

Better Business News



Our Mission Statement:

To foster the establishment and development of successful and sustainable small business in our region and in doing so, generate employment opportunities and wealth creation in our local communities.

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Help for your small business

It is with great pleasure that we welcome a new face to the Macarthur and Liverpool Business Enterprise Centres.

John Richardson has taken up the position of the Liverpool Business Enterprise Centre's Business Facilitator. John joins us from a background in sales, marketing and product management as well as business development in the hospitality industry.

John also facilitates appointments at our Smeaton Grange office by request.

Be on the look out for our first Liverpool Business Breakfast Networking event scheduled for early next year with the Brand Surgeon - Mr. Paul Harmer.

If you would like assistance with your business in the areas of marketing, business planning, business growth or simply would like to bounce a few ideas around, please call Kate Lagettie on **02 4626 3544** to book a free appointment to speak with a facilitator at a location of your choice.



From the CEO

2 years have come and gone since I commenced at the MBEC. A time I have enjoyed immensely. We continue to deliver quality Business Guidance and events across the Macarthur and Liverpool regions. But we want to do more. Interestingly, since we have received news of a positive jobs market, our demand for business guidance has dropped. Recently we were successful in the State Governments tender as part of the Greater Sydney BEC consortium. This provides funding for the next 2 1/2 years. Please refer those who are intending to start a business and those wanting a free guidance session on their existing business. We want to do more. With a major tenant moving out early next year, our Incubator faces some challenges. This is a great location for new businesses to grow and succeed. We have office space of various sizes at great rates. Please assist by telling as many as possible. Thank you for your support. Looking forward to a great 2010. Regards, David Waudby CEO



Announcements from Business.gov.au

SMALL BUSINESS TAX CALENDAR

Remembering your tax obligations on top of running your business can be difficult. To help you, the Tax Office has developed an easy-to-use computer tool that will help you plan and manage your tax obligations and give you timely reminders. Your small business tax calendar automatically builds a 12-month schedule tailored to your business lodgment and payment needs.

You can

- | Personalise your calendar in approximately 10 minutes when you answer specific questions about your business
- | Record Personal Notes and Reminders
- | Make Updates at any time if you change your business structure or reporting obligations
- | Print a one page summary of your tax obligations and due dates for the year to use as a yearly planner
- | Receive a reminder through Microsoft Outlook or from your computer system when a lodgment or payment is due.

If you run more than one business, you can set up a unique tax calendar for each business.

If you run a bookkeeping service, you can set up a unique tax calendar for each of your clients.

To download your free copy of the tool, visit the [Tax Office website](#).

APPRENTICE KICK START BONUS

Are you considering taking on an apprentice? Then you may be eligible for the government's new Apprentice Kickstart Bonus.

Between 1 December 2009 and 28 February 2010, employers who take on a young person aged 19 years and under into a [traditional trade](#) Australian Apprenticeship will be eligible for a \$3 350 bonus during the first year of the apprenticeship.

Employers who receive the bonus will still also be eligible to receive other incentive payments under the [Apprenticeship Incentives Program](#).

For more information about the [Apprentice Kickstart Bonus](#) or about employing an apprentice, visit the [Australian Apprenticeships](#) website.

BUSINESS BENCHMARKS

The Tax Office has released more than 50 new benchmarks to help small businesses meet their tax obligations.

You can use the new benchmarks to compare your performance against industry averages to ensure you are on the right path with your tax obligations, particularly in relation to cash income.

The small business benchmarks are grouped into categories based on the business industry codes, and include:

- | Manufacturing
- | Construction
- | Retail Trade
- | Accommodation and Food Services
- | Transport, postal and warehousing
- | Rental, hiring and real estate services
- | Administrative and other services
- | Other services

To find out more on how benchmarks can assist your business in meeting your tax obligations, please visit the [Tax Office Website](#).

Macarthur Business Development Centre (Incubator)

Office Suites from 15 m2 to 45 m2 available now at below market rates for Small Businesses looking at expanding or re-locate.

Onsite management provides an excellent range of support services including business guidance and mentoring.

Affordable rents on a Monthly basis

In addition our training room is now equipped with full data projection for quality presentations. We encourage business operators to utilise this excellent facility for all your training or meeting room needs.

For enquiries call Robert on 4647-5615



Member Feature

Inteprise

Inteprise is a business consultancy which provides tailored business coaching, planning, market research and marketing services to small and medium sized businesses.

Inteprise pride themselves on thinking creatively and practically when looking for solutions to help their small business clients.

Inteprise's great network of business partners also offers their clients integrated services across the full range of their business needs.

Contact John
Blanchette on
02 9820 9611

Upcoming Events

Event: CAMDEN CHAPTER SWNG NOW OPERATING
Venue: Camden Sports Club
Date: Every Wednesday
Time: 7.00 am for a 7.15 am start - 8.30 am
Contact: Camden@swng.org.au
Price: FREE for visitors, please see southwest.networkinggroup.org.au/ for more info



Event: Campbelltown Chamber of Commerce Dinner
Venue: Campbelltown Catholic Club
Date: Wednesday 18th November
Time: 6.30 for 7pm start
Contact: For bookings go to: www.campbelltownchamber.com.au
Price: \$40 Members
\$45 Non-Members

Event: MACROC CEO Breakfast
Venue: West Leagues Club, Leumeah
Date: 27th November 2009
Time: 7.30 am - 9.15 am
Contact: Pamela (02) 4628 9205 or Pamela.corscadden@campbelltown.nsw.gov.au
Price: \$35.00 (inc GST)

Event: SME Technology Summit
Venue: Homebush, Sydney
Date: 1st December 2009
Details: Find out how to use technology and social media to drive sales, work more efficiently and increase profitability for small and mid-sized companies. Learn through highly practical sessions, real-life case studies, in-depth workshops and peer networking.

