

2004 ANNUAL SPRING GOLF DAY

The heavens opened up on the morning of Tuesday 16th November. By tee off time, the rain had cleared and it was one of those comfortable cloudy afternoons that usually occur when there is a BEC Golf Day.

Eighty eight players had a great day, and it was worth noting the most popular hole was the 17th. This was the "Oasis" where golfers could sit down, relax and enjoy a soothing shoulder massage. At the "Oasis" there was not only time out, but the fruit Salad and Yoghurt refreshing cool drinks or savoury pastries.

Compliments of the Stamford Sydney Airport, all players received a jet lag travel kit to protect their skin against the elements.



Scratch Winners:
Craig Friend, John Bowron, Kerry Kyriacou & Keith Pope

The winning teams were :

Scratch: Sydney Airports Corporation

Handicap: Vizzone Ruggero & Associates
A J Duffy & Co

After golf, it was back to the Clubhouse for pre dinner drinks and a sumptuous dinner and the prizes were handed out.

Many thanks to the sponsors and players who supported the day.

The Autumn Golf day is planned for the 15th March 2005.



Handicap Winners:
Joe Vizzone, Albert Salerno, Matthew Salerno & Scott Richards

MEMBER – SILK MEDIA

Silk Media (Aust) Pty Ltd is a Redfern based Multimedia Company specialising in the design and development of exceptional visual communication solutions. Established in 1996 in response to the demand for Garry Silk's technical and creative skills.

Silk Media uses Strategy & Design to provide our clients with individually tailored communication solutions. We combine your vision with our passion and creativity to communicate at the highest level utilising the full potential of interactive media.

Garry Silk Phone: 8399 1374 • **Mobile:** 0410 998 0186 • **Email:** garry@silk.com.au
Kathryn Hambrook Email: khambrook@silky.com.au • **Website:** www.silky.com.au

Our forward-thinking clients instinctively know their corporate cultures, brands, products and identities will transform and grow through strategic design. Silk Media delivers powerful, lasting communications that launch/re-launch companies, events and products to enhanced brand awareness, competitive advantage, increased market share and profit margins, thus providing exceptional business value for our clients.

Silk Media specialises in graphic design and Flash programming for CD/DVD presentations, laptop sales aides, educational/training CD/DVDs, kiosks, games and the Internet.

MEMBER – D3 HUMAN RESOURCES

Recruitment professionals, d3 Human Resources, with offices in Mascot and Bankstown, offer a recruitment service with a difference. When it comes to finding the right staff for the job, d3 have a winning and proven philosophy: determination, drive and dedication towards their most important asset, their people: the client, the candidate and the consultant.

Finding motivated, reliable staff can be a real challenge in today's competitive and busy work environment. Julia Learson, General Manager of d3 Human Resources has developed a unique recruiting agency, carving out success based on solid relationships and a 3 speared approach, which tries to decrease the stress and increase the success of the recruitment and selection process.

Establishing d3 Human Resources in 1996 with her husband John Learson, Julia already had a solid and enviable reputation in the recruitment industry, while John had established of Sydney's foremost Industrial Design Consultancies.

10/710 Botany Road, Mascot • **Phone:** 8339 1777 • **Fax:** 8339 1900

MEMBER – COMPUTER TROUBLESHOOTERS

Computer Troubleshooters is a worldwide network of computer professionals specialising in IT support services for the small to medium business sectors.

The organisation was founded in 1997 by Wilson & Suzanne McOrist. With more than 20 years franchising experience they recognised a rapidly growing need for affordable IT service in this market sector.

Headquartered in Coffs Harbour, Computer Troubleshooters has grown from 2 part-time franchisees to almost 400 franchises in 16 countries.

The local franchisees, and Master Franchise for NSW, are Steve & Lorraine Paino. As members of the Botany Bay BEC they are keen to offer a complete range of services to the local business community.

These services include:

- Repairs, Maintenance and Upgrades
- Network set-up and support
- Custom-built systems
- Broadband Internet services
- Data backup and security
- Email solutions
- Web site design, hosting and management Database design.



Lorriane Paino and Steve Paino

Phone: 9349 5517 • **Mobile:** 0417 287 007 • **Email:** paino@comptroub.com

**The Directors, Management and Staff of the Botany Bay BEC
appreciate your support during the past year and extend to you**

Merry Christmas and Happy New Year

and look forward to your continuing association in 2005.



