' link just below the headline at the start of this post. This will inspire me to keep writing, strengthen your network and help others. Collaboration eats competition for breakfast.

Bill Aronson is a thought leader who helps organisations to be authentic. He does this by telling businesses the truth (in the nicest possible way). Then he helps them build systems and processes to achieve an authentic culture. bill@enterprisedesigner.com +61 (0)400 27 4548. For a free 15 minute assessment of your business pick up the phone.

Fridays and the last bell

By Stephen Pead
www.yoursalessolutions.com.au

FRIDAYS don't we love 'em? A whole weekend ahead to spend with family and friends, time to relax or maybe do some sport or shopping, maybe take a short break with our partner, time to recharge the batteries before we get back into the next selling week.

My question is this: What time on Friday do you stop selling? The key words in that sentence are "stop selling".

Around lunchtime? Or 2pm? Earlier? Friday's are like that. Sometimes you have to tidy a few things up before you go home.
I know some teams have sales meetings on Fridays. Other companies have pizza and beer from around 4.30pm. A great way to wind down .or is it?

Here's a secret from the stars who I have been lucky enough to work with and many times been privileged to help coach.

It's a secret they probably won't appreciate me passing it on. The best sales people "sell until the bell rings" every day (including Friday and sometimes even Saturdays).

Yep they miss out on beer and pizza, they don't tidy their desk, they just keep selling and while their competition is taking a break on Friday afternoon that's when these stars keep making sales.

Here's another secret. The best sales people then work on Sunday evening after spending family or personal time on Saturday and most of Sunday to plan their coming week. That way they are 100% focused and ready to sell come Monday morning.

We all have choices, don't we? So what will you choose to do this coming Friday afternoon?

Sit back and enjoy the financial performance

For most people there are 5 things that, if achieved, would make you feel like a hero.

Not a Superhero. But a hero in front of your boss; work colleagues; husband or wife; children and friends.

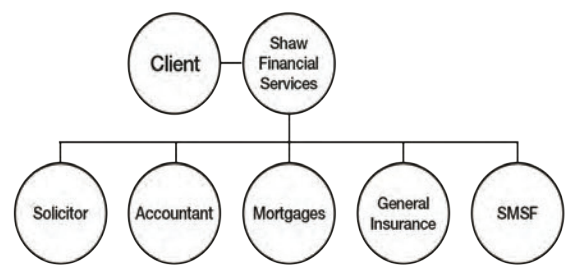
These could be;

House, Golf Membership, Car, Designer Handbags, Saving 10% of Income, Time with Children, Investment Property, School fees, Share Portfolio, Wedding, Enough for Retirement, First class flights, Holiday, Charity work in Africa, Restaurant..

However this would involve trying to coordinate a whole range of financial service professionals. Wouldn't it be nice to have a conductor to bring this all together, so you can sit back and enjoy the financial performance.

Shaw Financial Services has hand picked a team to provide you with a Personal CFO. Tailored access to the best financial planner; accountant; solicitor; mortgage broker; general insurance broker and SMSF Specialist.

Personal CFO



Corporate Super
- Staff Super Plans.
- Staff insurances.

Business Insurance
- Asset (debt) Protection.
- Revenue (key person) Protection.
- Ownership (buy/sell) Protection.

Personal Advice
- Superannuation.
- Life, TPD, Critical Illness, Income Protection.
- Retirement Planning.
- Financial Modeling
- Debt Management.

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Would you work for $3.44 an hour?

RESIDUAL INCOME

By Guy Neave

WORKING parents today are thinking of different ways in which they can supplement their family income either because of the tough economic conditions, or a desire to stay at home with their children.

Over the past five years Childcare costs in Tasmania have increased more than any other state with a 22 per cent hike in long day care fees and a 32 per cent jump for family day care, with parents shelling out about $364 a week (National average), the Tasmanian Mercury Newspaper reports.

Another report by AMP and the National Centre for Social and Economic Modeling that state, Aussie mums are working for as little as $3.44 an hour when they return to full-time work after having children when you take into account Childcare costs.

A study conducted by University of Melbourne organisational behaviour associate professor Isabel Metz found that in some cases women had chosen not to have children for the fear of not being able to find suitable work upon return from parental leave.

Statistics from the Association of Superannuation Funds of Australia showing that most don't have enough Superannuation to fund their retirement with new figures stating that couples will now need $56,000 per year to survive which equates to needing a combined Superannuation total over $1.2 Million and that's presuming that the couple is debt free.

Choice reports, Electricity, Fuel & Health are at the top of household cost pressures with 31% of 1000 people surveyed stated that they are finding it difficult to get by on their current income.

Money stress is still one of the major factors in relationship breakdowns not to mention effects on our Health and Wellbeing a recent study by ANZ Bank and Pacific Magazines has found.

So what's the solution?

Many parents have made the decision to take control of their current and future financial situation and become involved in a home-based business within the Direct Sales, Party Plan & Network Marketing Industry in their spare time rather than sitting at home watching the box, and see this as a possible solution.

