



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, BALCATTA

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Barnett not giving up ons hopping hours push

Colin Barnett has vowed to keep the pressure on city MPs by bringing his shopping hours legislation before State Parliament on a regular basis. The legislation aimed at allowing metropolitan shops to stay open until 9pm on weekdays has stalled in the Parliament after Labor rejected the move. But Mr Barnett said yesterday he would work on Opposition MPs "one by-one" until he got the numbers he needed. (SOURCE/EXTRACT: *The West Australian*, 27.8.09)

Small business hit as states ignore federal pay freeze

THOUSANDS of small businesses will be forced to pay wages of up to \$25 a week higher than the federal minimum wage as a result of state tribunals ignoring a federal pay freeze and awarding rises that employers warn could cost jobs. Tribunals in NSW, Queensland, Western Australia, South Australia and Tasmania have awarded increases ranging from \$12 to \$16 a week, despite the decision last month by the Australian Fair Pay Commission to impose a wage freeze to protect jobs. (SOURCE/EXTRACT: *The Australian*, 26.8.09)

Employers warned the rulings were penalising thousands of small businesses, which would be forced to pay between \$14.32 and \$25.92 a week above the federal minimum rate. Gary Black, executive director of the National Retail Association, said the tribunals were making a conscious decision to "disadvantage small businesses or, to some extent, undermine their viability".

The decisions cover low-paid workers in the state industrial systems, but not the 1.3 million workers in the federal system who received no wage rise from the Fair Pay Commission. The affected workers are employed by unincorporated entities such as sole traders or partnerships. They are most likely employed by small businesses, including newsagents and small retailers.

"They are imposing on them pay increases significantly higher than most of their competitors, or most of what equivalent organisations are paying for under the federal system," Mr Black said. "For me, it's a completely untenable type of process where those businesses - almost without exception small businesses that are electing not to incorporate and that remain under state systems - are being hammered with these sorts of pay increases.

"It's not only this year's event, it's also previous years, where the state tribunals have decided to award higher increases than have been awarded by the federal system, so the cumulative effect is in some states people are required to pay \$25 a week more. It's just not reasonable or logical." (SOURCE/EXTRACT: *The Australian*, 26.8.09)

Gillard pledges to forge one workplace system

JULIA Gillard has described as "stupid" the system of different pay tribunals that has led to thousands of small businesses being forced to pay wages up to \$25 a week higher than the federal minimum wage. The Workplace Relations Minister said yesterday the Rudd government was working hard to achieve its goal of one national workplace system for the private sector.

Tribunals in NSW, Queensland, Western Australia, South Australia and Tasmania have awarded increases ranging from \$12 to \$16.20 a week, despite the decision last month by the Australian Fair Pay Commission to impose a wage freeze. Employers warned that the rulings were penalising thousands of small businesses, which would be forced to pay between \$14.32 and \$25.92 a week above the federal minimum rate.

Ms Gillard said it was inevitable when there were different tribunals "looking at the same question that you'll get different decisions, and that's why we do need to achieve this reform of one system, a national system for the private sector". "I certainly share the concern of employers that it's stupid to have a system where we have fragmentation of industrial tribunals for the private sector," she told ABC radio. "We said that in 2007. We're one nation and we went to the election saying if we were elected we would strive to achieve a fair workplace relations system for the whole of the private sector.

"So if you were running a business, you would never have to wonder to yourself, 'am I covered by a state tribunal or a federal tribunal', you would be covered by the one system. And it's part of our Fair Work reforms; we've been working hard with our state and territory colleagues to achieve just that, and I am cautiously optimistic that we will get there." (SOURCE/EXTRACT: *The Australian*, 27.8.09)

Gillard about-face on youth allowance

EDUCATION Minister Julia Gillard has caved in to pressure and delay changes to the youth allowance that would have caught out students now working a gap year, but about 61,000 of those on support and working part-time will pay for the concession.

About 5000 students will benefit from the decision to be announced today to delay by six months tougher eligibility criteria for those working a gap year to qualify as independents, and who can show they would have to move to attend university.

