

# NEWS

## Botany Bay Business Enterprise Centre News



Aug/Sept 2003

Email: [bbbec@botanybec.com.au](mailto:bbbec@botanybec.com.au)

Website: [www.botanybec.com.au](http://www.botanybec.com.au)

21A DALLEY AVENUE, EAST BOTANY. 2019. TELEPHONE (02) 9316 5877. FACSIMILE (02) 9666 5141

Published by the Botany Bay Business Enterprise Centre Limited, ABN 87 003 435 701, an organisation established as the result of initiatives of the City of Botany Bay Council and private sector Corporations in the area  
"TO PROMOTE THE DEVELOPMENT OF ECONOMIC WELL BEING IN THE COMMUNITY AND IN DOING SO, GENERATE EMPLOYMENT OPPORTUNITIES."

### BEC ARTICLE FOR ADDRESS BY MAX MOORE - WILTON 22 May 2003 - World Top 10 Airports Can Do Better

Sydney Airport was more like an industrial business park than an airport, which hasn't always done things well in the past and needs to do better, according to Max Moore-Wilton, Executive Chairman and Chief Executive of the privatised Sydney Airport Corporation Ltd.

He also said the airport had a rail link that didn't work and rail links to the west and south to Wollongong needed improvement.

Mr Moore-Wilton was introducing the airport's masterplan of land-use concepts to 2024 to the BEC's quarterly dinner in May at the Stamford Sydney Airport. The masterplan has a five year focus with a twenty "big picture" outlook and no critical issues foreseeable in the next 10 years.

Open for public comment until August with submission to the federal government in December 2003, the masterplan would be a blueprint for the future, providing protection and support for the region and its businesses and injecting \$20 million annually into the local region, Mr Moore-Wilton said.

"It will mean the airport will be capable of doing its job for the next 20 years, allowing for larger aircraft, development of more freight business and a centre for passengers and local community while involving relatively minor changes," he said.

Sydney Airport's website outlines the masterplan, indicating that it will not change the curfew (11pm to 6am), movement cap of 80 aircraft per hour, runways, nor noise sharing flight paths. Regarding noise

sharing, the masterplan, indicates that current practices would be maintained for five to ten years with a gradual decline in use of the east/west flightpaths.

In 2024, the masterplan forecasts passenger traffic of 68.3 million, (27.6 million international, 38 million domestic and 2.7 million regional) and 399,700 aircraft movements. In 2002, Sydney Airport handled 24 million passengers with about 255,000 aircraft movements. Annual tonnage of freight handled is expected to increase 2.5 fold by 2024.

The 2003 masterplan forecasts a similar growth rate of aircraft movements from now to 2010 as the Airport's 1989 Draft Planning Strategy which had a horizon to 2010.

Infrastructure developments such as the 1992 expansion of the international terminal to the south-west, the 1994 opening of parallel runway, domestic terminal additions, the progressive expansion northwards of the international passenger terminal and the relocation of the international freight apron were included in the 1989 Draft Planning Strategy.

Developing this masterplan was part of the federal government's requirements of privatised Australian airports. The next masterplan would be undertaken following a 2005 government review and a review of the airport's long term operational plan. Mr Moore-Wilton said Sydney Airport was committed to the local region and the community.

"We donate \$75,000 annually into the community in the Botany region alone. We want to be partners with the growth of the region and have a specific responsibility in this regard.

"We see the airport as a valued, important part of the community and one which communicates with its community. We'll make them proud of the airport - we want to be one of the best in the world which has to be good for local business" he said.

Sydney Airport was currently ranked in the top 10 airports in the world as rated by its community and peers, Mr Moore-Wilton said. Sydney Airport has had a chequered history, but it will remain with us. I have a great deal of hope for Sydney, the airport and for this region of Australia in which it sits" he said.

#### Sydney Airport Statistics:

- In 2002 Sydney Airport handled 50% of Australia's international passengers, 34% of the domestic passengers and 44% of the freight.
- In 2001/2002 the airport's revenue sources were 45% aeronautical and 55% commercial/non-aeronautical. (In the mid 1990's this split was closer to 40% aeronautical and 60% commercial/non-aeronautical).
- 170,500 full and part-time jobs (about 8% of Sydney workforce) and 100,450 full time equivalent jobs.
- About \$24.9 billion gross output/turnover
- Comprises 2% of the Australian economy and 6% of the NSW economy



Max Moore - Wilton, Chief Executive Sydney Airport



Left to right: Max Moore - Wilton - Chief Executive Sydney Airport, Mayor Ron Hoening - Mayor of the City of Botany Bay, Graham Wright - Chairman Botany Bay BEC

**Apology:** In our April newsletter, the report of the address by Phil Koperberg was altered inaccurately and without reference to its writer Susan Allton. BEC apologises to Susan for any hurt or embarrassment caused.