Being able to work your own hours, allows parents freedom to prioritize, to work around the needs of their family and even have the little one in tow whilst conducting day to day business activities is seen to be very attractive proposition, not to mention the savings on child care costs. For working parents, the stress of getting children out of bed and off to daycare, often before daybreak, takes its toll in time. There is often guilt associated with the little amount of time and energy they have to spend with their family.

Many reputable Direct Sales companies have been operating in the country for over 40 years and are members of the Direct Sellers Association of Australia (DSSA). Gone are the days when people mistook or wrote off these types of businesses to be pyramid schemes or scams which are now relishing with the introduction of online shopping and social media.

The low cost of joining a company, normally $50-$200 dollars is very attractive compared to the $100's of thousands of dollars and associated costs involved in starting your own traditional business, with a high return on investment with many earning substantially more than the initial joining fee and start-up costs.

With the introduction of Social Media platforms, the direct selling industry is growing at a very rapid pace with financial guru and bestselling author Robert Kiyosaki of Rich Dad, Poor Dad fame, even writing a book solely on the industry calling it 'The Business of the 21st Century. With focused energy and dedicated resolve, build up good commissions in time, not only do you profit on sales you personally make, but you also may profit by helping others succeed. The earning potential for these types of direct selling opportunities for is huge, however results only come through consistency. You decide how much time to put in but you will have to commit to work regularly. You can work at nights, during the day--perhaps while your children are napping, in between your household chores or just whenever you feel like it! There is no end to the flexibility.

There are also tax advantages with household expenses, the home office, the family car, fuel and more, may be able to be claimed as a tax deduction.

These are only but a few, of the benefits of starting a home-based business and there are several more reasons why an increasing number of parents today are choosing this industry over others.

The industry and the earning potential it offers are unlimited and therefore has attracted thousands of stay at home parents who want to build an income independently without having to give up their family time. Direct selling opportunities can offer you all this and more; it is definitely worth consideration.

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How to Meet Someone at a Networking Event

GAME CHANGER

By Larry Sharpe

MEETING people at a networking event without seeming either awkward or salesy can be challenging. But we need to do this to be successful in business. I'll show you a clear, short effective process.

Hi, it's Larry Sharpe with Neo-Sage here to talk to you about how to meet someone at a networking event.

Ok so you're meeting someone at a networking event. You are going to walk up into this group of people and you're going to say "hi" or something. Right .oooo...can be very scary. I'll give you a few quick tips that can help you out.

The first thing is, whenever you look into a sea of people, realize something, there really is no sea of people. There is actually islands of people, short, small islands of people. Between one and six people will generally fill a room. There may be some larger ones but that's only if there is some special personality in the room. Somebody special, or somebody famous, then lots of people will hover around that person. But unless that person is there, it's between one and six people, generally, in each island. Why does that matter to you?

Because what you want to do, you want to look for the odd numbered island. The ones, the threes, the fives. Why does that matter? Because eye contact is always between two people, so generally speaking, if there is a one, a three or a five, someone is out of the loop at any given moment. You want to be the one to make it even.

If you like bigger groups, go to fives. If you like smaller groups, go to ones. If you feel in the middle, go to threes. Who cares? But go into one of them where there is an odd person out. When that person is the odd person out, people are talking; one person is kind of out, walk into that group, go to that person that is not currently being talked to and ask a question about them. That's all I want you to do. Ask a question about them. If it's a business or professional event, great question is always going to be, "what do you do?" Nice question to ask. Just walk up and say, "Hey, what do you do?" Nice.

But what if it's not business, what if it's more social, what if it's a wedding. Ok "hey, are you with the bride or the groom?" What if it's an art show? "Hey, do you know the artist?" Whatever you feel comfortable. Just walk up and ask them a question. What will happen? They will answer it. And you'll start talking. You might say, "Larry, that seems kind of odd, that's weird, just walking up to someone and saying that." Yes! If you are in the middle of the street, of course it's odd, but why not? We're in a social event, people are talking. It will be natural. I've been doing this for years. It's magic.

Just walk up to a person. He or she is the odd person out; ask them a question, "what do you do?" "Are you here with the bride or the groom?" Any of those questions and they will start talking. Keep asking questions. Note, I didn't say, "hi, my name is Larry, I'm super smart, talk to me!" I didn't say that. I am super smart! You should talk to me. But that really isn't the point. I want to walk up and say, "Hey, what do you do?"

Have them talk back and forth. If you do this right, you know what they'll do? They will ask you who you are. They'll ask you what's going on and you can now talk to them. It's the easiest way to get someone talking at any networking event wherever you are. Try this tactic and you'll have better conversations.

Good Luck!
Larry Sharpe, your Neo-Sage

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Now there's some talent!

WHEN you think of influential business leaders, most people recite the heavy weights like Donald Trump, Richard Branson and Bill Gates. But there is one Aussie who for a lot of people is just as great.

