

Ten things to consider when you

OUTGROW

your home office

Melton Fast Five:

Five local businesses share their top time management tips for small business

BizBuzz: Spotlight on Melton Business

**Final Link Audio: Award
Winning Audio Supplier
moves to Melton**

BRANDED!

Melton Small Business
Professional Development
Day calls in the **BIG GUNS!**

B2B:
MELTON BUSINESS NEWS

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Story ideas

Do you have a story or business topic that you'd like to see covered in **B2B: Melton Business News**?

Simply email your idea to:

economicdevelopment@melton.vic.gov.au

A word from the Eco Dev Coordinator...

The 2011/12 financial year beckons us all with warm greetings from Bermuda. Or does it? I think it does, but then that's my perception. Is it right? Probably not.

Media coverage has in recent months echoed and even accentuated lower confidence levels amongst business operators and consumers. Confidence levels are a gauge of how people think, feel and perceive matters. It's no question. Times are tough. How we as individuals feel, affects the way we behave – this then influences how as consumers we interact with the world of commerce.

A recent article in The Age highlighted a range of regular surveys aimed to capture the mindset and opinion of business people and consumers. The results show that most people are feeling less than inspired by the performance of the economy and are not feeling optimistic about the immediate future. But interestingly, the country's major indicators are telling a totally different story. Unemployment remains low and the economy continues to grow at a healthy rate.

Are we in the midst of a self-fulfilling prophecy?

Amid the perceived doom and gloom, Melton Shire Council thinks it's time to administer an injection of enthusiasm and optimism to all local business operators.

Our local economy is diverse, it's dynamic and we need to show the rest of the country what a successful, robust and energised business community can achieve. The recent Powercor Melton Business Excellence Awards demonstrated this beautifully. In an effort to continue supporting the local business community through high quality, low-cost business networking and professional development events, keep your eyes peeled in the coming months as Melton Shire Council in partnership with the Greater Melton Chamber of Commerce host some of Australia's most distinguished keynote speakers including John Anderson (founder Contiki Holidays) and James O'Loughlin (ABC's New Inventors).

In this edition of B2B, new local business Final Link Audio share with us why they choose to call Melton their business home, marketing dynamo Ailsa Page tells us how to define your business value proposition and the Western Bulldogs through SpiritWest share how they intend to assist local manufacturing workers learn new skills.

Until next time, I wish you great business success.



Joseph Tabacco
Coordinator Economic Development & Tourism

MELTON SHIRE COUNCIL
ECONOMIC DEVELOPMENT



BizBuzz: Spotlight on Melton Business

Final Link Audio

Moving In: Award Winning Audio Supplier moves to Melton

Twelve months on from relocating their award winning audio business from Tullamarine to Harrison Court in Melton, Shane Lewis and Kylie Sampson talk to us about the move and doing business in the Shire of Melton.

How did Final Link Audio start?

"It started from a hobby. Shane was always interested in audio, and had developed a lifetime of knowledge. About 10 years ago, we saw an opportunity to turn that technical expertise into a home-based business doing custom installations for Henley and Metricon. Once we had established the business we started to investigate importing our own products and grew the business from there."

What makes Final Link Audio unique?

"Our products are hand selected to ensure exceptional design, performance and affordability. We travel overseas four times a year to source the best quality products available from anywhere in the world and quality control the manufacturing process. We have consistently won industry awards for Product of the Year and Best Buy of the Year. Our customers know when they buy from our range, they are getting a quality product at a reasonable price."





"Our customers know when they buy from our range, they are getting a quality product at a reasonable price."

Contact Shane Lewis and Kylie Sampson at **Final Link Audio**:

T: 03 9746 0394
E: info@finallinkgroup.com.au
W: finallinkgroup.com.au

What products and services does Final Link Audio provide and who are your customers?

"We are exclusive distributors for Australia and New Zealand of a mid to high end audio products range. Our main customers have a very good technical knowledge and buy our products because we have been at the forefront of importation of quality sound equipment for many years."

Why did you choose to move to the Shire of Melton?

"Firstly, the decision to move was on the back of a couple of very good years for the business. We reassessed our future growth plans and decided to purchase a commercial property.

Once that decision was made we carefully went about selecting the right property in the right area. We wanted to be in a modern looking area and building, with ease of access to services and transport links. This is really important to our business due to the logistical aspects that we contract out.