## BOTANY HOSTS NSW BEC CONFERENCE

Thirty eight BEC managers from across NSW attended the NSW Annual Conference. Botany BEC organised the Conference at the STAMFORD Sydney Airport. This was a Skills development Conference and consisted of 2.5 days of interactive workshops.

Most of the attendees were from Regional NSW. Topics included Advanced BENCHMARKING for small business, using Statements as Management Tools, Profit Planning, Cash Budgeting, Managing growth, Breakeven and Pricing.

The small business uses for Benchmarking combined well with the other subjects. Managers were shown how to estimate sales increases required to maintain profitability when the landlord increases rent suddenly.

All subjects were based upon case studies and reflected the use of new techniques being used to analyse a business and develop new strategies that can improve performance.

The Conference was sponsored by the Department of State & Regional Development and opened by Janine Ricketts, the Executive Director of Small Business Development.



BEC Managers

All those who attended were pleased with the subject matter, as well as the accommodation.

This was the third time Botany has been the host for a BEC Conference.

## LEVERAGING SALES - DEBTOR FINANCE GETS CASH OUT FROM UNDER THE ROCK

*Leverage – action or power of lever; means of accomplishing purpose. (Australian Oxford Dictionary).*

### A Brief History of Leverage

Thousands of years ago, an ancient Greed used a long stick to raise a stubborn rock, and called the magic "leverage". Today the stubborn rock is "Shareholder Wealth" – but what can the small business owner use for leverage.

### The Small Business "stubborn rock" Problem – Shareholder Wealth

Growing the business (and the wealth of the shareholder)



Enzo Kuleschow – Business Finance Manager

requires capital. What options are available? Debt? What if the family home is already fully geared? Equity? Most small business proprietors shudder at the suggestion of taking on a new partner for new money. There is a "third way."

### Leveraging Sales – The Solution for Small Business:

Debtor Finance is one solution. Debtor Finance is simply the use of the businesses book debts to raise capital. With a debtor finance facility from Cash Resources Australia, the small business can raise up to 80% of the value of its outstanding debtors. Debtor Finance is different to its cousin, factoring, in that is a confidential arrangement – collections and debtor administration remains in the hands of the small business, and the debtors are aware of the facility.

One big advantage of debtor finance over traditional debt is that available funds increase as sales increase. In other words, capital becomes (in most cases) automatically available as the business grows. This is not usually the case with debt secured by property alone.

Debtor Finance then can help the business leverage its sales to generate the capital demanded by (and prerequisite for) rapid growth. It provides a steady and flexible source of funds and utilises that asset which so often the most valuable (book debts). And by growing the business profitably and sustainably, the value of the business increases, along with the wealth of the shareholders!

*Enzo Kuleschow is the Business Finance Manager – Eastern Region for Cash Resources Australia.*

## DYNAMIC SMALL BUSINESS

Celebrating ten years in publishing is no mean feat, which is why publisher of Dynamic Small Business magazine Clare Loewenthal wants to thank all those small businesses whose story was an inspiration and motivation to carry on through the tough times. She also wants to make sure people keep letting the team at DSB know what they are up to so the magazine's content stays as relevant to its readers as it did ten years ago. In fact the whole concept for a magazine for entrepreneurs who needed to work harder and smarter than their competition started when Clare noticed a gap in the magazine market. Determined to fill the gap she launched DSB from her home. Now DSB has a circulation of more than 27,500 and is available from newsagents nationwide.

"The most important part of publishing DSB magazine is the interaction with our readers. If

you've got something to say then we want to hear it," says Clare.

Each issue of this bi-monthly publication is devoted to all things small business. With features covering HR, finance, tax, technology, legal matters, as well as the always interesting stories about how other small businesses are making their mark; the main editorial focus is how to increase a small business's bottom line. As more than 90 per cent of all Australian retailers are small businesses, the magazine also recently added a retailing supplement which looks at customer service, marketing, spotlights particular industries and covers all the issues relating to small retailers.

If you have a story idea or want more information about the magazine, feel free to contact DSB's editor Maria at [maria@loyaltyaust.com.au](mailto:maria@loyaltyaust.com.au).