Jason Eades is a remarkable businessman. A proud Gunai man from south-east Victoria, he has more than 15 years of experience in senior management across the arts, tourism, Native Title and strategic policy sectors, within not-for-profit and government industries. Jason's previous roles have included Chief Executive Officer of the Koorie Heritage Trust Inc., and Manager, Budget and Operations (Planning and Development Branch) of Aboriginal Affairs Victoria. He was also a former co-Chair of Victoria Aboriginal Economic Development Group and former Chairman of Aboriginal Tourism Victoria. Jason is currently a board member of Kinaway Victorian Aboriginal Chamber of Commerce, and Banmirra Arts Inc,

Board member for Indigenous Business Australia and CEO of PricewaterhouseCoopers Indigenous Consulting (PIC).
Now there's some talent!
TASBA caught up with Jason on the phone to see how he is going nearly 12 months after his interview with BRW in November last year.

It was an interesting conversation, Jason spoke of how PIC was formed and the process of launching the PIC, Jason commented that it's not unlike local shop front (although that's a tough gig) but a startup business that was on a national scale. Imagine 5 shops over 5 states all at once.

Expansion is evident a year ago PIC had 8 employees, now they have 20 staff and plan on making that 30 by the end of 2014 with offices now in Brisbane, Sydney, Melbourne, Adelaide and Darwin.

So what is the PIC?
PIC is an unprecedented partnership between a group of Indigenous Australians and PwC, one of the world's largest professional services firms. Their aim is to help create positive change by providing trusted professional services and advice to government, corporate and community clients on Indigenous matters.

"Real and lasting change happens when it's created by Indigenous people, not for Indigenous people.

That's why Indigenous ownership, management and delivery is such a fundamental ingredient of the PIC business. By combining understanding of cultural, commercial, and community realities with the significant capabilities of the PwC network, PIC is in an ideal position to help facilitate this positive change.

According to Jason it was more of a discussion with PricewaterhouseCoopers (PWC) at first, "naturally we did our due diligence but PWC had been looking for ways to drive its reconciliation action plan. They [PWC] knew that I had been involved in many facets of Indigenous business networks like the Victorian Aboriginal Chamber of Commerce and my role in Eades Consulting Group"

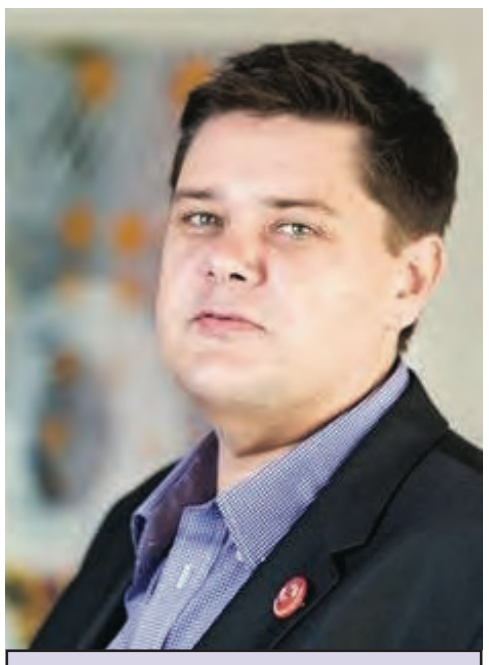
PWC drive was to create employment for Indigenous people, to help build connections and opportunities by assisting Aboriginal businesses in getting their foot in the door to large companies including Government department supply chains.
"The Corporate responsibility aside, the commercial benefits to PWC is part of the driver" and so it should... It's one thing to be socially responsible, but this also needs to be economically responsible. What PWC did was create the PIC, a sub branch where Jason and his team can lead the way to social and economic inclusion with the assistance of heavy weights like PWC.

I asked Jason for his solution to help empower youth to stay at school and enhance their education. Surprisingly, Jason states without reservation that education is the key to success but that it doesn't mean formal education. Basics is very important Jason adds, but life skills and learning must be a continual educational process. It creates the opportunities needed to get ahead.

Who inspired him? Of all the people he could choose from to say he was inspired by, he chose his Mother. Jason described how she was influential in the community; people would come to her for help and advice. Jason said that he learned a lot from his mother.

Jason's number 1 tip for young entrepreneurs, especially indigenous youth.

Be persistent, have a go. The greatest opportunities come from an education. Grasp opportunities but do your due diligence before jumping right in. You have to make sure it's the right thing to do.



PwC Australia helps organisations and individuals create the value they're looking for. We're a member of a network of firms in 157 countries with more than 184,000 people who are committed to delivering quality in assurance, advisory, tax & legal, and private clients services.

PwC is one of Australia's leading professional services firms, bringing the power of our global network of firms to help Australian businesses, not-for-profit organisations and governments assess their performance and improve the way they work. We have grown from a one-man Melbourne accountancy practice in 1874 to the worldwide merger of Price Waterhouse and Coopers & Lybrand in 1998.

Who do you know?

A KEY dynamic part of our publication is that Tasmanian Business Access recognizes entrepreneurship regardless of where you're from.

So we decided to give a section dedicated to Indigenous business leaders.

They don't have to be a high flyer like Jason above. But we are looking for people who make a difference in the business world by their mere presence.

You know who we are talking about. The person that despite everything gets up each day and leads the way to a more prosperous life both at work and with family.

If you want to dob someone in you can send us their details and why you think they deserve to be highlighted to the following email: **editor@tasba.com.au**

Let's celebrate cultural diversity, lets acknowledge all of our community.

