



Combined Small Business Alliance of Western Australia Inc. (CoSBA)

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NEXT MEETING: BOARD MEETING

5.00pm, TUESDAY 1 SEPTEMBER 2009

Stirling Small Business Centre, 45 Delawney Street, BALCATT

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Cars drove growth figures

AUSTRALIA has steered clear of recession and stands alone among the world's 34 advanced economies in achieving growth in the past year.

Wayne Swan said the economy's 0.6 per cent growth in the June quarter "defied economic gravity" and cited Treasury research showing the country would be in deep recession but for the federal government's \$42 billion stimulus package. "We have been moving forward, while so many other economies have been going backwards," the Treasurer said.

The national accounts released yesterday by the Australian Bureau of Statistics realised hopes raised by March quarter figures, when the economy grew by 0.4 per cent, that Australia would dodge a technical recession of two

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consecutive quarters of decline. The biggest contributors to growth in the quarter were a \$1.8bn increase in household spending and a \$1.3bn increase in business spending on plant and equipment.

Treasury estimates that the entire growth in business investment was accounted for by the purchase of company cars to take advantage of the investment allowance as part of the stimulus package. It also estimates consumption would have dropped but for the \$900 cash handouts, which helped raise government payments to households by \$7.4bn in the quarter.

Mr Swan said growth would have contracted in each of the past three quarters, with a 0.3per cent fall in the June quarter but for the government's efforts to support the economy. He said there was no case for reducing the size of the stimulus spending. (SOURCE/EXTRACT: *The Australian*, 3.9.09)

New WA department to focus on training

The state government is to create a new department dedicated to training and will rebrand Tafe colleges as part of plans to ensure the state's skills base has the appropriate attention as WA gears up for a big rise in economic activity. Premier Colin Barnett said State Cabinet had today made an in-principle decision to create a new Department of Training and Workforce Development, which will be created by splitting the Department of Education and Training.

The new department, to be overseen by Training Minister Peter Collier, will include the state's Tafe colleges and will be headquartered in the existing department's head office area at Silver City in East Perth. It will have around 300 staff although there is no budget defined for it as yet.

Mr Barnett said the government is searching for a suitable chief executive to head the new department and details of its function will be finalised over the next couple of months. "WA is not heading towards an economic boom but we do face an unprecedented opportunity," Mr Barnett said.

"There is an opportunity of perhaps 10 to 20 years of steady strong economic growth and that needs to be matched with strong development in our community in all areas whether it be health, education, care for the elderly or whatever factor we look at. "With major projects coming to fruition, led by Gorgon, it is important we have in place a work force of Western Australians and Australians and perhaps people from elsewhere in the world so we don't face a skills shortage in particular areas."

In addition, Mr Barnett said the government will also move to rebrand various Tafe colleges around the state in order to lift the status of training, which is perceived as the poor cousin to education. The government plans to further increase the specialist functions of certain Tafe colleges and promote them as 'centres of excellence'. (SOURCE/EXTRACT: *WA Business News*, *Daily Business Alert*, 31.8.09)

PM Kevin Rudd revamps stimulus package

KEVIN Rudd has dramatically reconfigured his \$43 billion economic stimulus package after warnings it could expose taxpayers to unacceptably high costs delivering promised new school buildings. The government has also revised guidelines for its \$16.2bn primary schools building program, inserting for the first time a "value-for-money" requirement, compliance with council building laws and involvement of apprentices on building sites.

Deputy Prime Minister Julia Gillard told *The Australian* last night the changes would deliver greater flexibility and accountability, and were based on lessons learned in implementing early rounds of the spending. "In programs of this size, scale and speed, we have always been absolutely frank with people there would be bumps along the way, and when you learn something, then obviously you respond to it," Ms Gillard said.

The stimulus program, designed to boost economic activity in the face of the global financial crisis, has included cash payments to consumers, as well as nationwide infrastructure projects including new school building, spending on roads and railways, and public housing.