For these mostly regional students, the changes that were to come into effect from January 1 will not now apply until June 30 at a cost to the budget of \$150 million. With the government determined to keep its youth allowance changes cost-neutral, it has been forced to delay more generous earnings thresholds by 18 months.

The original changes sparked a storm of protest from areas where taking a gap year to cover the high cost of moving to attend university is almost an institution. "This change will mean that students won't be caught up in the transition between the old and new systems," Ms Gillard said. (SOURCE/EXTRACT: *The Australian*, 26.8.09)

Putting fox in charge of the chicken coop

APPOINTING an unelected commonwealth public servant to head a federal tax review is not a good idea. This is especially so when he reveals his views on federal-state relations.

Ken Henry's opinions (*The Australian*, August 20) start from exactly the wrong premises and reveal a bureaucratic,

Canberra-centric view of the world. He says he wants a more centralised and integrated taxation system and uses language such as "empowering the states". He clearly sees states as "service deliverers" and not genuine policy partners in the federation. He says he will consider each tax on its merits and then consider the level of government to which the tax will be "assigned" (it is not clear who is doing this assigning: presumably his panel).

If Australia had a unitary system of government, some of this might be appropriate. Even then, a tax review ought to begin with the time-honoured principles of taxation, including that taxes should be fair and equitable, efficient, appropriate, certain, non-distorting, easy to administer and transparent. It would also begin by acknowledging that Australia is generally too dependent on direct taxes, which are often higher than our competitors', and that the tax system has too much vertical imbalance in its federal-financial relations.

But Australia is not unitary; it is a federation and any tax review of this kind should begin from the premise that states are sovereign partners. They do not need to be "empowered"; they already have sovereign powers, including in taxation, and they had them before the commonwealth was created. Indeed, states jointly own the most important tax: income tax. They receive the proceeds of the GST only as a proxy for having temporarily given up their income-taxing powers, which they could reclaim at any moment. (SOURCE/EXTRACT: *The Australian*, 24.8.09)

Skills shortage to get worse

Australian businesses continue to rely on overseas labour to fill a skills shortfall despite the global financial crisis freeing up the labour market, according to a report. Accounting and advisory firm KPMG, which will release the report today, warns that WA's skill shortages could get worse as major resource and energy projects gear up.

The report, based on a survey for the firm, found that in spite of headcount reductions in Australian businesses in the downturn, two-thirds of respondents planned to continue 457-visa recruitment programs to bring in skilled overseas labour. A high proportion of respondents, 77 per cent, said they were unlikely to make 457 visa holders redundant before Australian workers.

KPMG migration services partner Jason Berry said the response indicated that positions filled by 457 visa holders could not be filled by Australian workers in many cases. He said there was a risk of the skills shortage worsening as the number of workers retiring currently outnumbered new entrants into the labour market and big new projects were coming online. (SOURCE/EXTRACT: *The Australian*, 24.8.09)

Union at war over penalties

JULIA Gillard is confronting a growing backlash over the Rudd government's award overhaul after a top union official last night warned of the political consequences of Labor caving in to demands for concessions from the nation's major employers.

As the major retailers ramped up their bid for a two-year moratorium on the award revamp due to threatened soaring costs, influential right-wing union leader Joe de Bruyn accused the Deputy Prime Minister of political interference and claimed employers had identified Ms Gillard as a potential "weak link" who would cave in to their campaign.

The brawl came as unions hailed a landmark victory over bionic earmarker Cochlear, that has forced the company into negotiations with unions after a bitter dispute. Ms Gillard last night urged the parties to put aside their differences. After agreeing to special treatment for the restaurant sector, Ms Gillard is preparing to intervene in the horticulture sector after it warned the revamp threatened the viability of thousands of fruit and vegetable businesses.

