

ACCI's vision is to be a significant force in the development of a vibrant and sustainable business environment in the region.



Albany Chamber of Commerce & Industry Inc.

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Message from Gary Cutler



President of the Executive Committee

Happy New Year!!!

And what a year it promises to be. The recent opening of the Albany Entertainment Centre heralds many new opportunities to attract major musical, cultural and corporate events to the region, commencing with an expanded line-up for this year's Great Southern programme for the Perth International Arts Festival.

The appointment of Faileen James, the City of Albany's new Chief Executive Officer, will bring a new era of stability to local government and we look forward to working with the Council in developing an exciting vision for Albany; a grand plan that will enrol the populace and provide strategic future direction for the decades of opportunity that lie ahead.

We welcome Faileen and her partner to Albany and trust they will enjoy everything that Albany has on offer.

We positively look forward to Grange Resources being able to push the 'go' button on the Southdown magnetite mine later this year and the many downstream benefits that the project will bring to Albany and the Great Southern.

The ACCI Executive Committee is pleased to advise that we have accepted a tender from Wauters Enterprises to proceed with the construction of new Chamber offices to be built at 76 Collie Street in Albany's

CBD. The state-of-the-art facilities will contain new office accommodation for ACCI staff as well as meeting rooms and a fully equipped training room for members. In addition, we will have available some serviced office space which will be available for short-term lease. An occupation date is set for later this year.

A big thank you to Telstra Countrywide, Commonwealth Bank, Wignall's Winery, and Albany Party Hire for co-hosting the December Christmas Business after Hours. To Ray Philp, Paul Bishop, Rob and Claire Wignall, and Lee and Jodie Sounness and their respective teams, thank you for looking after the 250 members in attendance who all experienced a fantastic night of business networking and Christmas revelry.

We look forward to seeing you on Wednesday 19th January at Business after Hours which will this month be held at the New Albany Entertainment Centre co-hosted by WA Country Builders, Albany Entertainment Centre, Perth International Arts Festival, and the 2011 ACCI Business Awards.

Wishing you all a highly prosperous 2011.

Gary Cutler
President

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Christmas spirit flows

The final Albany Chamber of Commerce and Industry Business after Hours for the year was a festive occasion with 250 members in attendance.

The evening was generously hosted by Wignalls Wines - providing the perfect backdrop - along with Telstra Countrywide, Commonwealth Bank and Albany Party Hire.

To kick off proceedings, ACCI chief executive officer Graham Harvey made the exciting announcement that next year would see the start of construction of a state-of-the-art ACCI building that he believed would become a lasting legacy for business representation in Albany.

He also took the opportunity to thank the hard-working ACCI staff for their efforts over the year and wished everyone a prosperous 2011.

It has been a big year for Telstra Countrywide, according to Southern WA area manager Ray Philp, celebrating 10 years in the region.

It was 2000 when the Hare family brought to Albany the Telstra Licensed Shop, and then in 2008 opened a dedicated Telstra Business Centre. He said the Telstra Business Centre Great Southern provides business customers with a single point of contact for all of their

communication needs and is run by a 'second-to-none' team.

Ray said over the past 10 years regional facilities had been significantly improved and Telstra looked forward to continuing its strong association with the chamber.

Paul Bishop, the new Commonwealth Bank agribusiness and commercial manager, said the bank was committed to creating a greater 'footprint' in the community.

A recent arrival to Albany, Paul was building a team that was keen to be associated with the chamber and to form partnerships with local businesses.

After a difficult year for the wine industry, co-host Rob Wignall from Wignalls Wines used the evening to remind people January was Buy Australian Wine Month. He called on the crowd to enjoy, in moderation, a local drop rather than imported wine.

Rob also reminded everyone that Vintage Blues was on again on January 8, 2011, and would feature the official Blues Brothers Revue among other top acts - a show which was sure to be a sold-out event.



▲ The ACCI team get into the Christmas spirit – Nicola Edwards, Victoria Harvey, Mary Parker and Emily Leek.