In recent months *The Australian* has reported widespread criticism of the Primary Schools for the 21st Century program, also known as P21. Schools, parents' groups and the Australian Education Union complained of inflexibility and waste, and the opposition referred it to the Auditor-General for an inquiry. Co-ordinator-General Mike Mrdak yesterday released a report on the first five months of the stimulus program, declaring the scheme a success but warning of the need for greater flexibility to prevent wastage. (SOURCE/EXTRACT: *The Australian*, 28.8.09)

Report fails to see fiscal recovery

THE first report card on the Rudd government's budget stimulus fails on its basic assumption that the economy still needs this rush of government construction spending to stave off recession. It may have seemed fair enough as Kevin Rudd announced his \$43 billion second stimulus package in early February, when many feared the world economy was in danger of depression.

But it's being overtaken by China's rapid rebound and the Australian economy's remarkable resilience, including now for business investment. And that's making the government stimulus spending less necessary, more wasteful and potentially even dangerous by competing for hard-hat resources just as the housing construction cycle is set to turn up. Reflecting the inherent inflexibility of fiscal policy, it's become more a blatant political exercise than a valid economic policy response to the global crisis.

The report card's supposed "Treasury Analysis of Economic Circumstances" is embarrassing in its failure to recognise the implications of the rapidly improving economic outlook. The \$29bn of "shovel-ready" government make-work projects in schools, public housing, ceiling insulation, roads and so-called community infrastructure is supposed to fill the gap left by a collapse in business investment.

This part of the stimulus is huge, equal to about 2.5 per cent of annual gross domestic product. But, like employment, business investment in a new capacity is refusing to collapse, largely reflecting the momentum of Australia's mining boom, shown by the looming \$50bn West Australian Gorgon gas development. (SOURCE/EXTRACT: *The Australian*, 28.8.09)

Julia Gillard delays pain on pay penalties

JULIA Gillard has moved to address the key concerns of business over the Rudd government's overhaul of the award system, explicitly directing that proposed extra costs for retailers be phased in over five years, and requesting more flexible work hours in the horticulture sector.

After months of campaigning by employer groups, the Workplace Relations Minister yesterday wrote to the Australian Industrial Relations Commission president Geoff Giudice requesting changes in a series of proposed modernised awards, including horticulture, retail and pharmacy and call centres.

Ms Gillard has rejected the push by retailers for a two-year moratorium on companies in some states having to join their interstate counterparts in paying a 200 per cent penalty rate on Sundays.

However, Ms Gillard said for those states paying a 150 per cent penalty rate, the shift to 200 per cent "on a major trading day will be a significant change", and the commission should utilise the full five-year transition period to implement the change. "I believe it is imperative that this change is carefully and gradually phased in to ensure that its impact is reduced, particularly in light of forecast economic conditions," the minister wrote.

The Australian National Retailers Association, whose members include Coles and Woolworths, last night welcomed the intervention, after claiming the new penalty rates would increase annual labour costs by \$100 million and cost 3000 jobs. "We commend the government for responding to retailers' concerns," said the association's chief executive, Margo Osmond. "While we had argued for a two-year moratorium on the introduction of these higher employment costs, in principle, a staggering-in of the new penalty rates will take the pressure off retailers and provide some relief."

Ms Gillard has also asked the commission to re-examine parts of the retail and pharmacy awards to ensure hours of work and overtime penalty arrangements do not discourage employers from offering additional work to part-time employees. Under the proposed award, employers would pay 200 per cent penalty rates to part-time employees after they worked three hours' overtime.

In a win for unions, Ms Gillard has moved to overturn a decision that would have transferred the hours of work and penalty rate provisions from the contract call centre award to employees in the clerical, banking and finance industries, substantially reducing the existing safety net.

As reported by *The Australian* last week, Ms Gillard has intervened in the horticulture sector after it warned the award revamp would send thousands of fruit and vegetable businesses across the country to the wall. Ms Gillard has asked the commission to provide for roster arrangements and working hours that are flexible to accommodate seasonal demands and restrictions caused by weather. (SOURCE/EXTRACT: *The Australian*, 28.8.09)

AIRC concede shortcomings in IR reforms

Employers and workers could be left worse off or face cost increases under award modernisation, the body responsible for this, the Australian Industrial Relations Commission has conceded. The statement in a decision today by a full bench of the AIRC flies in the face of repeated assurances from Workplace Relations Minister Julia Gillard that employers and workers would not be disadvantaged as a result of the process.

It said the government's requirement of no disadvantage to either workers or employers were "objectives which are potentially competing." The AIRC has decided the transition to modern awards should take place over five years with phased-in changes, whether an increase or decrease in wages and conditions, every 12 months and beginning in July 2010.

