

NEWS

Botany Bay Business Enterprise Centre News



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"TO PROMOTE THE DEVELOPMENT OF ECONOMIC WELL BEING IN THE COMMUNITY AND IN
DOING SO, GENERATE EMPLOYMENT OPPORTUNITIES."**

PROFESSIONAL SPORT WHERE TO NOW ? - ROY MASTERS

Always "out there", challenging and often controversial is veteran sports commentator and former rugby league coach, Roy Masters.

And he did not back away in his BBEC June dinner speech at the Stamford Sydney Airport titled, "Professional Sport Where to Now."

Choosing the sport-like attributes of pride and sacrifice by the men of world wars, while noting the 60th anniversary of World War 2's D Day or Operation Overlord, Masters took his audience further back in time to Captain Cook's voyages of discovery and forward again to the present day sporting dilemmas of professional sportsmen, and presumably, sportswomen.

Perhaps understandably concentrating on rugby league as his speech's sport of choice, Masters freely offered old-time examples of players' tablet taking (sugar pills or 'bombs') and on-field 'rules' of "bash one punch two".

It wasn't long before he moved with passionate commentary into today's game, referring to standard football now as "gob smacking". Full-time footballers, he said, were isolated from the world, in a cocoon, and don't pick up on the magnitude of a loss unlike their supporters.

"In the old days, if they lost, they copped it," he said.

"Full-time professional football was hastened by the Super League war with the start of those professionals in 1996 and we haven't seen the worst of it yet," he said.

"Sporting heroes today are devoid of qualifications and life skills," Masters declared. Some clubs were moving players to part-time work and some sponsors were taking equity in clubs and providing work opportunities for players, he said.

Masters highlighted the three problems for rugby league as resistance from coaches, players' travel obligations, and players' injuries.

In a long stint of audience questions, most with their own commentary, guests drew further remarks from Masters including the role and power of players' managers, some of whom he called "shysters" by representing players for up to \$800,000 annually.

The hot topic for guests was the state and reputation of rugby league and its players in the light of recent sexual assault allegations. More than one guest passionately expressed dismay and disgust at such alleged behaviour by players quizzing where their parents were in their morale up-bringing and suggesting the game would rapidly lose support from women if such an issue were not addressed. A clearly moved Masters undertook to take the concerns to the rugby league.

Roy Masters Dinner was sponsored by Elgas.



(Left to Right) Aub Eardley, Executive Officer – BBEC, Roy Masters, Charlotte Harvey-Jones – LJ Hooker Commercial South Sydney, David Jones, Aldo Costabile – Elgas, Andrew Bloodworth – Elgas and Paul Edwards - Elgas



Guest Speaker – Roy Masters

BREAKFAST BRIEFING – KRISPY KREME

A gathering of some forty Botany BEC members and their guests enjoyed the upbeat and positive story of Krispy Kreme's marketing and sales success in the Australian market, as they dined on a very good breakfast at the South Sydney FX Business Park, Alexandria.



John McGuigan – CEO
Krispy Kreme Australia

John McGuigan, CEO of Krispy Kreme Australia, delivered an inspiring story. Via the introduction by the Deputy Chair of the Botany Bay BEC, Charlotte Harvey-Jones, the audience sensed the pending success of the brand, Krispy Kreme, as she recalled the long continuous queue for the famed doughnuts she had witnessed during a Saturday shopping trip outside their York Street, Sydney store.

The audience was poised to hear the story behind this kind of immediate success.

A company that has been established for 67 years in the South East of the United States in

places like Winston, Salem, Carolina, Georgia and Tennessee, started to make its presence felt in more challenging markets like New York in 1996 and California in 1999/2000. Not relying on the normal method of advertising and marketing, Krispy Kreme doughnuts are marketed mainly through a huge volume of product being given away for free, in anticipation of a store opening, during launch and at any other opportunity. From here word-of-mouth takes over.

Krispy Kreme listed on the New York Stock Exchange in 2001 very successfully. It was time to look further afield. Markets like Australia and Asia were obvious choices.

John McGuigan negotiated for one year to win the rights to bringing Krispy Kreme down under having brought a key US executive team to Japan, Korea, China and Australia. In 2002 he set about redefining the doughnut sector in Australia with an unknown business model. People believed him to be crazy. The marketing

and success of Krispy Kreme were to rely on the following: quality of the product, attention to ingredients, equipment and training, commitment to work as a team, brand position, making a genuine connection with the audience – the “special” factor, making Krispy Kreme a treat, something to share and to enjoy, representing good times, the uniqueness of the brand and its multiple revenue streams – fund raising, retail, wholesale, off premises, and one infrastructure.

No business is without its challenges. In Krispy Kreme's case it is the “Good US vs. Bad US” syndrome. Issues like the nutritional value of doughnuts, Krispy Kreme being an unknown brand, and the big issue obesity. And on the positive side: dozens of doughnuts being given away to share at office, sports events and parties to create an excitement and anticipation. The cynical Aussie attitude proved not to harm the launch of the Penrith Krispy Kreme store at Panthers, when Krispy Kreme gave away 40 000 doughnuts in the car park and people simply loved it. Customers were connecting with the specialness. Krispy Kreme had made a community connection.

