

NEWS

Botany Bay Business Enterprise Centre News



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Email: bbbec@botanybec.com.au

Website: www.botanybec.com.au

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

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

BREAKFAST BRIEFING PETER GARRETT – GENUINELY CHARISMATIC

With a Federal election pending, 150 people greeted guest speaker Peter Garrett AM, in an atmosphere of high anticipation at the Botany BEC Breakfast held at the South Sydney Graphic Arts Club, 182 Coward Street, Mascot on Thursday 2 September, 2004.

Peter Garrett's entry into politics has been met with great excitement as well as positive expectations for his contribution to the seat of Kingsford Smith and the vital issues facing Australia and the planet today.

Mr John Morgan Chairman of the Botany Bay BEC opened proceedings welcoming members and special guests: Honourable Tony Kelly, Minister for Rural Affairs and Local Government, Cr Ron Hoenig, Mayor, City of Botany Bay and inviting Peter Garrett AM to the podium.

Immediately thanking the audience for their support, Peter Garrett AM spoke of his astonishment at the diversity and vitality of the Kingsford Smith area and the opportunities it presented for getting to know small business people. "I am relishing the opportunity for listening, learning and hopefully working with this very dynamic electorate where small business plays such a central role," Garrett AM enthused.

In a household where his mother was a Labour voter and his father a Liberal, Garrett AM formed his own political allegiances, to his mother's delight.

He felt that he could make a valuable contribution to society.

Known for his environmental and conservative agendas, Garrett said that he wished to support Mark Latham's "Opportunity for All" message. He expressed that by taking an honest, "down to the ground" approach, it would be possible to create dialogue within the community and to re-energise our institutions within a vital, robust democracy.

Having studied to be a lawyer, Garrett AM is best known for his place as the charismatic and provocative lead singer of rock n' roll group *Midnight Oil*. Describing his music career as having "spent 26 years on a complex small business", implying that he understands the pitfalls and highs of small business.



Guest Speaker – Peter Garrett AM

Garrett AM then took questions from the audience ranging from the issue of troops in Iraq to his involvement in the music industry to his commitment to Federal Labour Party policy if it contradicted his own beliefs. Charlotte Harvey-Jones thanked the assembly and reminded us of future events.

SALLY LOANE AND PETER WILKINS

Some 150 members and their guests gathered for the Botany Business Enterprise Centre July Quarterly Dinner held on Thursday 29 July in the Mascot Ballroom of the Stamford Sydney Airport Hotel to enjoy a night of humor and some reminiscing.

Guest Speakers Sally Loane (host of the morning program on 702 ABC Sydney from 9am to midday and regular weekly columnist writing The Last Word for the Sydney Morning Herald) displayed her keen interest in sport and specifically rugby and Peter Wilkins (a commentator-presenter for over 20 years most of the time with the ABC in both radio and television, calling rugby league State of Origin Matches and Tests and a host of World Cup Soccer qualifiers on radio) addressed the topic of "Australia's Gold Medal Outlook" with the imminent Athens Olympic Games high on the agenda.

John Morgan welcomed guests, reminding the assembled group of the Olympic's philosophy in 776 B.C. "Peace through Sport", creating a positive mood in the room.

Ross Nacey, National Manager, Marketing & Landside Business Development - P&O Ports, co-sponsor of the event with Sydney Ports Corporation expressed his delight at their involvement with the BEC, and in particular the fact that there are 50 BEC's in NSW and 150 BEC's nationwide, with the Botany BEC being voted BEC of the year in 2003.



Ross Nacey, National Manager,
Marketing & Landside Business
Development - P & O Ports.

Following on was David Field, Chairman, Sydney Ports Corporation who announced that "Port business is good and getting better", up 25% since 2000 Olympics, with 80% of cargo coming to Australia destined for a 40 km radius of Sydney. He celebrated Australia's outstanding Olympic history as a great source of pride, highlighting our team's hopes, dreams and desires up against the world's best. He mentioned the qualities of friendship, solidarity and fair play.



David Field, Chairman - Sydney Ports Corporation

Zest and spark accompanied the performance by Sally Loane who was able to draw out the best from her co-host and fellow

ABC personality Peter Wilkins. Introducing the two Olympic Champions in the audience, Ron Crawford who represented Australia in the walking in '56, '60 and '64 and who now walks 3-4 hours delivering papers and Judge Fred Kirkham, who rowed for Australia in 1956 VIII Olympics and won a bronze medal.