Areas subject to phasing-in include minimum wages, training arrangements, employees with a disability, casual and part-time loadings, penalty rates and shift allowances. Fair Work Australia, which will replace the AIRC in January, will have the power to review transitional arrangements. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert, 2.9.09)

Workers and bosses 'worse off' as IRC forces award delay

THE Rudd government's award overhaul will be delayed by six months, after the Australian Industrial Relations Commission admitted the revamp would increase costs for employers and potentially cut the take-home pay of workers.

The commission ruling undermines Julia Gillard's long-stated claim that the creation of the modern award system was not intended to increase costs for employers or disadvantage employees. A commission full bench, headed by its president, Geoff Giudice, yesterday found the government's objectives were "potentially competing". "It is clear that some award conditions will increase, leading to cost increases, and others will decrease, leading to potential disadvantage for employees, depending upon the current award coverage," the full bench said.

Employers and unions criticised the process yesterday, saying companies and workers would be left worse off. Industry groups said the commission had "brought out into the open" the fact that, despite Ms Gillard's original undertaking, there would be additional costs on business. The IRC ruling is the latest in a series of setbacks for the government's award modernisation plans. (SOURCE/EXTRACT: *The Australian*, 3.9.09)

Gillard's plan will shackle economy

AUSTRALIA'S miracle economy has held up better than any developed country during the global crisis. We're possibly the only economy in the world to have actually boosted export volumes during the crisis. So confident is the Reserve Bank that it's preparing to become the first central bank to lift interest rates. A more flexible labour market has played a big role in this miracle performance from Australia's modern economy. So why on earth would we reimpose the old-world industrial relations system that used to so shackle the economy?

That's what Julia Gillard is trying to do with her Orwellian award "modernisation". It's not modern at all - it's industrial age. It should be left to fade away and be replaced by a genuinely modern and simple set of economy-wide minimum working standards. Instead, Gillard has sought to clean up the mess of the old award system so that her new Fair Work tribunal and the unions can enforce it more vigorously across even more of the workforce.

Award "modernisation" doesn't mean contemplating whether 200 per cent penalty rates for weekend work, or the Whitlam era's 17.5 per cent holiday pay loading, still make sense in the 2009 information age. But trying to impose the award system's outdated penalty rates, loadings, work rules and pay schedules on the modern and more flexible economy are producing the inevitable policy train wreck.

First, Gillard's instruction to the outgoing Australian Industrial Relations Commission not to leave any workers worse off but not to impose cost increases on employers was never going to work. The resulting fudge involves an even more complicated phase-in of the new system over the next five years. Second, Gillard was always going to run into trouble in trying to force all the new and flexible parts of the economy into a few dozen industry sectors defined by the old industrial relations club's view of the world. (SOURCE/EXTRACT: *The Australian*, 3.9.09)

Only the beginning

HAVING rewritten the rules of engagement for organised labour and the nation's capital, Julia Gillard is determined to move into the next phase of the Rudd government's ambitious but contentious workplace agenda, locking in structural reforms that she asserts will underpin Labor's economic growth agenda.

The Employment and Workplace Relations Minister hopes soon to bed down, for the first time, a uniform set of national occupational health and safety laws designed to release much-needed productivity improvements into the economy. Gillard is also close to reaching agreement with the states - with the likely exception of Western Australia - to have the entire private-sector workforce operate under one national workplace system.

By year's end, Gillard wants to have operational the government's overhaul of the century-old system of industrial awards, an overdue but problematic process that will recast 2400 often antiquated industrial instruments into 130 modern awards. But it was two events this week that signalled Gillard's renewed desire to push the national policy and political debate beyond the present dialogue about the merits and deficiencies of the award revamp and, more broadly, the two-month-old Fair Work Act.

On Thursday, she made a fresh intervention to minimise the financial effect of the award overhaul, seeking to neutralise - ultimately with mixed success - what has been an increasingly troublesome issue for the government politically. At the same time, Gillard took action to try to shift the workplace debate to safer, less contestable ground, using a Sydney conference attended by hundreds of industrial relations practitioners to call for a "new focus on cultural change".