中文生意訊

塔斯马尼亚 商业
通路
您的生意，您的生活方式

Tasmanian Business Access would like to extend a warm welcome to the Chinese Business Community

Tasmanian Chinese Business Association

塔斯马尼亚华人商会于2013年8月8号在塔斯马尼亚霍巴特成立，是塔州最具权威性的塔州华商的商业组织联合。

塔州中华商会以为会员提供合作交流平台，达到中澳贸易互利共赢为宗旨。作为一个非盈利性组织，我们从专业角度出发，为会员提供一个可以信息共享，方便交流的专业化商业平台。

在我们的努力之下，TCBA的会员们可以及时的接触商业信息，适应塔州商业氛围，享受各类商业咨询服务。尽管我们是一个非营利性组织，我们依旧以为会员们提供最优质的服务，帮助寻找最有潜力的商业机遇为目地。

作为TCBA的一员，你能享受到更便利的移民，投资，理财等服务，更好的适应到塔州的生活当中。

我们欢迎大家的加入，无论你是刚步入社会的学生或是寻找商机的生意人，塔斯马尼亚中华商会真诚的欢迎你的加入。

联系我们：admin@tcbatasmania.com.au

目标:

促进华商与塔斯马尼亚商业合作的互利共赢
提供信息交流平台和商业发展机会
结识新朋友，再会老朋友

多元文化夜的一枝独秀

舞蹈队的新疆舞《阿瓦尔古丽》

扭脖子，都为观众朋友们呈现了地道的民族风味，诠释了新疆舞蹈热情、奔放的魅力

2014年9月26日晚5点30分，由塔斯马尼亚大学TUU主办的一年一度的多元文化夜在塔州大学的活动中心拉开了帷幕。不同语言、肤色的朋友在此相聚，
共同借助这样一个多元文化的平台，享用各国美食，享受一个载歌载舞的美丽夜晚。

晚会开始首先由主办方TUU主持致欢迎词，欢迎各国朋友的到来，同时介绍了本次活动的主旨，并祝福大家能享受一个愉快的夜晚。现场出席嘉宾有：大学校方领导，霍巴特副市长Ron Christie作为特邀嘉宾观看了不同团队的演出。当晚不同团队及朋友的参加使整个大厅没有空余之地，好不热闹。节目开始前，台下周围的各国美食摊已开始围满了人群热闹起来。今年塔大中国学联像往年一样准备了中国传统美食：中国的饺子、馄饨和春卷，买饺子的朋友更是排起了长队，使得中国美食摊位备受欢迎。学联身穿格格服的服务女生受到青睐，纷纷有当地朋友主动示好，请求合影留念。

塔州中华艺术交流协会舞蹈队今年又一次应邀参加演出，她们对这个舞台一点也不陌生，去年的藏舞和蒙古舞已经给彼时的观众留下了深刻印象，而今年的一曲深情悠扬的新疆舞《阿瓦尔古丽》更是掀起了全场高潮（请看视频链接）。舞蹈队中就有美丽的舞者曾经去过新疆，有的曾经居住过新疆，所以对于当地的民俗文化有一定的了解，在舞蹈排练中她们添加了自己的见解。整个舞蹈被八位身着新疆民族服装的舞娘们通过独舞引领、队形的变换，旋转拍手、扭腰、

舞蹈的结束亮相更是引来阵阵掌声与尖叫声。队员们回到后台，不少当地朋友主动前来祝贺，与舞娘们合影留念，并称舞蹈队当晚的表演是舞台上绽放的最靓丽的花朵。

TUU举办的多元文化夜，让每一个来自异国他乡的人相聚在多元文化的氛围中，舞蹈队传播、弘扬中国传统文化的同时和在场的每位朋友共同享受了这样一个美丽的夜晚

文/江瑾如
图/自清；视频/自清

Wealth Builder

Property and Self Managed Super

FINANCE

By Allan Faint

ARE you annoyed with the amount of fees you are paying to your superannuation company? Recent statistics show Australian super clients are paying 20 billion in fees per year, or $1300 each. Three times as much as the rest of the world.

Do you think you maybe able to get a better return on the money you put into your super than the company your money goes to now?

Would you like your super to be investing in property rather than just shares?

Did you know it is possible to start your own Self Managed Super fund? That you can take the money out of your current super and deposit in to you own controlled Super fund and use it as a deposit to purchase property owned by your super fund. Your super fund is also able to take out home loans to purchase the property.

What is a self managed superannuation fund?

A self managed superannuation fund has less than five members.
All members must be trustees of the fund or directors of the trustee company, if the fund has a corporate trustee. There are also specific rules in relation to single member funds. Where one member is an employee of another member, there must be a family relationship between those particular members.
Additionally, a trustee cannot be paid for providing his or her services as trustee. These funds come under the supervision of the Australian Taxation Office (ATO).
What are the benefits?