They have also made a strong commitment to local charities and local bodies like schools. In the twelve months from June 19 2003 till June 2004 they have exceeded their original goal of raising \$1 million and have through their efforts in fact raised \$2 million. This is a tremendous achievement.

With Krispy Kreme's Huntingwood (Eastern Creek) warehouse for production, distribution and facilities that underpins the stores, the Krispy Kreme's Liverpool Store and the Krispy Kreme store at the International Terminal at Sydney Airport and the Mascot store due to open on 6 July as well as two stores planned for Campbelltown and the Central Coast of NSW, with Melbourne and Canberra to follow – growth is sustained and impressive.

There are of course risk factors. However with a raft of essential elements in place, including: getting the basics right, maintaining the quality of the product, choosing and training the right people and connecting with the community as well as supporting 1200 organisations like the Salvation Army and Save the Children, Krispy Kreme should continue to achieve success.

Aub Eardley, Executive Officer of the Botany Bay BEC, thanked John McGuigan for his very impressive presentation and assured the audience that their one dozen Krispy Kreme glazed doughnuts were ready for them to collect on the way out.

MEMBER – MACQUARIE COMMERCIAL FINANCE

Macquarie Commercial Finance Pty Ltd is a specialist finance broking firm established to meet the financing needs of its clients since 1997. The Principals of the firm offer over 30 years combined experience to their clients in areas of

- Vehicle and Equipment Finance
- Commercial Mortgage Finance
(Including property development)
- Cash Flow Finance
- Home and Investment Loans – an emerging product over the last 2 years aimed at self employed applicants with both Commercial and Home Loan needs.

An integral part of the success of Macquarie Commercial Finance Pty Ltd is its relationship with its financiers. Understanding the financiers products and credit requirements and having an established on going relationship with them, allows us to match the features of each

financier with that of our end-users needs.

Its boutique position in the market has been developed identifying a need in the marketplace to offer small-medium businesses, a competitive and commercial option with an emphasis on high levels of service.

Macquarie Commercial Finance Pty Ltd has developed an extensive and varied client base of some 2000 small to

medium size business clients, from sole traders to

multi-national companies. Macquarie Commercial Finance

Pty Ltd is equipped to offer its products in many varying fields and niche industries.

Each and every week we are introduced to a new prospect by an already existing and satisfied client - a testimony to our existing client relations.

SOUTH SYDNEY CORPORATE PARK

Astori's cafe rolled out the red carpet for the Botany Bay Business Enterprise Centre (BEC) new members awards on Tuesday, June 15.



Singer – Christine Anu

It was a star spangled affair at the newly refurbished Alexandria cafe with guests including City of Sydney Lord Mayor Clover Moore, property owner David Hannan and singer Christine Anu.

The café provided an intimate atmosphere for the night's entertainment which included a performance by The International Dancers and Christine Anu.

Guest of honour Councillor Clover Moore presented 53 new members of the BEC with certificates and a bottle of wine.

Cr Moore said the BEC was a vital organisation in an area the council wanted to see become sustainable.

"Clearly this is an area with a lot of vitality and a strong future and the BEC is the premier business networking organisation in the area," Cr Moore said.

New BEC member Wine Ark provided free wine tasting during the evening. The unique business provides offsite climate controlled cellarage and allows members to trade wine with each other and to sell on the open market. Manager Tom Stockell said the company had just moved over one million bottles of wine to South Sydney Corporate Park. "It is a great location for the people in the east and the inner west plus it is close to the city," Mr Stockell said. Of the 53 new members of the BEC, 48 are located on the South Sydney Corporate Park. SSCP general manager Anthea Gardner said the corporate park had been a phenomenal success and she said she was pleased to see it was playing a role in the BEC.

"It's membership demographic is a microcosm of the "working villages" that supply the Sydney CBD and surrounding affluent suburbs with all their day to day needs," Ms Gardner said. "If Port Botany, The Airport and South Sydney Corporate Park are the essential doorsteps to what Sydney needs delivered, then we are delighted to foster a broad spectrum of commercial activity in the local area." Reporter: Alison Riedy



(Left to Right) David Hannan, – F. Hannan (Properties) Pty Ltd,
Renae Leith-Manos, Manager Editor – Courier City Publications and
Michael Hannan – IPMG



International Dancers

CLIENT – PRIMROSE & PEPPERCORN

Louise McDaid of Primrose and Peppercorn has developed a successful business providing style to flowers using modern, elegant floral design for private and corporate occasions without a hefty price attached.

After training and working in the United Kingdom for four years, Louise arrived back home, to Sydney, determined to start a home based business in an area in which she felt confident. Primrose and Peppercorn has now been operating successfully for four years and the future looks good.

The flexibility, creativity and self starting aspects of a home based business appealed strongly to Louise, and in keeping her service very personalized, by not growing too big, too fast, she is able to realize that dream. She is able to do onsite functions, to spend time with each client to find out exactly what feeling they want her to create without the constant interruptions and disruptions of a busy shop atmosphere.