We originally thought that we would stay in the Tullamarine area. It was brought to our attention that new land was being released in Melton and some modern developments being built. We came for a look, found the development in Hutchinson Court, the price was right and we purchased directly from the builders."

What are the three best things about doing business in the Shire of Melton?

"From a business perspective, the main thing is the service of the local family businesses. We use local transport companies and get a friendly, reliable service. It is a nice atmosphere in the industrial area.

When we moved, the price of land was important, but the modern developments and growth was the key reason for relocation.

From a personal perspective the lifestyle benefits are huge. It is a 5-10 minute commute to work, compared to our previous 1 hour each way."

Melton Fast Five

The best, quick tips to help your business flourish...

We asked five local businesses to tell us their Top 5 Time Management Tips. Here are their suggestions:

Prioritise ruthlessly

“Start each day with a time management session, prioritising the tasks for that day and setting your performance benchmark. If you find you have 20 tasks for a given day, ask yourself: how many of them do you truly need to accomplish today? And prioritise accordingly. First things first!”

Learn to delegate

“No matter how small your business is, there's no need for you to be a one-person show. For effective time management, you need to let other people carry some of the load. Often you're better off delegating or outsourcing, freeing up your own time to do the things you really need to do.”

Set time limits

“Reading and answering email can consume your whole day if you let it. Instead, set a limit of one hour a day for this task and stick to it.”

Be organised!

“You can waste a lot of time looking for files on your computer or papers in your in-tray. Take the time to organise a file management system so it's organised to the point that you can quickly lay your hands on what you need.”

Stick to routines

“There's always going to be a crisis or something urgent you need to attend to. That's ok, but you'll be much more productive if you can follow routines most of the time.”

We want to hear from you! Tell us: What is the biggest marketing mistake you've made and what did you learn from it? Email economicdevelopment@melton.vic.gov.au with your marketing horror story. The five most interesting answers will be published in our September B2B: Melton Business News

DEFINING YOUR VALUE PROPOSITION: A FRESH LOOK

By Ailsa Page, AP Marketing Works

Defining what your value proposition is the most important thing to communicate to your customers.

What does it mean?

It means communicating the value that your product or service has to offer the customer.

How does it work?

People have different values and preferences.

1. Firstly you need to identify what people actually value
2. Secondly, you need to show customers how what you offer as a business, feeds into these values

By identifying what customers value and then showing them how your business offering actually feeds in to these values, you make your proposition become more compelling.

What do people value?

There are wants, there are needs and then there's what people value. We might want something but we may not actually value it. I wanted an ice-cream last night. Did I value the ice-cream? Probably not. I may have a need for a car. Is it something that I really, really value? My car is not a vintage Alfa Romeo so if I lost my car, it isn't the end of the world.

Everyone values at least one of the following:

- Time
- Family
- Health
- Money and Assets
- Themselves
- A cause

What people value is what shapes their lives. Some people really value time. Most people in small business do. Time is something that is very precious to me. Other people really value family. It might be their No 1 value. Some other people really value their health. A lot of people really value themselves. If your products or services do something that makes a customer feel good or is all about them then communicate this.

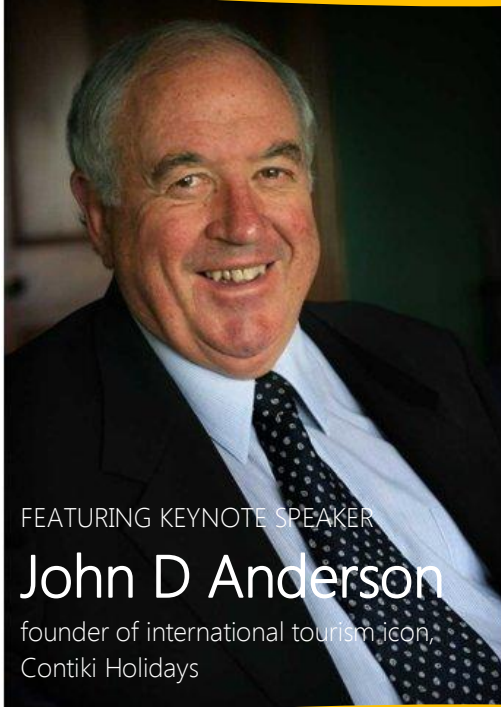
It is important to understand which factors are really, really important to your customers and then translate how your business assists with each factor. Once you've identified what it is that people really value. Identify what it is that you do that aligns with those values and communicate that to your customers.