More investment control - you decide your own strategy
More investment choice - residential and commercial property, shares, even collectables.
One fund for the family – consolidating balances enabling investment in greater value.
Borrow to make larger investments - eg loans for home and commercial properties
You don't need to exit or rollover out of a self managed superannuation fund just because you have retired. These funds can continue into retirement by starting a pension with your savings.
A self managed superannuation fund can also provide the flexibility that is often lacking in larger funds. For example, the flexibility to tailor investment strategies or to carry out estate planning strategies that can help to transfer wealth to the next generation
Tax savings
Like other super funds, earnings from investments held in an SMSF are taxed at a maximum rate of 15% while you build up your retirement savings and 0% when the assets are used to pay a pension. Then, when you access your super benefits, concessional tax rates are payable on lump sum withdrawals and pension payments if you are under age 60, and no tax is payable on benefits received at age 60 or over (provided your super has come from a taxed source).
With SMSFs you can also take greater control over the timing of tax events, such as starting a pension without triggering capital gains tax when your superannuation assets move into pension phase. You also have the option of transferring some assets that you own into your SMSF.

Greater estate planning certainty and flexibility
You can complete a binding death benefit nomination without having to meet some of the constraints that apply to other super arrangements.
What about the disadvantages?
While self managed superannuation funds might offer significant advantages, the onerous duties that must be performed as trustee may be a disincentive.
As trustee of the fund, you are ultimately responsible for ensuring the fund is properly invested and administered in accordance with the relevant superannuation law. It is well worth highlighting that a breach of superannuation law can result in harsh penalty tax which could see you losing almost half of your savings in tax. You could also incur fines and jail sentences for severe breaches.
While the role of trustee may sound both demanding and time-consuming, the truth is that it need not be, as long as you follow the rules and seek professional advice before carrying out any actions you are not sure about.

If interested in finding out more -

You should first talk to an independent financial advisor and accountant. I can suggest a few who are experienced with the setting up of SMSF.

Talk to a solicitor, also needs to be experienced in SMSF.

Depending on the lender you will need at least 20% plus costs, within your super or bank to make the property purchase happen.

Beware of a few companies around, (often coming from interstate) hoping to charge people many thousands of dollars setting up the SMSF. There are costs but no where near what they want to charge.

If a loan will be required for a purchase give me a call or your preferred broker.

All of the information supplied within this article is of general information only and may or may not be applicable to any situation.

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When is business failure NOT business failure?

STRATEGY

By John Burke
Condon Associates

THE answer is, when you are brave enough to ask the hard questions, the courage to find honest answers and then act on those answers.

Your business is the vehicle to achieve your goals in life whatever they may be. When you lose sight of those goals and the business becomes the goal in itself, it is only a matter of time before the passion which propelled you into business begins to disappear.

There are only two things certain in a business, change and taxes. As circumstances change in your business, in its current form, is it still the right vehicle to achieve your goals?

Remember your first car? No matter how well it was maintained it would be unlikely to continue to meet your needs as your life changed with a family, career and personal interests.

Also, changing external factors will have an impact on the suitability of that first car. These include technology, government safety and environmental regulations.

You can continue to upgrade the components of that first car but you reach a point where the costs exceed the benefits in the longer term.

It is then time to dispose of the vehicle in a way to maximise its value and start afresh.
The same applies with the vehicle of your business.

If your business no longer effectively helps you achieve your goals because your goals have changed or the situation in which your business operates has fundamentally changed, then it is time to look at changing vehicles.

All this can be wrapped up in a single word, strategy.
We can all use some help in knowing what questions to ask and to find and test the answers to those questions.

1. What do I want my life to look like in five or 10 years' time?
2. How does my family feature in these visions?
3. will my business help me realise these visions or is it holding me back?
4. When I get up in the morning, what do I look forward to working on or in my business?
5. What is the problem that my product or service solves for my customers? For example if you are a restaurant are you providing meals or a social experience?
6. If the customers or clients, including other businesses for the B2B market, could not access my product or service from me or a competitor, could they easily substitute another different product or service to deal with their need? For instance, if business travel was no longer available is video-conferencing a substitute?
7. What impact has technology had or will have on my product or service? Can you think of some services that were around only just a few years ago, but are now gone? Remember dropping your camera film to be developed?, or having to avoid bike couriers in heavy traffic?
8. How easy is it for others to enter my market? For example, the development of cloud accounting now means the local bookkeeper and accountant have competition from data processing centres in places like India.
9. Am I responding to changes within my consumer market and trends? These can be brought about by changes in values and education, for example towards living a healthier lifestyle, or demographics such as an aging population.

When you have answered questions such as these, you then have to then ask yourself can my business adapt or are the costs of adaption just too high for the return? If they are too high, financially or personally, then it is time to move on.

Changing strategy is not a failure. It is adapting and growing, in other words evolving.
If you don't evolve it is likely the chances of meeting you goals, whatever they may be, will become extinct.
Visit www.condon.com.au

WIB Women In Business

Sue Hickey. One Slick Chick...

By Courtney Drew

Sue Hickey really is a lovable face in this state. She is former Miss Tasmania and past President of Rotary Hobart, she is owner and manager of the extremely successful business 'Slick Promotions' (which just took out two national awards in the industry), and Alderman for Hobart City Council and dreams of one day becoming Lord Mayor.

Slick Promotions is now one of Australia's leading suppliers of custom promotional products based in Hobart. Their range includes caps, bags, clothing, executive gifts, pens, novelties and thousands of other items.