Having secured passage of the Fair Work Act through parliament, Gillard wants to move beyond what has been an exhaustive debate about Labor's legislation. "The legal changes are the beginning, not the end, of the reform process," she told conference delegates. "Australians should now move beyond a focus on law changes to a new focus on cultural change in the workplace. We need to build partnerships between management and workers and their unions that operate for the benefit of all."

Gillard's critics are unimpressed by such calls. To them, her workplace agenda represents more than a repudiation of John Howard's Work Choices or a repayment to Labor's industrial wing of its financial and grassroots support before the 2007 election. The Fair Work Act delivers substantial benefits to unions, re-regulates the labour market and, according to Gillard's opponents, enshrines collective bargaining in a way that will hinder rather than promote the productivity improvements the government wants, (SOURCE/EXTRACT: *The Weekend Australian*, 29.8.09)

High Court challenge to tough NSW safety laws

PUNITIVE workplace safety laws in NSW are to be challenged in the High Court, just months before a national occupational health and safety system abolishes them. The High Court has set aside three days to hear the appeal next month -- the first time the NSW laws have been challenged under the Constitution.

Unlike the other states, NSW imposes on employers an absolute duty of care to provide a safe workplace, rather than to do what is "reasonably practicable". There is no right of appeal from the industrial court to civil or criminal courts. Unions support the laws -- which allow them to keep half the fines of successful prosecutions they initiate -- but employers claim they are a hindrance to employment and investment.

State and federal ministers responsible for workplace safety agreed in May on the principles that should underpin a new national system. The principles include a duty of care to do what is "reasonably practicable" to ensure safety, and contrary to the NSW system, place the burden of proof on prosecutors rather than defendants.

Leading industrial relations lawyer Malcolm Davis told *The Weekend Australian* yesterday that Mr Kirk's appeal challenges "the very fundamentals of the way in which the industrial court of NSW has applied the OHS act for a very long time". "Businesses believe that in NSW the OHS laws are draconian," he said. "You are always going to be found guilty. It is an act from which there is no relief." (SOURCE/EXTRACT: *The Weekend Australian*, 29.8.09)

WA home sales fall as prices rise

Detached new home sales in Western Australia fell more than 3 per cent in July while home values in Perth climbed 2.5 per cent over the past seven months to \$481,493, new figures show. In the latest survey of Australia's largest builders, the Housing Industry Association said new homes sales across all mainland states varied in July with WA recording a 3.1 per cent fall, Victoria dropped 4.4 per cent and South Australian slumped 11.6 per cent.

Meantime, detached house sales increased by 9.8 per cent in New South Wales while Australia's other boom state Queensland enjoyed a 10.2 per cent surge. Nationally, sales crept up 0.1 per cent, a smaller increase compared to the 0.5 per cent rise recorded in June. HIA chief economist Harley Dale said new home sales have stabilised after a strong run on the back of the first home owners boost. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert, 31.8.09)

Unions warn of UK stimulus invasion

UNIONS have warned that overseas workers could snap up jobs on stimulus projects, amid reports of a spike in people from Britain seeking work in Australia. Global recruitment company Hays said it had experienced a 20per cent increase in the number of Britons seeking work in Australia over the past year and that local construction companies were actively seeking skilled workers.

The revelations come as the Rudd government's Building the Education Revolution program picks up steam, amid warnings that demand is being stretched in some areas where red tape is discouraging builders from taking stimulus work. Reed Construction Data reported that education projects were moving to construction, with some builders and architects, particularly in Victoria, having difficulties in keeping up with demand.

Figures issued by the Immigration Department yesterday showed a 60 per cent jump in the number of migrants who entered Australia in 2008-09 in the employer-sponsored category. Migrants from Britain continued to make up the largest group of new arrivals, accounting for 17.9per cent of the total program.

Construction Forestry Mining and Energy Union national secretary John Sutton said he could see no reason for Australian companies to be "fishing for overseas workers" given that 35,000 jobs had been lost in the construction sector in the past 12 months. "In the midst of this kind of environment, we believe it's very poor form for major construction companies that purport to be solid Australian corporate citizens to be chasing overseas labour," he said.

Master Builders Australia chief executive Wilhelm Harnisch said he was not surprised to hear construction companies were

recruiting overseas, especially in highly skilled areas such as engineering and project management. "The government's stimulus package has generated quite a bit of work and those structural skills shortages remain," he said.