The pharmacy sector seized on the developments to push their case for special treatment, and representatives of retailers, including Coles, Woolworths, and David Jones, yesterday met Ms Gillard's staff to push the case for government intervention. The retailers assert the proposed new award for the retail sector would add \$100 million to the industry's annual labour costs.

But Mr de Bruyn, the national secretary of the Shop Distributive and Allied Employees Association, rejected the estimates and said even if they were true, they were "peanuts", given the size and turnover of the sector. "All I can say to you is \$100m is utterly peanuts in an industry which employs up to 1.5 million workers," he said. "Utter peanuts. We say that figure is nonsense.

He accused Ms Gillard of interfering with the award-modernisation process being undertaken by Fair Work Australia, formerly the Australian Industrial Relations Commission. "The retailers have simply seen that Julia Gillard has caved in to the employers in the restaurant and catering industry," he said. "They know she is under pressure from other industries as well, and they are in there to see what they can get. "

Australian National Retailers Association chief executive Margo Osmond declined to comment on the specifics of yesterday's talks with Ms Gillard's staff. "We're still in discussion," she said. "Time is running out. "The commission really needs to face the reality of what the potential impact is for jobs in this particular sector. (SOURCE/EXTRACT: *The Australian*, 21.8.09)

Old award system regains its grip

AUSTRALIANS voted to get rid of John Howard's Work Choices, but did they vote to bring back the unions, the industrial tribunals and the award system? And did they vote to force one of our most successful technology exporters to bargain in "good faith" with one of Australia's traditionally most militant trade unions?

Julia Gillard's award "modernisation" process, designed to collapse 2400 or so industrial awards into 130 or so "simple" awards, sounds like a good idea. But it's really designed to reinforce the grip of the old award system, with all its detailed, standardised rules about how businesses employ their workers. In the hands of the rebadged Industrial Relations Commission, the exercise has sought to force all businesses to pay the high evening, weekend and public holiday penalty rates won decades ago by manufacturing union muscle.

The danger that this would cripple service-sector companies such as restaurants was too much even for Gillard. So she ordered the commission to come up with penalty rates that suit restaurants, something it still seems incapable of doing. And this has other industries -- including retailers -- demanding that they too be allowed to organise their businesses to meet customer demand rather than the dictates of tribunals and unions.

And companies such as Cochlear, which pays good salaries and produces world-class products, are being forced to ditch their individual contracts and bargain collectively. It's ideological, admits the Amalgamated Manufacturing Workers Union. Hands up everyone who thinks it's a good idea to force Aussie exporting success stories such as Cochlear to ponder whether it might be easier just to move offshore. (SOURCE: *The Australian*, 21.8.09)

Workplace changes reflect the 1960s

The inflexibility of the new system is beginning to bite

IT says something about the Rudd government's industrial relations regime that its second-most senior person has to fiddle about over how much casual strawberry pickers should be paid on Sundays. The workers and the farmers who hire them are eminently capable of striking a deal. Commendably, Julia Gillard is addressing the legitimate fears of fruit and vegetable growers that so-called "award modernisation" will send thousands of them to the wall. But the problem is of her making. The Rudd government's IR laws, which she shaped, have taken Australia back decades, to the era before the early reforms of the Hawke-Keating governments. The laws seem better suited to how Australians lived in the 1960s. Even before some new awards take effect, the evidence is mounting that jobs and prosperity will be eroded.

The Howard government's Work Choices was poorly sold and perceived as too harsh, but two decades of workplace reforms served Australia's economy well. Those of the Howard government in 1996, especially, delivered a jobs boom and sustained, higher wages. The big winner from the Rudd government's IR changes is the ACTU, which is out to bolster its membership from a paltry 19 per cent of the workforce. But as industries employing millions of Australians press for a realistic system, the government must look beyond vested interests. Directing Fair Work Australia to restore flexibility across all industries, not just one or two, would put prosperity and jobs first. (SOURCE/EXTRACT: *The Australian*, 21.8.09)

Paid maternity leave on the rise: report

An increasing number of Australian organisations are offering paid maternity leave according to research released yesterday by the Equal Opportunity for Women in the Workplace Agency (EOWA) and Alcoa of Australia. Data collected from 2300 organisations, representative of over one million Australian women indicated 50.8% of organisations now provide employees with paid maternity leave - an increase by more than 15% from 2003.