## DIRECTORS PROFILE - KEVIN HOGAN

Sydney Credit Union Ltd has operated for forty years, initially known as City Council Employees Credit Union. The City Council provided us with an office in the Town Hall basement to operate from. Volunteers ran the office from 12 noon to 2.00 pm daily. How times have changed.

Presently we have 66 staff, 9 Branches, 25000 Members and assets of 155 million. The name change was a result of the merger of smaller Credit Unions. We now have members from 13 Councils, News Limited, St George Hospital and numerous Companies. People from the community are also welcomed to join.

We can supply our members with all financial needs. Our products include: Direct Payroll, Savings Accounts, Cheque Accounts, Personal Loans, Home Loans 100%, Mortgage Offset Accounts, ATM & EFTPOS access, MasterCard, Visa Card, B-Pay, Internet Banking, Insurance products & Financial Planning to name a few. Complete Travel is another major facility that Sydney Credit Union Ltd offers, not only available to our members, the wider community as well.

Sydney Credit Union LTD is receiving many requests from small business about our services. Small businesses can also be supplied with the EFTPOS machine facility.

Our Motto has always been "People before Profit". We can assure you of the best personalised service available.

Sydney Credit Union is a long standing member of The Botany Bay Business Enterprise Centre for many years, where Kevin Hogan is currently on the Board of Directors.

Kevin Hogan has been the Business Development Manager for over 20 years. For any further information Kevin Hogan can be contacted on 0418 299 534.



Kevin Hogan – Sydney Credit Union

## **SWORDFISH RISTORANTE ITALIANO A SURPRISE PACKET IN A LEAGUE OF ITS OWN**

Swordfish, in South Sydney Juniors at Kingsford offers good Italian food in a leagues club. Swordfish is situated in a new wing and one wall is completely made of glass with a balcony overlooking Anzac Parade. It's a pleasing space with easy chairs at the well-stocked bar, white-clothed and papered tables and upholstered dining chairs.

Part owner and chef, Carmelo Cipri, worked in the original Ecco in Five Dock and the two other Cipri brothers, Joe and Anthony, have been in the restaurant business since 1989, having started with fourth owner George Colosi at La Perla.

Some examples from the menu include:

Antipasto, which begins with a grilled field mushroom topped with pecorino cheese and a roast capsicum and olive dressing.

A true Italian tasting fettuccine ragu, rich with tomato and chunks of veal, pork and beef, is hearty and yet surprisingly elegant. It's more main than entrée and satisfies not only the hunger but also the palate, a perfect

amount of sauce on slightly resilient perfectly cooked fettuccine.

Rissoto of the day, with a Swiss brown field and porcini mushrooms. It's creamy, rich with mushroom flavour and the rice is perfectly al dente.

But when dining here, leave enough space for dessert! They are to die for! But, don't take our word for it – try it out.

There are about 35 dishes, including those on the specials list, which is an ambitious menu.

There's a true Italianness to the flavours and the service is professional and relaxed.

Swordfish is an a la carte restaurant providing modern Italian as well as seafood cuisine. They also have facilities for private functions up to 70, 100, 150 or 250 people.

Swordfish Ristorante Italiano are located at South Sydney Juniors, Level 2, 558 Anzac Parade, Kingsford. For bookings call 9344 4404.

## **FAREWELL NICHOLE RICHARDSON**

The BEC is sad to farewell it's longest serving employee, Nichole Richardson, after 14 years of service. Nichole began her career with the BEC as a trainee in 1990. At the time of her departure Nichole was Administrator of the BEC, a role she carried out with distinction.

It is worth noting that Nichole is involved in the Waverly/Woollahra SES and has been the Local Controller since 1999. During this time she successfully managed the Sydney Hail Storm Operation in the local areas and the co-ordination of other emergency services, management of logistics and media. For the work in the hail storm management, Nichole was awarded the Director

General's Commendation for Service.

Nichole also received a Centenary Medal, for service to the community especially the State Emergency Service, as well as Recognition of Service Award during the International Year of the Volunteer.

Jacqui Danielson has stepped into Nichole's shoes and Gina Marques has joined the team.

Everyone who has met Nichole will know the Botany Bay BEC will not be the same without her.

All at the Botany BEC wish Nichole best wishes for the future.



Left - right Aub Eardley, Nichole Richardson, John Morgan, Shane Hobday & Kevin Hogan.