The name itself Primrose and Peppercorns reflects something of the style of the business. Primrose conjures up strong floral imagery while peppercorn lends an element of something a little different, something with a slight twist.

It is also about sentimentality – reminding her of the many peppercorn trees around the property where Louise grew up near Wagga.

Being brave enough to mount a career change towards something she was genuinely interested in led Louise to The Botany Business Enterprise Centre. Having sorted out the more technical side of the business by taking a permanent job in Berkshire, London, for two years, she came back to Sydney in 1998 and worked in a couple more places here, before deciding to go it alone in 2000.

Seeing an advertisement in the local paper she thought the Botany BEC workshop sounded ideal - Louise contacted Aub Eardley, did the homebased business workshop fairly recently, and has found the business has been expanding through her own advertising and good word of mouth. In her own words "both the marketing and business workshops have been fantastic, I have learnt so much. They have also been great for networking and referrals."

She is now happy with the way things are and would like to develop the bridal market. Louise is currently formulating a strategy while always learning new aspects to the business whether it be colour, design or networking skills.

HOME BASED WORKSHOP – TO MARKET, TO MARKET

The Department of State and Regional Development sponsored the Botany BEC Action Workshop in Marketing. This introduced a concept about which many businesses have a distinct lack of information. In order to clarify the terms, a comprehensive course outline was provided with a series of slides, questions, suggestions and information.

Home-based businesses, working hard to establish themselves, simply cannot ignore the marketing component. Issues such as how to gain referrals, how to plan upcoming marketing activities such as flyers, public relations, or mail outs, how to define a customer group must be examined and worked through.

This five week course focused a lot of attention onto budgeting for a marketing strategy, capitalizing on opportunities when they are presented, coming up with and maintaining a distinct USP (unique selling point), having a game plan that positions your business for success, makes it easy for customers to know what you do quickly and readily, and have a range of communication materials that are easy to use and understand.

The culmination of much of this research is a Marketing Plan, which must be written to suit each individual business and be used as a dynamic blueprint for gaining the right customers and maintaining good relations with them.

In order to do this the Home Based Business Program set out a detailed list of tools for each session. Starting with an internal marketing review, in which each small business person has to conduct a personal review, looking at their skills, strength, weaknesses and the impact they have on marketing, through to a review of the business operation such as sales performance, financial performance and systems, and a review of the product on offer: the most important question of "What exactly it is that you are really selling?"

This leads onto the external marketing audit, which of course reviews ones competitors. Identifying such issues as direct competitors,

indirect competitors, positioning against competitors, and identifying competitive advantages as well as marketplace reviews such as industry trends, catchments, and potential markets. And of course the ever important area of market segmentation which identifies marketplace boundaries, profiles existing clients, identifies target markets, develops client profiles.

As well as this the area of marketing directions highlights review of key issues, setting directions, deciding on dollars and developing goals, combined with the product itself: the product range/ mix, the product development, and the product packaging as well as pricing and distribution and the whole area of developing marketing strategies for advertising, promotions, branding and public relations.

Finally the course concluded with the area of development of marketing strategies for increasing revenue and referrals from existing clients. This rounds out the course and onto the area of action planning. Making it happen and generating solid and tangible results from a marketing strategy.



(Left to Right) Louise McDaid, Ray Wood, Babbette Griep and Rachelle Smith

CLIENT – CALLIDUS PROPERTY

Ray Wood had been working in transport most of his life until the last three years. He was sick of transport work and wanted very much to start his own business.

This business has now grown into Callidus Property Service that deals in property maintenance, large cleaning jobs, clearing and painting. He was working part time with his wife's cousin, learning the ropes, in his property maintenance and electrical business and he had a friend who was a real estate agent, who was able to give him work as a start doing gardens, demolitions, warehouses clearing sites when tenants moved out putting up new walls and knocking down existing infrastructure.

The business has just progressed from there, now he is able to offer a full and comprehensive service to the East Coast, where there is plenty of work if you are prepared to have a go. Ray has now taken the business over from Mike, and is dealing directly with real estate agents, doing a lot of small maintenance jobs in their tenants blocks like putting doors on hinges, re-aligning doors, shaving the bottom off doors, doing tiling, cleaning after damage from fire and any other related work. His one off jobs can take days sometimes, and to

ensure he does a thorough and complete job he will spend the right amount of time on each job.

He registered the business name back in August 2002 and only came across the BEC when he saw some information on small business at the BEC in Bondi. He contacted them for a training course and when that was cancelled he looked on the net and found the Botany BEC, where a marketing course was starting the very next day.

He has found the information gained from the marketing course very valuable for both his business and his marketing plan. He wants to get to the point where he can be on the road and giving his staff direction, finding out what material they need and how he can assist them. He wants to fulfill more of a coordinating role.

His marketing plan includes dropping flyers, delivering three or four hundred of them whenever he can and contacting real estate agents directly. He wants to be able to delegate to his staff while enjoy working on projects himself as well and refining his marketing techniques so as to gain the maximum number of new clients.

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