Contact: <http://smetechsummit.com/>

When booking, use the code **BEC** for a 20% discount





Business and the environment are intrinsically linked

Trying to navigate through the messages from politicians and sensational media reporting is a real challenge for any small business person. Sustainability, greening and climate change have become buzzwords, thrown around by all and sundry for various purposes. The overuse of these words is actually diluting the underpinning importance of the impacts of certain issues on small business. The average business operator doesn't have the time and resources to properly investigate the issues to gain insight into the environmental impacts on their business. Let's look to two simple facts impacting on your business:

1. Costs for energy, water, waste and insurance have risen; fuel is set to follow.
2. At least 65% of all consumers want to spend with green businesses, many will pay more.

Energy, water and waste costs are rising dramatically in NSW. Energy up 22%, waste 34%, water 10-14%, all since July. Insurance is steadily rising by at least 8% pa. One way or another, these increases will impact on your business, whether directly through increased costs in your day to day operations, or the knock-on increases of materials and services used in your business. Smaller businesses have traditionally tried to absorb these costs or, foolishly, ignore them. The outcome is pretty much the same - increased costs eroding your profit. Most of these increases are being driven by environmental influences. Further increases can be expected soon through the introduction of new environmental regulation. Small business must manage and reduce consumption of energy, waste, water and fuel to remain competitive.

On the upside, there is opportunity to tap into an under-recognised market segment to increase sales. A strong consumer sentiment is being overlooked by many smaller operators. Yes, the clean green segment. This segment cuts across all demographics, ages, locations, shapes and sizes. You can't see them easily but they are looking for you. Over the last five years every major marketing and consumer survey puts the environment and green issues second only behind the economy. Consistently, over 65% of consumers prefer green products and services, and more are leaning green in the spend decision. The '2009 Australian Green Marketing Trends Report' shows that 95% of consumers have specifically purchased a green product in the last month. 95% will pay more, with 25% willing to pay an extra 20% more for a green product. 94% will pay a premium to a green business. If you don't believe it, then keep doing what you are doing and watch your competitors succeed.

The link between business and the environment means it is now essential for small business to take a look at operations, better manage costs and be smarter about reaching new and existing customers. As business owners many of us have the same feelings and emotions as our consumers and the majority want to do the right thing by the environment and their business. It's time to reduce consumption and develop a green business message today and watch your bottom line improve.

The Macarthur and Liverpool Business Enterprise Centres are happy to announce that we are now offering a **free 30 minute mentoring** session to assist small business with environmental mentoring. If you are curious about improving energy efficiency, using green marketing, understanding the impacts of CPRS on smaller businesses or any sustainability matter, we can help.

Accreditation and business support is also available through the Government funded Symmetry Sustainable Business program. These services are available to any business with twenty or less staff operating in Camden, Campbelltown, Wollondilly and Liverpool, including sole traders.

Please call to arrange a meeting with your mentor: **Bill Parker on 0418 234 655** bill@macarthurbec.com.au

BEC Member of the Month - Local Employment & Training Solutions

Contact: Ian Mackintosh



LETS are part of the federal government initiative in assisting unemployed people back into the workforce. Ian Mackintosh is the Business Development Manager based at Sutherland and is also responsible for Liverpool, Fairfield and Bankstown sites. Local Employment and Training Solutions also have other sites spread out through far western NSW.

Ian's role is to build a link between potential employers and the 7,000 or so jobseekers LETS have across their 4 sites. Potential employers have the need to advertise eliminated, a simple phone call outlining the skill set they require of the new employee, how many they wish to interview and LETS take it from there.

The federal government is very keen in having these job seekers receive adequate training to ensure they are job ready at interview time and in many cases LETS can assist with wage subsidy.

LETS are also heavily involved in Traineeships and Apprenticeships, as we go to press there 12 new jobs for Apprentice Motor Mechanics that have just come to hand.

Ian can be contacted on 0407 264 054 or
ian.mackintosh@letswork.com.au

A Big Welcome To Our Newest Members

- | People Builders - Grant Herbert
- | Fitzpatrick and Associates - Darren Fitzpatrick
- | Coutts Conveyancing & Legal Services - Adrianna Care
- | Macarthur Financial Solutions - Gary Hogarth
- | Casey Centre - Muriel Dalmasso
- | Liverpool City Council

Become a BEC Member today
Call Chelsea on 02 4647 1688
chelsea@macarthurbec.com.au

Take Advantage of great membership benefits such as :

- | **Discounted training room hire**
- | **Discounted attendance at networking events**
 - | **Business referrals**
 - | **Website Listing and Link**
- | **My Business Magazine Monthly Subscription**