That's the breakdown of a value proposition. It isn't about what you're offering that you think is of value, it's what you're offering that your customers think is of value.

Ailsa Page is one of Australia's best loved marketing gurus. For your chance to see this business dynamo in action, be sure to book your place at BRANDED: Melton Small Business Professional Development Day on 11 August 2011. For more information, contact Rose Romeo on 9747 7200.

BRANDED!

Melton Small Business Professional Development Day



FEATURING KEYNOTE SPEAKER

John D Anderson

founder of international tourism icon,
Contiki Holidays

Ladies and gentleman. Please fasten your seatbelts and ensure your mind is returned to the 'open' position as we prepare for business growth take-off.

Held at the outstanding WestWaters Hotel & Entertainment complex in Caroline Springs, the information packed **BRANDED! Melton Small Business Professional Development Day** features keynote speaker John D Anderson, founder of vacation juggernaut, **Contiki Holidays** and offers workshops lead by some of Australia's best known and loved marketing gurus.

Learn more about high impact marketing and branding, delivering outstanding customer service and get your business ready for take off!

About John

John D Anderson is one of the most inspirational business speakers in Australasia.

At the age of 22 John left his native New Zealand for England for a one-year trip overseas. He returned 20 years later with a wife, four children and the International tourism juggernaut: Contiki Holidays!

When John sold the company a few years ago, it was, and remains an international brand-name and one of the world's major tour operators, carrying over around 1.8 million people to date!

Don't miss this opportunity to hear his unique and entertaining story.

Featuring workshops by:



Yvonne Adele
yvonneadele.com.au



Lisa Smith
mindsatwork.com.au



Paul McCarthy
flyingsolo.com.au



Ailsa Page
apmarketingworks.com.au

BOOKINGS ESSENTIAL!

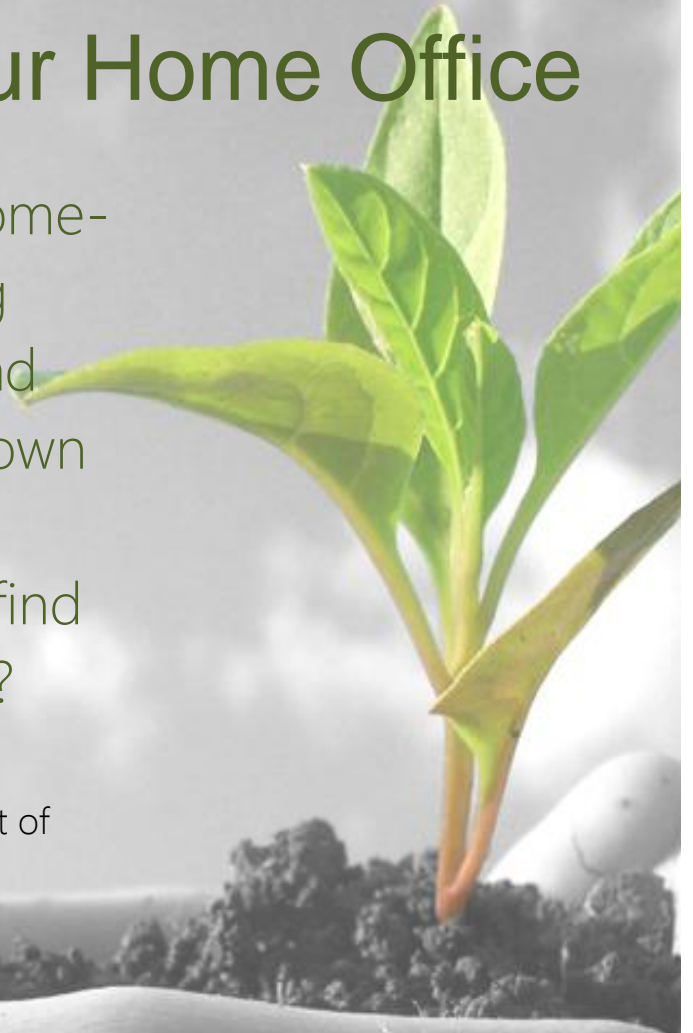
- Date: **Thursday 11 August 2011**
Time: **9.30am – 4.00pm**
Cost: \$65 (keynote & morning tea only)
\$95 (full day)
Venue: WestWaters
Hotel & Entertainment Complex
20 Lake Street
Caroline Springs VIC 3023
RSVP: **5 August 2011**
Rose Romeo 9747 7157 or
rosar@melton.vic.gov.au

10 Things to Consider When You Outgrow Your Home Office

The good news is your home-based business is growing leaps and bounds. The bad news is that you've outgrown your home office. Do you make do and stay put or find new space and move out?