Lee Sounness from Albany Party Hire told the crowd he and partner Jodie's passion was organising exciting events.

Albany Party Hire can meet all hire needs to create a fabulous event from the corporate conference to a formal wedding and the business is continually expanding its product range to cater for a wide range of events.

"We'll work with you to make your event - big or small – a success," Lee said.

January's BAH will be hosted by WA Country Builders, the Albany Entertainment Centre and the Perth International Arts Festival. The 2011 ACCI Business Awards will also be launched on the evening.



▲ Vicki Brown from the Small Business Centre and the ACCI's Graham Harvey were easy to identify on the night.



▲ Denise Smithson, Smithson Media; Eva Bett, Virtual Synchronicity and Cathie Denehy from Business Divas Australia.



▲ Kim Tyrer and Nigel Rowe from Galafrey.



▲ David Crosby, Telstra Business Centre & Lee Sounness from Albany Party Hire



◀ Rebecca Williss from Carter Williss and Paul Bishop from the Commonwealth Bank.



▲ Helen Marshall and Catherine Booth from Marshall Family Law.



▲ Terri Pope from BodyCare Physiotherapy and Garry Capelli from the Lake House Denmark.

Join us at...

January's BAH

- > Wednesday 19 January
- > 5:30-7:30pm
- > Hosts: WA Country Builders, Albany Entertainment Centre and Perth International Arts Centre
- > Venue: Albany Entertainment Centre
- > RSVP to events@albanycci.com.au or fax registration form to 9842 3040 by noon, January 17, 2010
- > Registration form enclosed

See you there!

Wignalls triumph over adversity

Winning a 2010 Albany Chamber of Commerce and Industry Great Southern Development Commission Export Award Business Award was a massive achievement for Wignalls Wines.

This multi-award winning, family-owned winery with Rob and Claire Wignall at the helm, has been tackling the chronic issues facing the wine industry world-wide head-on. "The wine industry is incredibly sick – that is the sad aspect to this story – we have had to find new markets to sell our wine too," Rob said.

World-wide, the wine industry has over-supply issues but by far the biggest threat facing Australia's industry was imports. "Imports went up 290 per cent last year thanks to the Australian Government subsidising imports like those from New Zealand," Rob said. He said the massive uptake of NZ wine was becoming a severe issue and questioned why the Australian Government was paying NZ to sell wine in the Australian market. "The Australia- New Zealand bilateral agreement is hurting us monumentally," he said.

Faced with such threats to their viability, Rob said the only way to survive was to find new and upcoming markets. "But more importantly it is not just about selling quantity but selling into profitable markets," Rob said. "Quantity is irrelevant versus making margins when these are so squeezed. I'm always researching – if you just bury your head in the sand, then you're done for. So we have actively been looking for and investing in finding new areas of potential growth."

As a result of this research, Wignalls sees its future aligned to Asia, China, and to a lesser extent the United States, with European markets dwindling rapidly. "The Chinese market is the only saving we've got. In 2010 the fine wine market in China represented 15 million people, in 2015 the government estimates that market will represent 70 million people," Rob said.

"What distinguishes Wignalls from all the 'others', is that we are only looking at the top end of the market, we are not encouraging the 'two buck chuck'. "These new markets are full of the uneducated waiting to be taught to appreciate top wines – they are empty sponges waiting to be filled."

Rob believes Wignalls won the ACCI award because of their focus on quality not quantity, and their passion for raising the profile of brand Australia. "It doesn't come bigger as a challenge to our family business marketing brand Australia," he said.

"The Australian dollar is our largest threat to exporting – it's a monumental problem to us going forward."

Wignalls is also pulling back on its range bucking the industry-wide expansion trend.

"We are honing right back to simplify and develop more brand recognition of our key products," Rob said. Consequently, Wignalls is concentrating on their sauvignon blanc, chardonnay and pinot noir varieties.

Rob encouraged other businesses to enter the ACCI Awards and praised the leadership of the chamber pointing to its growth over the past four years.