Sally Loane then addressed the issue of drugs in sport. Mentioning the cyclists in particular and the recent news that Joby Dakar who claimed he had never injected any drugs, was then confronted in Europe with evidence of his DNA on 9 syringes.

She then continued to recount stories from her own life when she was married to Mark Loane, representing Australia in Rugby Union at the time, and living in Durban when his coach, affectionately known as Doc, gave him the unknown "Vitamins" that were supposed to enhance performance.



Guest Speaker - Sally Loane



Guest Speaker - Peter Wilkins

Peter Wilkins gave the audience a great many laughs. With 24 years at the ABC and recently starring in the very popular TV show, the FAT, he praised the ABC's integrity and the fact that they are not beholden to advertisers. He also touched on his stint with Radio 2GB.

Wilkins also recalled some Olympic moments. Commentating the 2000 Olympic Games, he only called one live sporting event, and revealed that only 60% of sport is covered live, the rest is as termed in the industry: "off-tube". Describing calling an event while sitting in a cell like room and looking at a blank wall: it is far from glamorous. He also revealed that most of the Athens Olympic Games would be called from Melbourne, Australia.

Finally he gave his predictions for the 2004 Athens Olympic Games: athletics, one medal - Jana Pittman; swimming: a plethora of medals and a highlight for Australia; hockey - medals from the Kookaburras; water polo; rowing - 2 gold medals; shooting and Simon Fairweather in Archery. A total of 13 gold medals together.

To conclude Shane Hobday, General Manager Port Services - Sydney Ports Corporation expressed the passion he felt had been reunited through the evening's media stories. He thanked Sally Loane and Peter Wilkins. John Morgan and Darrell Brody, former Chairman of the Botany BEC for 12 years, and instrumental in getting it underway, drew the Lucky Door Prizes, thanked the sponsors, welcomed new members.

A WINNING FUTURE FROM AUSTRALIA POST

The opportunity to share in a prize pool valued in excess of \$270 000 in the 2004 Australia Post NSW/ACT Small Business Awards generated enthusiasm at the Awards Launch at the FX Centre, Alexandria.



Guest Speaker – Mark Tonelli

Many local small business people were in attendance. Dennis Killeen, Area Manager, Business Centre Network, Australia Post NSW/ACT introduced representatives for each of the sponsors - NRMA, Optus and the Department of State and Regional Development who lent their support to

the Awards and reminded the audience of the substance this achievement would lend to their business.

The theme "Building Your Future" focused a positive and upbeat message, aimed at motivating small business.

In his keynote speech on this theme, Mark Tonelli drew on his victory in the medley relay in which he captained the winning team by 2/10th's of a second at the Atlanta Olympics.

Tonelli challenged each individual and their business to ask themselves: "What motivates us?" "What makes us a winner?" and "Why will we succeed in these Australia Post Small Business Awards?" In his words: "These awards provide the opportunity for small business to challenge themselves: they have a chance to bring out their personal best and be prepared to go with it."

Leadership and commitment were the key words in his address. As well as the vital reality of team play. Tonelli had managed to bring out the best in his team of swimmers by urging them to set unrealistic goals- ones that they ultimately achieved to make them Gold Medal Winners. The atmosphere was buoyant.

Good food and wine helped people feel comfortable to network and socialise proving to make the evening a great success for all concerned.

An entry pack was given to each person outlining the eight categories of Awards including Business Growth and Management, Marketing, Import and Export, Technology, Getting Started, Customer Service, Young Achievers and Your Choice - something for everyone. Each of the eight category winners will receive an Award of \$5,000.00 with an Award of \$15,000.00 for the overall winner. All winners and finalists will also receive a prize pack valued at \$9,000.00.

MEMBER – POWERDIRECT ELECTRICITY

Powerdirect is an electricity retailer that specializes in providing electricity for the small to medium business sector.

It is our aim to deliver savings on electricity expenditure and provide personal responsive service that exceeds customer expectations. We do this by reducing costs where possible and investing in only the best systems and customer service.

An independent Australian owned company, Powerdirect offers real competition in a market dominated by large multi-nationals. We are proud that 100% of our customers have selected us as their retailer by choice.