Here are things to consider when you're thinking about moving your business out of your house...

from allbusiness.com



Are you really ready to move on?

There are several things for you to consider as you make your decision to move out of your home office. If you plan on eventually selling your business, then a location outside the home can add value and credibility when selling and if you frequently have to meet with clients, commercial office space will foster a professional image.

But are you really ready to give up the lifestyle you have created working at home?

If you need larger office space only occasionally, then arranging for temporary rental space in an office building or complex might be of benefit. This will allow you to continue working at home most of the time.

What do you really need in an office?

What kind of square footage will you require? How far will you be willing to travel? What kind of conference or meeting rooms do you need? What about zoning? You'll need to answer all these questions and many more before you start looking for new digs.

Hire a commercial real estate agent or broker.

Ask customers, associates or friends to recommend a good real estate agent. The best agents have extensive networks and will hear about office space going on the market long before an ad appears online or in the local paper.

“Are you really ready to give up the lifestyle you have created working at home?”

Share office space: save money.

One option is look for a local *executive suite* or *business lounge*, where tenants share meeting space, clerical help, and phone systems. If there aren't any such suites in your local market, start your own. Seek out professionals from similar industries with whom you might form loose work alliances and subcontracting for each other if needed. Since you are sharing the cost of the office among several businesses, you'll almost certainly save money over going it alone.

Consider an intermediate move

If you are determined to work at home but need more space, consider moving to a larger home or renting a second apartment. Because this additional space will be used for business purposes, it will probably be deductible as a business expense.

Review your client list

Who are the clients who pay late, drain your energy, and are generally more trouble that they are worth? It might be time to end the relationships to make room for the new. Then raise your rates a bit for your remaining clients. This will help you grow revenue by focusing on the good clients and making room to pursue new customers and clients.

Update your collateral

Make sure to change all of your marketing materials to reflect your new location. That includes brochures, business cards, website, email signature, and voicemail. Make sure you mail your new address and contact information to all your customers and clients.

Talk to your tax advisor

Moving out of the house and into a commercial space may have significant tax repercussions. Buying vs. leasing, length of lease terms, loan structure: all these issues will have tax consequences. Talk to your accountant or tax advisor before you make any decisions.

Maintain your home office

Don't give up your designated office area. Keeping it will allow you to work at home occasionally, and ensure that you will have all the tools to do it effectively.

in brief...

SpiritWest to help build skills across the Western suburbs

Western Bulldogs SpiritWest Services have been awarded a \$150,000 State Government grant to help manufacturing workers in the Western suburbs learn new skills through their local adult education services.

This project will help vulnerable workers in the manufacturing and transport industry to access adult education, helping them to expand their knowledge and skill sets.

The 15-month project is a partnership between Western Bulldogs SpiritWest Services in Footscray, the Werribee Community Education Centre, the Yarraville Community Centre and the manufacturing industry in the Wyndham, Maribyrnong, Melton, Brimbank and Hobson's Bay.

For further information, please contact Joseph Tabacco, Coordinator Economic Development & Tourism, on 9747 7200



Jim Papas, eyeclarity owner, accepts their award at the 2011 BRW AMP Australian Retailer of the Year Awards

eyeclarity wins BRW AMP Australian Retailer Award

Melton's own, **eyeclarity**, has won **Best Use of Technology Award** at the *BRW* AMP Australian Retailer of the Year Awards 2011.

The award was awarded for eyeclarity's innovative **myeyes** kiosks and revolutionary new fitting system **customspex**, which determines which frame, prescription and lens technology will give the correct eyewear that provides the best fit and clarity for the patient.

Jim Papas, eyeclarity owner, was thrilled with their win. "It's great that a small company like ours can compete against much larger brands and be recognised for the work we do."

To find out more about eyeclarity's **myeyes** kiosks and **customspex** systems, go to eyeclarity.com.au

Do you have a good news story that you'd like to celebrate with other local business operators? Do you have a new product or service that you'd like to let the community know about?