However, Australia saw only a 1.9% increase in paid maternity leave between 2007 and 2008. Alcoa director of talent, learning and development, Jann Kinsela believes sustainable national productivity and growth partly relies on equality for women in the workplace. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert, 21.8.09)

Back to bad old days

JULIA Gillard's new industrial relations umpire has begun to ban businesses from directly talking to their own employees while being forced into "good faith" bargaining with unions. Banning business from communicating directly with its own staff will not promote the productivity growth that Kevin Rudd now claims is central to his government's agenda. But productivity growth has never been a central aim of Australia's traditional industrial relations system.

Rudd and Gillard are reimposing this system for political reasons: first to put John Howard's Work Choices to the sword and second to deal Labor's industrial wing back into the game. Just over a week ago, Fair Work Australia senior deputy president Lea Drake instructed industrial services company Transfield how to deal with the Australian Manufacturing Workers Union in holding a collective agreement ballot of its maintenance employees doing work on Sydney's water system.

The seventh of Drake's 13 instructions state: "During this process Transfield will not attempt to bypass the bargaining agent representatives in relation to its proposal by contacting for this purpose the members of the bargaining agent representatives directly, in meetings or by text or other telephonic messages."

That is, Transfield must deal with "all officers and delegates" of the AMWU as the "bargaining agent". Transfield's workers are not so much the company's employees as "members of the bargaining agent". The union can depict the company's position in any way it wants to its members, but the company cannot argue its case - perhaps beyond setting out what it has put to the union - to its own employees. That would show "bad faith".

The sight of industrial judges limiting how business can talk to its own staff about the terms of their labour contract is a huge break from the direction of workplace relations since the early 1990s. That began the shift away from what Reserve Bank of Australia governor Glenn Stevens this month aptly called the "bad old days" of Australian industrial relations. This had to change because the over-regulated labour market threatened to stifle the productivity growth required by business after the rest of the economy had been opened up to foreign competition. (SOURCE/EXTRACT: *The Australian*, 24.8.09)



DEJA VU

Gillard seeks 'cultural change' in the workplace

JULIA Gillard today will concede that Australia's industrial relations culture is holding back the productivity boost promised by her new workplace system. The Deputy Prime Minister's push follows business complaints that the new Fair Work Australia system is entrenching an outmoded adversarial workplace culture based on the industrial tribunal, the unions and awards.

Ms Gillard will use her address to the World Congress of the International Industrial Relations Association in Sydney to announce "a new focus on cultural change in the workplace". This has been given impetus by an unpublicised Melbourne forum of business leaders, union officials, bureaucrats and academics convened by Ms Gillard late last month to promote the "workplace of the future".

The closed-door forum was chaired by John Denton, chief executive of law firm Corrs Chambers Westgarth, and included representatives of the Business Council of Australia, the Australian Industry Group, the Australian Chamber of Commerce and Industry and the Australian Human Resources Institute. The ACTU delegation included president Sharan Burrow and secretary Jeff Lawrence.

They heard presentations from former Microsoft Australia managing director Steve Vamos and Will Hutton, the former editor-in-chief of London's *The Observer* newspaper and now executive vice-chairman of Britain's *The Work Foundation*.

Ms Gillard this morning will say Australia should move beyond the legal changes set down by the government's Fair Work legislation, which outlawed John Howard's individual employment contracts. Australia needs to "build partnerships between management and workers and their unions that operate for the benefit of all". This will require "goodwill and motivation of those who take part", she will say.

Ms Gillard will say that last month's forum acknowledged the need to unlock "the final piece of the productivity puzzle". "So over the coming months and years we will be looking at ways of embedding change through workplace relations, innovation and leadership practices in workplaces," Ms Gillard will say.