Sue is a Fellow of the Australian Marketing Institute and Fellow of the Australian Institute. Sue is surely qualified, but more importantly experienced at listening to her clients, understanding their needs and providing both responses to direct requests together with a range of constructive suggestions. With over 25 years experience in the industry, Sue has a networks and industry know-how that she can utilise for positive outcomes.

Sue is well known for her 'can-do' attitude (accompanied with a cheeky smile) innovative and proactive approach from her work with not-for-profit organisations and from the early 90s with her ever booming business.

Sue Hickey - Image Provided

Like a lot of small to medium business owners in Tasmania – Sue certainly did not have an easy ride. To establish her business Sue borrowed $1000 from her father registered a business name and ran around all day selling. Not one to shy away from hard work Sue literally worked 16-hour days without staff and as a single mother, trying to run a business there wasn't any choice. "If I didn't do the quotes I wouldn't get a sale, [I] wouldn't be able to feed her [Emma], I gotta look after her!"

When asked about why this industry Sue said "I just decided that I needed to get a job and for some reason I didn't think anyone would employ me. I don't know why I thought that and I don't know why I though no one would anyone buy from me either for that matter"

There were a lot of times when it was tough and scary and I wondered where's the next job coming from but somehow or another you get through all that and the next thing you know you've got a team working just as hard.

Sue says she simply flew by the seat of her pants, "I learned...I watched other people – I couldn't afford fancy business courses in the beginning, I ran around selling all day and typing up quotes at 3 am" she says.

A strength and character trait of Sue is her unwavering passion for people. "I focused on trying to do the right thing, the best customer service best productive knowledge finding solutions to my customer's problems" She says.
The hard work is still paying off and now her daughter [Emma] is involved heavily in the business – looking after the corporate clients - ensuring that the Slick Promotions is ever evolving – keeping up-to-date with client expectations and trends (even if she hates the 'dreadful American high trucker caps' that keep coming back into vogue.

Sue's passion for working with others to achieve results proved successful for her clients and for her business, and with that

> **"I wouldn't have it any other way... I don't think I could have been stuck in a job where I didn't have a say in what I do"**

- three years ago Sue decided to give local politics a run for its money.

"I had been interested for years and I love the psyche of it" she says "I had the business and the people skills – and thought they would be handy in politics."

Sue exudes excellence sporting an MBA, practical life skills, 23 years business skills, a life time in community service, a background in Public Relations, media and public life and leadership

I am passionate, practical and prepared to get on with the job I have a great vision for a great Hobart, I am about ACTION!" Sue has also won the coveted Telstra Tasmanian Business Woman of the Year (2007) and Awarded Golden Key Club membership (Utas 2012).

What's next for Sue? Well I guess we will just have to wait and see.

My No1 Tip for a start-up business

Research your competitors, make sure you have enough funds for a whole year, understand the figures and get a mentor!

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Hobart Chamber of Commerce Limited

MEMBERSHIPS NOW AVAILABLE

HISTORY

The Hobart Chamber of Commerce was first formed in 1851 to represent the businesses of Hobart. The Chamber operated continuously until 1993 when it went into hiatus until 2011. It regained its identity following a groundswell of belief that Hobart businesses needed their own advocacy body again. The Hobart Chamber of Commerce is now back addressing issues which specifically relate to businesses operating in and around Hobart.

FUTURE

The membership base continues to grow as the Hobart Chamber of Commerce builds momentum and becomes an even stronger and more credible advocacy organisation representing businesses of all sizes. The volunteers who serve on the board of directors are committed to giving members the best possible representation and leadership through strategic partnerships with decision makers and decades of business experience.

Not a Member? Join Today!
Exclusive Membership Deals

MEMBERSHIP BENEFITS

Be part of a unified business voice representing Hobart businesses
Have your concerns and opinions put to people of influence
Gain value from planned membership activities
Get insights from successful business people through updates and events
Be a part of an inclusive and positive group of local business owners
Discounts to many businesses within the chamber.

www.hobartchamberofcommerce.com.au

Modern Real Estate Marketing

REAL ESTATE

By Stuart Whyment

THERE is a saying in the real estate industry "you can't sell a secret", but some vendors believe that their property will sell merely because they have listed with an agent. Yes, a good agent will have buyers waiting, but why limit your market to this audience?

If you want to achieve a premium price you need to maximise the competition for your property and you need to entice buyers to become emotionally attached to your property. A good agent will be recommending a marketing campaign that gives your property exposure, a great agent will be presenting unique and quality ideas that will make your property stand out and draw in buyers making them fall in love with your property. A buyer in love will pay more to achieve their dream.

Following are key elements to any successful real estate sales campaign:

1. The basics, which include brochures, window displays, mail box drops and database emails. You should be asking your agent for examples of their brochures and also ask them how many buyer emails they have on their database.

2. The sign board – while alone a sign won't sell your property, research shows that 11% of enquiries are generated from sign boards.

3. Professional presentation of your property. If you want people to attached their emotions to your property you need to present it at its best. This could involve staging the property (eg. Introducing interior design elements, landscaping gardens etc.). LJ Hooker has a specially produce Darren Palmer DVD called "Styling to Sell" that shows vendors how to best present their property.