Our ongoing success has seen the addition of our Botany office which compliments our thriving operations in Victoria and South Australia. We hope to provide more Australians with the opportunity to benefit from a smarter solution to energy buying.

Local expert Scott Carrodus and his team are currently showing Botany businesses how they can make savings of up to 12% on electricity expenditure.



(left to right) – Chris, Scott and Neil

Call Scott Carrodus on 0433 122 004 for an obligation free analysis of your energy consumption.

Level 1, 40 Lord Street, Botany NSW 2019

Telephone: (02) 9666 1776 • **Website:** www.powerdirect.com.au

HOME BASED WORKSHOP – OPERATIONS PLANNING MOVING FORWARD STRATEGICALLY

Operations Planning is of vital importance to home based business owners who have to act strategically in order to find the success they are aiming for in their business. Undertaking personal and business audits to assess the strengths and weaknesses of the business owner and the business itself is a prime focus of the course and determines objectives in the area of business, marketing and operations perspective.

Aub Eardley, Executive Officer of the Botany Bay BEC facilitated the course held at the Eastlakes Community Centre over a five week course commencing on 5 August 2004.

The central concern of Operations Planning is establishing goals and objectives for the home based business owner so as to achieve desired outcomes and importantly to develop strategies that will close the gap between where the business is currently and where it would like to be.

The Operations Planning Toolkit outlines a format to assess the current state of the business in the areas of: people, equipment and technology, physical environment and the business systems and processes in place. It then clearly asks home based business people to honestly and accurately examine the way they are handling these areas of business operations and to assess their strengths and weaknesses.

As a solution to this it challenges small business people to state their objectives in these key areas - to develop operations strategies incorporating ideas such as brainstorming, mind mapping and problem reversal.

An integral part of Operations Planning outcomes, is acting on the conclusions made about the business and putting in place required actions such as: working out budgets per action, working out time zones across a week, planning strategies into the day/week/month/year - and bringing all this together into a cohesive and vital working programme.

In addition a Clinic is provided in the last session to cover specific operational areas of interest identified in the course, to investigate individual participant's questions and needs; whether they be in the area of: employing staff, designing a job description, choosing certain software, leasing or buying a premises.

Examining, in detail the areas of business management skills including: book keeping, budgeting, telephone skills, marketing, building teams, etc. and communications skills including topics like: communicating ideas clearly, listening well, being open to others, time management, decision making, negotiation and then questioning the roles that the home based business person, are platforms of the Operations Plan.

Overall the Operations Planning Course allows for a lively, open forum to raise any issue related to current problems within the business as well as addressing methods for resolving any future concerns by teaching, identifying and forecasting, as well as imparting the necessary skills for successfully achieving business success, and essentially, promoting strong and sustained growth in the business.



(Left to Right) Craig Williamson, Stacey Allert, Viola Tadros and Ray Wood

CLIENT – VIRTUAL GIRL FRIDAY

Babette Griep acts as a hidden force in the office. In her own words she is: "someone who comes into the office temporarily, with the word virtual playing on that, someone who is there, but not really there and someone who handles the overflow."

With some 15 years of experience in office administrative work, mastering a combination of office skills, Babette went on to learn photography and visuals to successfully combine this package of talents in her home based business "Virtual Girl Friday". All skills related to computing, electronic digital imaging, professionally digitalizing photography and desktop publishing can be handled by the company in a seamless, easy and comprehensive way.

The company can also assist with a range of other tasks like typing up theses, data entry work, managing an overload of typing and other readable electronic documents, re-structuring, office support and book keeping with MYOB

and further to all this Virtual Girl Friday can design websites and manage other web based services like digital manipulation.

Babette had been running her business for a short while before she began working out a structured business plan. She discovered a marketing course on the BEC website and found one close to her business base. She has been very impressed on many levels - networking, gaining solid information, and winning new clients.

The business is continuing to grow. Babette is committed to her small business and works approximately twenty to thirty hours in the business each week. She very much enjoys the constant challenge and learning environment as well as successfully and competently completing a wide range of complex and simple objectives for her clients.

Mobile: 0419 263 412 • **Website:** www.virtualgirlfriday.com.au • **Email:** babette@virtualgirlfriday.com.au