SPONSORED BY **J.A.WALES**
PRINTERS
Specialists in Printing & Imaging

NEWS

Botany Bay Business Enterprise Centre News



December 2004

Email: bbbec@botanybec.com.au

Website: 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."

BUSINESS EXCELLENCE AWARDS



Highly Commended:
Croquembouche Patisserie and Gloria Jeans Coffee

Excellence in Port & Airport Related Activities:
Inflight Logistics

Highly Commended:
Airside Tours and Sydney Ground Transport

Excellence in Service:
Division 1: Benchmark Physiotherapy
Division 2: Nycon Security

Highly Commended:
Audio Solutions, Corporate Pest Management, S Rosen Accountants and Macquarie Commercial Finance

Excellence in the Community Service:
Division 1: SE Neighbourhood Centre
Division 2: Windgap

Highly Commended:
Sir Joseph Banks Nursing Home, Graphic Arts Club, Eastgardens Medical Centre

Excellence in Development:
Humphrey & Edwards Pty Ltd

Excellence in Performance:
Division 1: Ocean Bay Seafood
Division 2: Graphic Arts Club

Highly Commended:
All City Smash Repairs

Excellence in Environmental Issues:
Macquarie Goodman Management Ltd

Excellence Manufacturing:
DKS Kitchens

Botany Bay Business Enterprise Centre Members Award:
Sydney Credit Union

Judges Encouragement Award:
Nudie Foods Australia

Two hundred and forty businessmen and women assembled at the Stamford Sydney Airport Hotel on the 17th September 2004 to celebrate local business excellence.

The highlight of the night was the naming of the successful award winners from 2004.

More than sixty six businesses of all sizes competed for the awards, which were divided into seven categories.

Highest Achievement Award:
Graphic Arts Club

Excellence in Retail:
Ella Rouge

THE YEAR 2004 IN REVIEW



Peter Wilkins – Sports Commentator for ABC, both radio & television and Sally Loane – Journalist & radio broadcaster on 702 ABC Sydney



Roy Masters – Sports Journalist



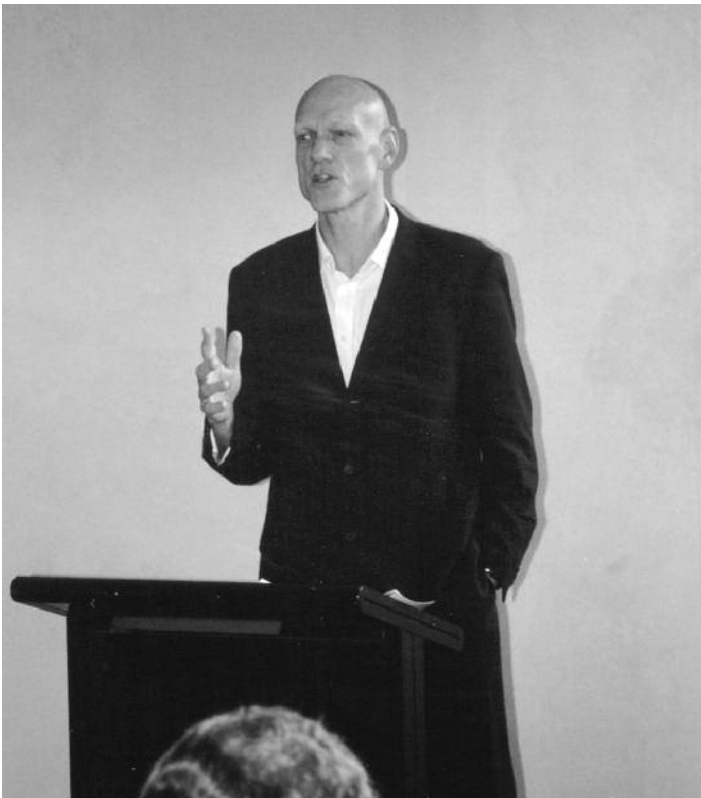
Colin Rudd – Sydney Ports Corporation General Manager, Projects & Project Director for the Port Botany Expansion