4. Once you have your property looking its best it is time to bring in the professional photographer to get the best possible images to use in promoting your property. These images are what your agent will use to entice buyers but everyone uses professional photography, what can your agent offer that will make your images stand out? Well, consider an interactive floor plan and a video.

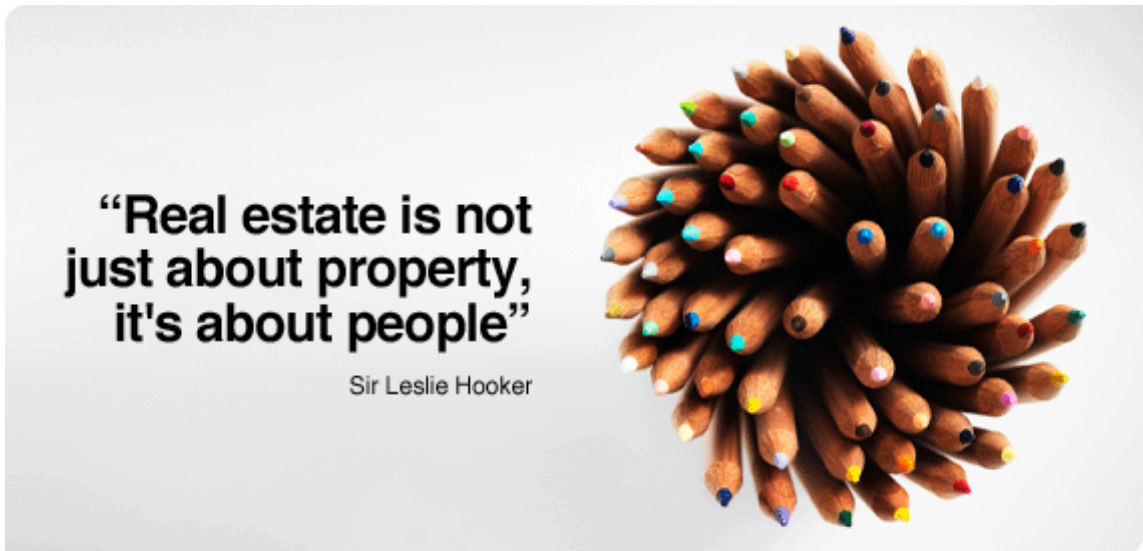
Your agent should be able to show you interactive floor plans that help your buyer move around your property, even place their furniture another step towards falling in love.

When it comes to videos, these are a great way for your agent to "sell the sizzle, not the steak". Look for videos that have an emotive dimension, and focus on the lifestyle your home offers, not how many square meters it is, or how many bedrooms there are – these 'nuts and bolts' can be dealt with in other media.

The Internet is where potential buyers do their research. Sites like realestate.com.au are awash with properties, how do you make yours stand out? Well, having professional images a floor plan and a video will help, but you should also consider buying the highest level listing you can, so that your property is always in the first page of the area search, and preferably a standout at the top of the page.

Newspaper advertising is a great way of getting local buyers to your property. This is a primary way of advertising open homes, new listings, auctions and price adjustments. Serious buyers will be scanning the local real estate guide every week and planning their weekend open home visits. Research has shown that some of the best buyers (ie. those prepared to pay a premium) come from newspaper ads.

These six elements are what makes up a successful campaign. Your agent should be advising you to invest in all of these components and should be able to show you inventive and enticing examples from past campaigns. Don't be afraid to ask your agent how they will market your property, and don't tie your agent's hands by not investing in quality marketing.
Happy selling!



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The true Cost of Downtime

TECH TALK

By Dean Knowles

IT used to be that downtime was a wonderful thing. All about sunshine, banana lounges and drinks that could only be described as liquid rainbows. [Insert blissful music here]
Alas, not any more

These days downtime is more critically referred to with frowns and chin-scratching by bosses and boffins all over the country as "lost productivity". Lost? So where's it gone? Is it hiding? Can we get it back? These are very important questions! But not nearly as important as "How did we lose it in the first place?"

At the end of each financial year business owners look at their financials and see an amount that they have spent over the past 12 months for their IT Support. Unfortunately, this is only part of the cost of supporting the computer network, and gives no true indication of the "value" inherent in such a statistic. And of course, there is one very big cost missing from the pages of that report - Downtime.

It's not a very amazing thing to imagine that we need to prevent various bad things from happening at work. But it is amazing how many small and mid-sized businesses do not have a solid plan for preventing these bad things. Some of them (server/desktop crashes, firewall outages, router malfunctions) can take down an entire network for many hours, or worse. Hopefully, these major issues don't happen frequently, (many business owners don't think that this will happen to them at all!). This is our common understanding of "downtime". But there's another, more invisible component that is possibly even more costly.

Does "downtime" occur only when you are down?

Short answer? No. In fact, crashes and catastrophes are often really only a small part of overall downtime. In reality when talking about IT, downtime is any time when your employees' performance is negatively affected by your technology.