Several major construction companies that have won work under the Building the Education Revolution program, contacted by *The Australian* yesterday, said they were employing local workers. But construction giant Leighton's continues to look to the international market to fill skilled vacancies that can't be sourced locally. "Leighton Contractors utilises the global employment market to recruit highly specialised candidates to complement the company's existing capabilities and assist in breaking into emerging markets," a spokesman said. (SOURCE/EXTRACT: *The Australian*, 1.9.09)

Labor the competition party?

IT'S a crucial time for the Rudd government's policy direction. Does it believe in the Hawke-Keating model of enterprise-driven opportunity and prosperity? Or has it regressed to its base interventionist instincts, blending misplaced Whitlamesque idealism with the cynical politicking of modern Labor?

The global crisis provided the expedient cue for interventionism, validated as government spending to plug the hole left by a feared collapse of private demand and rhetorically justified by Kevin Rudd's rants against excess finance capitalism. Now it is being exposed for building taxpayer-funded Labor monuments at primary school polling booths. The next totemic issue may be the cabinet split over removing territorial copyright restrictions on book imports which, among other things, push up the price of student textbooks.

The case for book imports is headed by Competition and Small Business Minister Craig Emerson, an economist and a former adviser to Bob Hawke. Yesterday Emerson declared that "Labor is the party of competition". "It is in the interests of working people, the poor and the vulnerable that business is under strong, competitive pressure," Emerson said in a speech. "Competition exerts downward pressure on consumer prices. "Competition makes business tough and resilient, better enabling them to employ people through the good times and the bad. Competition drives innovation, which in turn drives productivity growth.

"Business managers will have strong incentives to innovate - boosting productivity growth and future prosperity - when they are under competitive pressure from rivals who adopt and adapt the latest technologies and who develop and apply their own best ideas."

Emerson is not against regulating for competition, such as through Labor's criminal sanctions and jail terms for collusive business cartels. But his message to his small business lobby is blunt. Often big business undercuts smaller competitors simply because of the cost efficiencies from being big. Treating this as anti-competitive would simply result in higher prices for consumers. "When it comes to collusion, you don't need to be big to be bad," hesays. Ouch! And Emerson warns that even proposals to curb apparent market power should be rejected if they simply impose another layer of costly red tape, make it riskier for business to invest and so increase prices for consumers.

Such talk is guaranteed to stir up the small business lobby, the so-called consumer lobby and, in the case of books, the cultural protectionists. And Labor has only itself to blame for whipping up small business and kitchen-table protectionism with its populist opposition campaign against grocery prices, petrol prices and interest rates charged by big supermarkets, big oil companies and big banks.

A new legal notion of "unfair" business contracts would put the terms of bank loans to small businesses more at risk of being overturned by the courts. The banks would have to price in this increased lending risk, which would hurt, not help, small business. But small retailers should really aim their ire not at Emerson but at Julia Gillard. The main thing the big supermarket chains offer consumers is one-stop shopping for fresh food, packaged food, toiletries, liquor and even petrol, and in the evenings, weekends and public holidays.

Gillard's labour market reregulation will make it even harder for smaller retailers to compete on convenience. The big supermarket chains are better placed to cope with her unfair dismissal laws and to absorb the increased penalty rates imposed by her award "modernisation". This will hinder competition but that's what Australia's industrial relations system has always aimed to do. And it will push up supermarket prices for working families, but Labor no doubt will have a press release ready for that. (SOURCE/EXTRACT: *The Australian*, 1.9.09)

Rudd sets up resource sector taskforce

The federal government has established an employment taskforce to help staff future resource projects, including the upcoming Gorgon gas venture in Western Australia. The taskforce will address the recruitment of the estimated 70,000 skilled workers needed to build and operate the many developments cropping up in the country during the next decade.

The \$50 billion Gorgon gas project, which is set to double Australia's annual production of liquefied natural gas by 2013, will require up to 6,000 workers at the peak of construction. It will have a commonwealth-appointed coordinator to aid recruitment.