Contacted in Vietnam yesterday, Mr Denton said something was needed to tap productivity gains that had been locked up by Australia's "old industrial paradigm". "The regulatory framework doesn't do that," he said. "It can't do that - it's just a set of rules."

Other participants at last month's forum suggested union officials were less enthusiastic about the process. But the ACTU's Mr Lawrence rejected this yesterday. "Improving productivity is a shared objective of business, the labour movement and the government, and we are keen to continue the dialogue," he said. "In fact, we have been urging a dialogue on these issues since the 2007 election." (SOURCE: *The Australian*, 25.8.09)

Fair Work's rhetoric fails to tell whole story

WHEN in opposition, more astute members of the Australian Labor Party cheered when the Howard government introduced Work Choices. They realised two things. First, the Coalition had seriously overreached; Work Choices was political poison and it would ultimately help bring down the government. Second, it would generate a widespread mobilisation of the union movement, funding a huge election war chest for Labor.

Ironically, the Rudd government's Fair Work laws may have the same effect, though in a much quieter, slower way. While Work Choices was a short fuse - once lit, it didn't take long to explode - Fair Work looks like being a long, slow burn. But in time, as its effects slowly grow more obvious and more drastic, perhaps it will deliver just as big a bang.

Increasingly, Fair Work appears to represent a dramatic overreach. And though the business community has been slow to react and even slower to pick fights with a government known to be vindictive, it seems the full horror of the new regime is starting to dawn on it. Even worse, workers will end up bearing the brunt of Labor's IR hubris. While improved productivity was sold as the heart of Labor's IR revolution, Julia Gillard, the minister overseeing Fair Work, is obviously nervous that the propaganda is beginning to unravel.

With no sign of a Fair Work productivity boost - in fact the opposite - Gillard told the 15th World Congress of the International Industrial Relations Association in Sydney yesterday that the "final piece of the productivity puzzle" apparently rests on "workplace leadership and the requisite culture" to build co-operation in the workplace. But hang on. Gillard's Fair Work regime has reinstated an adversarial system of workplace relations where unions can game the new collective bargaining system to their advantage.

On the evidence to date, Fair Work is not the softly, safely set of IR reforms promised by then economic conservative Kevin Rudd when he was seeking office. In fact, Gillard's reforms have restored an adversarial culture she has the temerity to claim is holding back productivity. With the country's most militant unions already on the warpath, it is only early days for this potentially long-fuse time bomb. (SOURCE/EXTRACT: *The Australian*, 26.8.09)

Employers fear pattern bargaining

MORE than half the nation's employers believe pattern bargaining is likely under Labor's workplace laws, and almost a third fear they will be held to ransom by unions as a result of new bargaining rules.

An extraordinary 98 per cent of managers are concerned red tape will be more onerous or the same as under Work Choices, and 85 per cent predict the new laws will involve more spending on legal advice or the same as under the previous system. These are among the key findings of a survey by the Australian Human Resources Institute which asked 1002 managers and professionals about their understanding, preparedness and attitudes towards major elements of Labor's new regime.

The survey results underline the challenge faced by the Rudd government in selling the benefits of the new workplace system to the business community. Employers, currently in open conflict with Labor over the government's overhaul of awards, are concerned about unions using the new laws to enhance their influence in other areas. (SOURCE/EXTRACT: *The Australian*, 24.8.09)

Focus on jobs, Kev

We finally secure one of the biggest resource projects in the Nation's history (Gorgon) and Kevin Reynolds is already at the forefront with ludicrous demands for fishing and drinking rights for the workers (report, 20/8).

This is the same person who would be the first to call a stop-work meeting if a worker was dismissed for failing a breathalyser test after a night of "responsible consumption of alcohol".

Is this only the beginning of the demands? I think most workers would be glad to just secure a job on the long-term project, with fishing and drinking the last thing on their minds.

If even one job is lost on this project because of unreasonable union demands, I think that the average worker would be seriously reconsidering renewing their membership of a union that has completely lost touch with reality.