Be sure to share your business news with others in our community. Simply send an email with a photo to: economicdevelopment@melton.vic.gov.au and we'll include your good news story in one of our up-and-coming editions of *B2B: Melton Business News*



PRESENTS:

Doing Business in Malaysia and South East Asia Workshop

Explore the market opportunities for your business in South East Asia with a specific focus on Malaysia

Malaysia is competing fiercely with other countries in the region to provide a pro-business environment. To this end the government has relaxed foreign ownership laws in the manufacturing sector and has also implemented a range of incentives to attract investors in priority areas such as operational headquarters, regional distribution centres and international procurement centres. As part of the new ASEAN-Australia-New Zealand Free Trade Agreement, new market opportunities are opening up with Malaysia and South East Asia and now is the time to gain an insight.

Speakers

Abdul Ghani Wahab is the Export Development Manager in the Victorian Government's Business Office in Kuala Lumpur. He will present opportunities for export to Malaysia and beyond. Specifically, Ghani will discuss the Automotive, ICT, Food and Beverage sectors.

Nicole Schuler, Principal Advisor – Trade and industry Sectors, Australian Industry Group. Nicole will outline the Free Trade Agreement between the 10 ASEAN countries, Australia and New Zealand and how the FTA offers outstanding opportunities for Victorian exporters, which are currently not being realised.

John Callander, from Swinburne University of Technology, will provide guidance on how to identify new market opportunities as a strategic approach to the meeting your overall business objectives. He will also discuss the learning opportunities available with the Fast Track Diploma of International Business.

Event details:

Whitten Oval
417 Barkly Street
Footscray West Vic 3012
(Melway Map 41 K4)
Free parking available on the grounds

Time: 7.15 am for 7:30 start – 9:00am

Date: Wed 13 July 2011

Cost: This event is free
Hot breakfast will be served.

Limited places - don't miss your chance to attend this informative workshop!

To Register go to: www.exportnetwork.com.au

Who should attend?

This is a wonderful opportunity for Senior Executives in metropolitan Melbourne to come along and listen to a representative from the South East Asian region to discuss opportunities available. Additionally, business owners will greatly benefit from an understanding of maximising the value of FTA.

Proudly supported by :



Melton: think local... buy local campaign

Business operators: have your say!

As part of our commitment to supporting local business and fostering the development of a robust local economy, Melton Shire Council is developing an innovative buy local campaign, that will create community awareness around the benefits of shopping locally for goods and services, and provide promotional opportunities, training and mentoring for participating Melton-based businesses.

What's on offer?

For business:

- regular print media promotional advertising in local papers
- **scheduled Melton: think local... buy local media releases**
- local business profiles
- **a Melton think local... buy local website featuring a searchable business directory and "value vouchers" for customers to download**
- Secret Shopper Program: includes a visit from a professional secret shopper who will assess your business's customer service and provide a written, **confidential** report detailing your key strengths and areas for improvement
- **training for business in customer service and marketing**
- a Melton Business EXPOsed Small Business Expo held in Melton (November) and Caroline Springs (January)
- **Melton think local... buy local stickers and promotional materials for display and distribution at your business**
- regular Melton *think local... buy local* newsletter
- **local industry guides: good eats guide; dress to impress guide; local tradies guide etc...**
- Melton *think local... buy local* signage and branding displayed throughout the Shire

For the community:

- **downloadable value vouchers with discounts and bonuses for shopping with local businesses**
- Why Buy Local? information sheets (eg. *101 things to do in Melton for \$100 or less; Feeling Peckish? Good Eats guide to Melton etc...*)
- **searchable Melton think local... buy local on-line directory**
- "I support Melton business" eco-bags for everyone who registers their support for local business by shopping locally
- **customer loyalty programs**

Success depends on you

To be truly successful, this exciting campaign really needs the support of local business operators. So, we'd like to give you the opportunity to have your say about the types of activities you'd like to see undertaken as part of the Melton *think local... buy local* campaign, and what level of commitment you might be interested in making to ensure the on-going success of the campaign.

Having your say is easy!

Simply complete the *Melton: think local... buy local* Expression of Interest form – that outlines some of the proposed activities to be undertaken as part of the promotional and marketing strategy – and return it to the Economic Development Unit by **31 July 2011**.

For your copy of the *Melton: think local... buy local* Expression of Interest form, email: economicdevelopment@melton.vic.gov.au

think local

buy local