The landmark project is just one of 80 planned or approved projects across the country, pushing the demand for skilled resource workers up by 70 per cent during the next 10 years. The taskforce will consider whether staffing gaps exist in areas such as engineering, welding, drilling and diving, and how to fill them. It will also examine how to create jobs in linked industries, including logistics, transport maintenance and hospitality. There will be a focus on regional businesses and jobs, as well as recruiting indigenous Australians. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert, 1.9.09)

SMEs struggle with IR identity

More than a third of the state's small business operators are unsure whether their business is governed by state or federal industrial relations laws, a Small Business Development Corporation survey has found. According to the Small Business Development Corporation's (SBDC) latest survey, many small business operators are unsure whether their business is governed by State or Federal industrial relations (IR) laws.

SBDC Managing Director, Stephen Moir says there appears to be a lack of awareness by many small business operators of their industrial relations responsibilities. "It is of concern to us that more than a third of respondents who employ staff are unaware of which IR system applies to their business and that they may not know of the employment standards that apply to their staff," Mr Moir said.

"It was also significant that of those under the federal IR system, 44 per cent were unaware of the recent changes, including changes to the unfair dismissal provisions for small business operators and as a consequence, the vast majority have made no changes to their business operations."

Mr Moir says business operators wanting to know how the new laws will impact on their businesses, and what changes if any, should be made to their operations should contact the SBDC. "We have a team of experienced business advisers who can help small business operators get on top of their industrial relations requirements as well as a dedicated IR specialist from the Department of Commerce Labour Relations Division to provide advice," Mr Moir said.

"It may be as simple as establishing whether your business is governed by state or federal IR laws, updating procedure manuals and making sure supervisors are aware of the changes." "We can also advise businesses on where to go for free confidential mediation services in the event of workplace disputes," Mr Moir said. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert, 1.9.09)

Call for employers to pay health premium

FIFTEEN years after Labor buried its training guarantee levy, it has been asked to impose a similar payroll tax to help keep employees healthy. A long-awaited strategy released yesterday by the government's National Preventative Health Taskforce calls on Canberra to consider forcing employers to commit a percentage of their annual payroll to workplace health programs. "Workplaces could offer risk assessment and risk modification programs, nutritional education for workers and families and physical activity embedded in, or in association with, regular daily work practices," the strategy said.

The taskforce takes aim at Rudd government policies, such as planned cuts to the fuel excise under the emissions trading scheme, financial support for car makers, and tax breaks for private car use, for encouraging dangerous levels of inactivity. Federal Health Minister Nicola Roxon yesterday refused to say which taskforce recommendations would be adopted, but said: "There's a great opportunity for workplaces to be much more heavily involved in looking after the health of their employees." SOURCE/EXTRACT: *The Australian*, 2.9.09)

New turn in Pilbara union war

UNIONS desperate to get a foothold in the Pilbara face a tough time securing the support of workers, after a secret ballot on a new enterprise bargaining agreement covering part of the Pluto LNG project was split down the middle. Kevin Reynolds' Construction Forestry Mining and Energy- Union and other unions have been fighting a turf war on the site and had disagreed over whether to accept a previous workplace agreement. Workers building the Pluto LNG jetty decided to bypass the unions and asked the company, Harbourworks Clough, to hold a secret ballot.

The CFMEU and the Australian Manufacturing Workers Union on Friday unsuccessfully sought an order from Fair Work Australia to prevent the company holding the ballot. They claimed the company had failed to negotiate with them and had breached its good faith bargaining obligations. But the tribunal refused to grant the order and the vote went ahead on site at the Burrup Peninsula on Monday night the agreement was defeated by fewer than five votes out of IR

AMWU state secretary Steve McCartney said delegates would seek to meet the more than 55 workers who had voted for the offer. "One of the challenges is to the movement to talk to the rest of those workers and convince them a collective agreement with the union would be a better deal for them," Mr McCartney said Harbourworks Clough said it did not comment on industrial matters.

The Chamber of Commerce & Industry's Marcia Kuhne said this was the latest example of union turf wars re-emerging under Labor's workplace laws. SOURCE: *The Australian*, 2.9.09)



SBC UPCOMING COURSES

[Small Business Improvement Programme](#)
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Marketing: The Foundations of Revenue and Profit

Increase Profit, Increase Control,
Increase the Value of Your Business.

This powerful and practical workshop is not to be missed. Designed for business owners and managers who want to grow their revenue and increase profit by developing an effective "living" marketing plan.