Step down from your ivory tower, Kev, and start to focus on creating jobs for your members - those you have left, that is. Wayne Sgro, Samson (SOURCE: *The West Australian*, Letters to the Editor, 24.8.09)

Union delight

I expect many of Perth's union heavyweights will be downing plenty of flutes of Moet in celebration of the Gorgon project going ahead. With 10,000 jobs during construction and 3500 permanent jobs, the opportunities for increased union memberships are massive, thanks to Kevin Rudd's new 1950s-style industrial relations laws.

The union fees paid by members and the ubiquitous "training levies" paid by compliant employers will generate huge revenues for a number of unions after the agreed tithe is syphoned to the ALP's election war chest.

It will be interesting over time to see if the Gorgon partners bow to the inevitable excessive union demands. S. Sinclair, Carine. (SOURCE: *The West Australian*, Letters to the Editor, 24.8.09)

New car sales hit by rebate expiry

New motor vehicle sales posted their biggest monthly drop in more than eight years in July, after the winding back of a tax rebate for big business and waning effect of the federal government's cash handouts to consumers. Despite the big drop, economists say motor vehicle sales should still post at least modest growth for calendar 2009 because of the improving economic outlook.

New motor vehicle sales fell by 6.9 per cent, seasonally adjusted, to 75,006 units in July, from 80,559 units in June, the Australian Bureau of Statistics (ABS) said on Monday. It was the biggest monthly drop since January 2001 when total vehicle sales fell by 18.5 per cent from a month earlier.

"The result in July was the worst result in eight and a half years, but the result in June was the best result in over four years, so I think you've seen a bit of a trade off," CommSec economist Savanth Sebastian said. (SOURCE/EXTRACT: *WA Business News*, Daily Business Alert)

Falling construction levels to continue

The peak body for the nation's construction industry believes a dip in construction work in the June quarter is only the tip of the iceberg, predicting a sharp decline to unfold as the effects of credit crunch and economic downturn begin to show through.

Following the release of the Australian Bureau of Statistics' construction work done report for the June quarter, which showed total work completed fell by a seasonally-adjusted 0.1 per cent, Master Builders Australia chief economist, Peter Jones said there will continue to be substantial fallout from financial constraints and a weak economy on the building and construction industry.

"Government stimulus measures will help cushion the blow, but they will not be enough to prevent a major downturn in construction over the next 12 months," Mr Jones said in a statement. A total \$35 billion worth of construction work was completed in the three months to June, underpinned by a solid increase in engineering. However, economists' forecasts had centred on a three per cent fall in the June quarter. (SOURCE/EXTRACT: WA Business News, Daily Business Alert, 26.8.09)



WA CROATIAN CHAMBER OF COMMERCE
ANNUAL GENERAL MEETING & SUNDOWNER
WITH GLEN JAKOVICH



Annual General Meeting commences at 5.30pm sharp followed by Sundowner at 6.00pm

Guest Speaker: Glen Jakovich

When: Friday 4th September 2009

*Where: Esplanade Hotel Fremantle
Cnr Marine Tce & Essex St Fremantle*

Time: 6.00 – 7.30pm

Cost: \$25.00 incl Food & Drinks

*Contact: Luke Jurcevic 0409 953 315 David Chokolich 0407 734 260
Raymond Pecotic 0411 220 336 Brian Rakjich 0415 955 951
Alan Pecotic 0411 114 985 Denis Yagmich 9250 1133*

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Ever dreamed of cashing out of your business and having your biggest pay day ever?

Yes! Then there are things you need to know and be doing NOW!

This workshop will be held over two evenings and will show you how to put a value on your business, significantly increase the value AND turn it into a MAGNET FOR BUYERS!

All businesses sell at some time!

Wouldn't you like to control the process and decide when to sell and how much for?

Many business owners don't think about it until the last minute or until it becomes URGENT.

So don't wait until it's too late. START NOW!

Learn what you can be doing every day in your business to double or triple its value.