- When your employees wait for applications to load on their PC's this is downtime.
- When employees wait for slow web sites to load on their workstations this is downtime.
- When employees wait for pages to print to the printer this is downtime.
- When employees have to recreate deleted or missing documents downtime!

When businesses actually start to track how much of this "hidden downtime" actually occurs in a week/month/year they begin to truly understand the real costs of it.

So how can we truly quantify it?

Let's say you have an employee on $45,000 per year. Assuming this employee takes two weeks of vacation in a year, and they make about $20 per hour. If during a typical hour at work their workstation or laptop is a little "slow", or has to reboot (causing them to "wait" just a couple of minutes per hour) this translates to 16 minutes each day or 1 hour and 20 minutes over the course of the week. The weekly cost of these minutes would be around $25 and over the course of a year this would be over $1250.

A company of 10 employees could lose over $12,500 or more just due to these little "wasted" minutes each year – OUCH!

And remember this does not include those other more obvious types of downtime (crashes and outages). So consider a business with the following salaries:

3 employees	@ $20,000 / yr = $ 60,000
4 employees	@ $35,000 / yr = $140,000
2 employees	@ $50,000 / yr = $100,000
1 owner	@ $80,000 / yr = $ 80,000

Total payroll of $380,000 / year.

Struth, we better hire an IT person!

This breaks down to nearly $200 / hr. If the corporate server goes down for a couple of hours and none of the employees can access network resources, this costs $400 plus the cost of the computer guys scrambling to fix the issue. If the technology is down for an entire day, the cost is over $3000 plus. If there is even one of these short outages each month, the business loses another $4,400 over the course of a year plus all of the added fees.

If you take just these two specific instances, the company could lose over $18,000 – which is likely twice what they would have paid an IT Support company to help them with the network over the course of the year.
You could do that. You could put someone on payroll ($40,000 – $60,000pa plus benefits, bonuses, vacation etc.) Or you could just outsource some emergency support but the hourly rates can be as high as $200 per hour! Yeah still a bit steep for most SME's.

The trick is to get out of the "break – fix – pay" merry-go-round. Something breaks, someone is called in, and someone writes a hefty cheque. How do you avoid that cycle? By employing IT companies that offer something called "managed services".

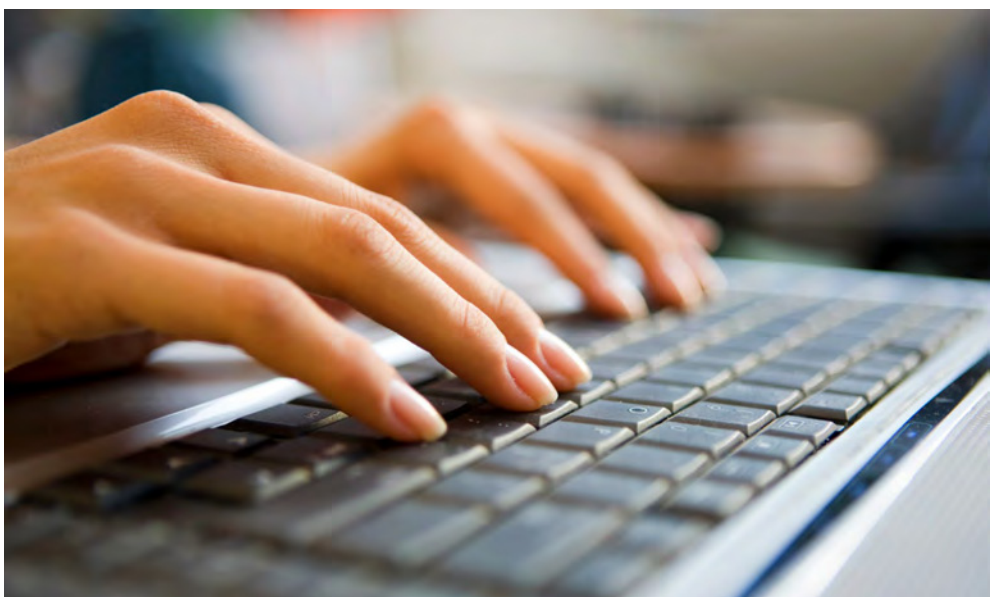
This idea includes the following benefits:

- Clients pay a monthly fee, usually in advance, and can expect a suite of services within that fee, to help prevent outages and catastrophes.
- IT companies receive money up front, and can thus budget and schedule for better service provision to a range of clients
- Major catastrophes can be avoided by the IT company receiving advanced warning of issues through specialised software "agents" installed on office hardware

There are two types of monthly fees: fixed and flexible. Fixed refers to an IT company charging the same monthly fee, regardless of any changes in the size or nature of the business being supported. The flexible model uses a "per device" methodology, which means businesses are charged only for the devices in use in any particular month. This makes a lot of sense if the business is experiencing rapid growth or shrinkage.

Any way you care to scratch it, managed services and preventive maintenance is the way to go for eliminating downtime, and increasing productivity. After all, "Prevention is better than cure" and a hell of a lot cheaper too!

Got a burning IT question? Just send it to **techtalk@tasba.com.au**, *and we'll endeavour to distill the most common ones and answer them in the next edition. There may even be nifty prizes, so don't be shy now!*



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