Honourable Tony Kelly, Minister for Rural Affairs & Minister for Local Government & Michael Tarte – Melrose Park Mudgee for Wine & Food Tasting After Hours Business Function



John Morgan – Chairman for 2004



Peter Garrett AM – Member Kingsford Smith



Christine Anu – Guest singer at South Sydney Corporate Park



Huw McKay – Senior International Economist Westpac Banking Corporation



John McGuigan – CEO, Krispy Kreme Australia



Jason Lea – Director, Darrell Lea Chocolates

BREAKFAST BRIEFING – THE CHOCOLATE MAN JASON LEA ON THE SWEET SUCCESS OF DARRELL LEA

Colourful, humorous and honest are the first words that come to mind when describing Jason Lea, the guest speaker at the BEC Breakfast held at the FX Centre on October 13 to assembled members and guests.

Recalling the enduring success of a national icon was truly sweet, particularly when the antecedent of the original founder Harry Lea was detailing the secrets, the lessons, the idiosyncrasies and realities of a strong and prosperous Australian family business that now has over 400 retail outlets around Australia plus a very successful private label division.

The story begins in 1892 when the founder of Darrell Lea, Harry Lea, who migrated to Australia with his mother, father and ten brothers and sisters, became indentured to a confectioner, selling their output in the Fremantle markets.

Although he went on to venture into other occupations such as gold miner and marine dealer, Harry finally returned to his original trade when he started a fruit shop in the suburb of Manly in Sydney, and realized that selling big stacks of lollies and chocolates – “stack ‘em high with big tickets” - in the winter time when there was short supply of fruit, was a good idea. This was to be the first of the Darrell Lea shops.

From here the business expanded, when Harry Lea opened a narrow shop front near Central Station. The Depression of 1927 – 1928 proved favourable for the business: buying sweets for a shilling a pound, a downcast population were heartened by the vibrant windows and sweet aromas of chocolate – craft. There were indeed six shops in Pitt St, Sydney by 1930.

As Managing Director, Jason Lea took the family business from 50 stores to over 400 outlets with a turnover of \$80 million. He has learnt much about business along the way. He spoke of the relevance of supply and demand in any business transaction. During WW2 for example Darrell Lea did a deal with the army whereby Darrell Lea were given a bag of sugar to make butterscotch, returning the finished product to the soldiers in the field. Their shops only stayed open for 2-3 hours per day, 3 days a week, and a tremendous demand for the sweets developed.

Then a series of major business lessons ensued. A foray into the Canadian market proved unsuccessful in 1947. It was at this point that it was necessary to be smart, to observe trends and prepare for change ahead. For example, the trend in the early 50’s away from the centralized CBD retail environment to the suburban shopping mall, proved successful.

In addition Darrell Lea ventured into the New Zealand Market which, after initial success, failed. Suddenly the product was too available, the trip across the Tasman that made for the anticipation and excitement was removed.

The company floated and then de-listed realizing that it was never public in spirit. In 1988 there were 13 members of the family working in the business which made for much jealousy and in fighting. Since that time the company has lost 10 of these members, they have corporatised and the motto: “please the eye and the appetite” has stood them in good stead.

Today Darrell Lea do 40% of their business in only six weeks of the year, they produce 90% of what is seen in the shops, they export to Canada, America, England and New Zealand.

One of the other enduring lessons is that a good business and a good brand can live forever, but there must be room and vision for new talent, new ways of doing things and better ways of moving ahead. Jason Lea replaced himself with the first non-family outsider as CEO of the business in 1968. Now there is a new CEO at Darrell Lea, there have been redundancies and this transitional phase will mean a cultural change in the business and some heartache.

Jason Lea left his audience fascinated and amused and a couple of his favourite quotes will endure, as has his family business:

“The best way of doing something hasn’t yet been discovered.”

And: “Poor people need cheap prices and rich people love it.”

And finally: “Favour received is debt incurred.”



Jason Lea – Director, Darrell Lea Chocolates

Important marketing developments, like the introduction of a big artist’s smock as standard staff uniform, were implemented in 1930 as well as vital point of sale material created to enhance merchandising. By 1936 Darrell Lea had its first head office at Sydney Harbour Bridge and a factory in Kogarah, and by 1942 they had a Melbourne operation also.