The best businesses don't go on to the open market—they attract good buyers!

Attend a workshop then check to see if your business is here next time..

Know what your business is worth now;

Decide and plan to achieve the value you want at the time of sale;

What good buyers are looking for in a business;

What can you do to add value to your business;

What are the biggest mistakes business owners make when selling a business;

How you can prepare yourself and the business for the sale process;

Effectively present and sell your business—the process;

Selling privately versus engaging a broker.

All Business Owners: It can take up to three years or more to get a business "ready for sale" – don't delay, learn what YOU need to be doing RIGHT NOW!

John Denton: Business Broker and Consultant Performance Building Sales helping business owners realise their life's dreams through buying and selling businesses.

This program is partially funded by the Australian Government.

Dates: Wednesday 19th & 26th August, 2009

Venue: Small Business Centre - Stirling, 45 Delawney St, BALCATTWA WA 6021

Time: 5.15pm for 5.30pm start. Finish: 7:30pm

Cost: \$70.00 per person inc GST, includes refreshments.

THE BUSINESS IMPROVEMENT PROGRAM

Delivered by Tim Atterton and the 'Business Dynamics' Team

Position your Business NOW

to take full advantage of the economic recovery

Fortunately, it is becoming increasingly apparent that Australia, and Western Australia in particular, has escaped the worst ravages of the global economic crisis. Although it is still early days to be entirely confident of an imminent recovery, State economists are predicting modest improvement in our economic situation over the next twelve months; with a return to significant and sustained GDP growth of 5% to 6% during 2011 and 2012.

The United States Army Field Operations Manual (perhaps, not the best authority to quote!) states that: *"The determined effort to fight the next war with the tactics of the last conflict provides the best explanation of defeat; despite the resource and logistical advantages that are available to us".*

This mandate applies, also, to business.

Now is the time for business owners and key staff to take stock and plan for the future to make sure that their business strategies for the next three to five years are pragmatic, robust and achievable.

Western Australia offers unique and unparalleled opportunities for small business success; but only if our entrepreneurs are forward-thinking and embrace Edward De Bono's philosophy that *"you can analyse the past, but you must design the future if you are to enjoy rather than endure it"*.

The Program will be led by Tim Atterton and his associates, who will draw on both management 'theory' and their own business experience to deliver workshop sessions that are practical, relevant and enjoyable.

The Program provides a lively and inter-active learning environment, removed from the everyday business pressures, for like-minded business people who want to establish real and sustainable net worth within their organisations.

Greater competence to analyse current operations with a view to improving current performance and establishing sound foundations for future growth

Enhanced strategic planning skills; and greater confidence to determine future focus, direction and strategic intent

Greater ability to identify & pursue opportunities; manage change; and implement new ideas approached

Improved financial management capability leading to increased profitability and reduced working capital requirements

Ability to identify and monitor key performance indicators; and access information that is readily available for critical decision-making and business improvement purposes

Practical & effective marketing and selling techniques; and customer relationship management skills

Practical approaches for recruiting, retaining and rewarding good staff, building a motivated team and maintaining an achievement culture

A clear understanding of the characteristics of a 'sound and healthy business' and the essential features that provide the foundations for future growth and on-going success

Confidence and competence to steer the business in a direction that maximises reward, provides 'personal growth & development' and an optimum work - life balance.

Overall the program is designed to enable participants to formulate a business strategy that will take their business to the next level. Importantly, it will help you to work *On* your business as well as *In* your business and put you in control, rather than allowing the business to control you. The Program will help participants to gain the satisfaction and return that they deserve in consideration of the passion, energy, commitment and determination (sometimes referred to as "sweat equity") that they have invested in their operations over time.

The Program is heavily subsidised to enable business owners, and managers from small businesses to attend. If appropriate, businesses are encouraged to attend in 'teams' as the Program provides a unique opportunity to establish common purpose and objectives; and introduce a strong achievement culture within an organisation.

Dates: Wednesday 9th, 16th, 23rd, 30th September & 7th October 2009.