This workshop is specifically designed to provide systematic results. It will
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Show you how to best promote and build your business
Enable you to translate this into profit and business value.
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This workshop is unique in that it directly links the business financials with your Marketing Plan.

Most businesses are not aware of the critical link between marketing and the business plan.

In a challenging market it is crucial to understand what to do and how to do it in order to protect your business and grasp the opportunity to secure a larger share of the market.

This workshop shows you how to achieve this.

Maryanne Fernando, Director, One Consulting Group. Maryanne has a 25 year track record of helping companies to succeed. With extensive business and marketing experience, she has worked for some of the world's largest brands, across a broad range of industries in over 40 countries.

Date: Tuesday 8th September, 2009
Time: 9.00am - 4.00pm
Venue: Small Business Centre - Stirling, 45 Delawney St, BALCATTWA 6021
Cost: The cost of \$220.00 per person incl. GST. Includes workbook, morning, afternoon teas and lunch.

Don't miss out!! [Register Now](#). Your business may be eligible for a FREE training voucher to go towards the cost of this workshop.

Please direct any queries to [Maxine Scott](#) on 9240 6337.
Small Business Centre - Stirling (SBCS), 45 Delawney St, Balcatta WA 6021.



SCC e-news 27th August 2009

PREMIERS LUNCH 09-09-09

MEMBERS WE NEED YOUR SUPPORT to gain state government commitment to the SWAN REGION. SUPPORT US IN OUR ENDEAVOUR TO MAKE THIS LUNCH THE BIGGEST AND THE BEST and IMPRESS ON THE PREMIER THAT WE ARE COMMITTED TO GAINING HIS SUPPORT FOR the PRIORITY PROJECTS IN OUR REGION.

TICKETS \$110 per person or \$1000 for a table of 10.

Ask your friends, bring your staff! Fill in the attached flyer and fax it to 9274 3369 or email admin@swanchamber.com.au

www.swanchamber.com.au

The Chamber's new website was launched at the AGM. The new website developed by FX Digital has many new tools for you to access. One of the tools most beneficial to Members included in the website is the Swan Business Directory with a free business listing that allows you to include a brief description of your business; upload a brochure or document; use Google maps with driving instructions so that visitors can easily locate your business; implement a contact form or not with your listing; and edit your profile on line. To get your information included now contact Steve at FX digital on steve@website-designs.com and he will advise you the best way to do this.

Coming Events

Network 2000

Date: Tuesday 1st September

Venue: The Complete Garden, 38 Farrall Road, Midland

Time: 5.30 - 7.30pm

Please ring Dannielle or email admin@swanchamber.com.au to confirm your attendance for catering purposes.

Lunch with Premier Colin Barnett

Date: Wednesday 9th September

Venue: Midland Railway Workshop Site

Time: 12.30pm-2pm

Cost: \$110pp or \$1000 per table of 10.

Please place the date in your diary NOW! See attached flyer.

Breakfast Club - Change of Date – details to follow soon

Hon Dr Elizabeth Constable MLA, Minister for Education; Tourism; Women's Interests speaking on Education & Tourism in the swan region.

Venue: Mash Brewing, West Swan Rd, Henley Brook

Time: 7.15am – 9.00am

Cost: \$45

More details to follow soon.

Members News

Small Business Centre East Metro

SBCEM are having a marketing workshop on Wednesday 16th September 2009.

Topics include:

Simple steps to create an effective Marketing Plan.

How much does Marketing cost?

What is Target Marketing?

Identify your Unique Selling Point.

New customers versus Old customers.

Telemarketing.

Small Business Smart Business Training Vouchers for 2009

The West Australian Department of Education and Training continues their program in 2009 and offers your business up to a \$200 Small Business Smart Business Training Voucher, to assist you with the cost of training to improve your business management skills.

Download the SBSB 2009 [Application Form](#)

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West Coast Small Business Training Institute

<http://smallbusinesssolutions.wa.gov.au>

A Government sponsored Program you can't afford to miss

- Improve cash flow
 - Grow your Business
 - Make more money
 - Be better prepared
 - Focus on key concerns
 - Independent Business advisors
 - 100% Confidential
- Business advice from real Business leaders who have run successful businesses
 - Recognition of your skills leading towards a business qualification.

These are some of the areas where this new heavily subsidised program can help your small business.

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Real help for Western Australian Business



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