Venue: Small Business Centre - Stirling, 45 Delawney St, BALCATTWA 6021

Time: The Program comprises five iterative one-day workshops spread over a five week period:

Day One: [Analysing Current Performance & Identifying 'Need for Change'](#)

Day Two: [Maintaining Financial Integrity & Building a Business of Value](#)

Day Three: [Optimising Marketing Spend & Return on Sales Effort](#)

Day Four: [Building a Winning Team & Achievement Culture](#)

Day Five: [Shaping Your Preferred Future.](#)

Cost: The cost of \$550.00 inc GST per person, (regular cost is \$1650) includes morning and afternoon teas and a scrumptious lunch on all days plus your workbooks

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 (SBSC), 45 Delawney St, Balcatta WA 6021.



SCC e-news 21st August 2009

Executive elected at AGM

Members returned Craig Verrier as President for a further 12 months at the AGM on 19th August at Sandalford Wines. Simon Greenfeld was also returned as Snr Vice President, with the position of Jnr Vice President being taken on by David Earnshaw and Robert Lopez retaining the position of Treasurer.

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.

Hanson Swan Business Awards Winners

Category	Sponsor	Winner
<i>Contribution to Exports</i>	City of Swan	Landgate
<i>New Business</i>	Small Business Development Corporation	Swan Valley Pink Bus Tours
<i>Retail Business</i>	Community Newspaper Group	The Coffee Club
<i>Youth Employment & Training (youth and/or mature aged)</i>	Midland Brick Company Pty Ltd	Verriers Engineering
<i>Quality Customer Service</i>	The Echo Newspaper	Better Pets & Gardens Midland
<i>Tourism Award</i>	Midland Redevelopment Authority	Out & About Wine Tours
<i>Professional Services</i>	Stefanelli Group of Companies	Australia-International Institute of Workplace Training
<i>Contribution to a Green Environment</i>	Eastern Metropolitan Regional Council	Midland Brick Co Pty Ltd
<i>Restaurant of the Year</i>	Snap Level2 Midland	Chesters
<i>Family Dining Restaurant of the Year</i>	Swan Valley Oasis	Chatters Café & Restaurant Midland
<i>Swan Business of the Year</i>	Hanson Construction Materials Pty Ltd	Signs & Lines
<i>Business Person of the Year</i>	Your Local Liberal Team	Tony Trlin
<i>Website and On-line Services</i>	FX Digital Pty Ltd	Swan Valley Tours
<i>Service Over and Above</i>	Swan Chamber of Commerce	Sandra Wallis
Special Award: <i>Walk of Fame Inductee</i>	Swan Chamber of Commerce	Sandalford Wines

We wish to apologise to all who attended the presentation evening for the fact that the heating was not put in to the marquee until later in the evening, and also for the "entertainment". The act we had originally booked split up and we were given this group as an alternative. Although specific instructions were given as to what we expected and what we did not want, they ignored these instructions causing us to cut them off when it was obvious they were only getting worse. We are sorry for the offensive and disgusting nature of their material and certainly would not have used them had we known.

Walk of Fame

We congratulate Sandalford Wines as the inaugural inductee in to our Walk of Fame. A plaque bearing the recognition for Sandalfords will be laid in to the pavement immediately outside the Chamber offices. Sandalford Wines has been a winner in the Hanson Swan Business Awards eight times since 2002 -Swan Business of the Year 4 times, the Tourism category 3 times and also the Quality Customer Service category.

Estimated Timing of works at Gt Northern Hwy

Please find attached a file containing the estimated timing of the roadworks at the Gt Northern Hwy/Roe Hwy intersection at Middle Swan. These may be subject to change as a result of changes to the weather forecasts.

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 - Friday 18th September 2009

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

Lamplighter Performance Consulting

For information on the new Authentic Speaking website or up coming workshops see attachment.

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](#)

Swan Chamber of Commerce PO BOX 166 MIDLAND 6936 Ph: 93745000 Fax: 92743369



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