"What I like about the awards is taking an external view of your business, especially the SWOT analysis," Rob said.

"Taking a thorough look at how and what we are doing – it's a healthy attitude to take in business. Small business especially gets so bogged down in day-to-day activities that you rarely have the opportunity to sit back and look at the bigger picture."

Taking the bigger picture has always been part of the Wignalls' vision. The annual Vintage Blues, which started back in 1996, has introduced a new generation of wine drinkers. "Before Vintage Blues some people probably never had a glass of wine before –



▲ Wignalls Winery Rob and Claire Wignall of Wignalls Wines triumphed with a win in the export section of the 2010 ACCI awards.

that was long-term vision for me to educate the next generation," he said.

Rob forecast big changes over the next 18 months in the wine industry. "I plan to survive, that's what we are here for, but I can see a significant number of labels disappearing over the next few years," Rob said.

"I am second generation going on third generation – I've got more than this business to fight for, I've got my family's efforts over the past 30 years. "It would be a horrible day to close our doors for a winery that's received awards from around the world – I couldn't think of a worse scenario."

But with the passion and dedication exhibited by Rob and Claire Wignall for their industry it is hard to see anything but more success coming the Wignalls Wines way.



GREAT SOUTHERN WOMEN

Feedback from women members of ACCI has indicated the desire for networking opportunities in addition to the Great Southern Women's (GSW) bi-monthly networking breakfast.

As such we are pleased to announce the introduction of two new monthly events:

Networking Lunches at Dome

Commencing Tuesday 8th February at 12.30pm, and continuing each second Tuesday of the month, GSW will hold an informal networking lunch at Dome Café. No need to RSVP, just rock up, order and pay for your own meal, meet some new people, enjoy each others company, and network

your socks off.

Networking Soirees at Liberte

The second event, commencing Thursday 27th January at 5.30pm, and then on each fourth Thursday of the month, GSW will host a networking soiree at Liberte. Again, no need to RSVP, just order and pay for your own glass of champers and nibbles on arrival and then stay for as long as you wish.

A big thankyou to Trevor Cosh from Dome Café and Lester Solomon from Liberte for accommodating these events; and Heather Nicholls from HHG Legal for putting it all together.

Enjoy Ladies

STOP PRESS

The date of the 2011 Business Awards Gala Dinner is now 26th March, 2011.

Mark it in your calendar.

2011 ACCI Business Awards

We are pleased to announce that the launch of the 2011 ACCI Business Awards will be held in conjunction with the January Business after Hours on Wednesday 19th at the Albany Entertainment Centre.



Application packs are available for download at www.albanycci.com.au

Submissions are due by close of business Friday 4th March 2011 with winners announced at the Gala Presentation Dinner on Saturday 26th March 2011 to be held under the big-top at Wignall's Winery.



Congratulations!!

ACCI member Middleton Beach Caravan Park was recently awarded the "BIG4 Supreme Award for Excellence".

BIG4 Holiday Parks is a Franchise Group comprising more than 180 holiday parks across Australia and each year an award is presented to the member Park that is seen to be foremost in delivering BIG4's founding principles of Service, Facilities, Tourism Promotion, and Accommodation.

Owned and operated by Simon and Trish Shuttleworth, Middleton Beach Holiday Park is a four and a half star rated park situated on 500 metres of pristine beach frontage, offering everything from safe swimming for children to surfing and fishing. Guests enjoy the spectacular coastline, scenic walkways and the park is conveniently located 3.2 kilometres away from Albany's CBD.

Simon accepted the award in Christchurch, New Zealand in front of an international delegation of more than 350 from Australia, New Zealand, The United States and Canada.



Congratulations to Simon, Trish and their dedicated staff.

The One Page Strategic Business Plan

- Graham Harvey BCom MAICD

The beginning of each New Year is traditionally a time for review and more importantly an opportunity to set the compass for the year ahead. The following is a tried and tested template for providing some structure to your thinking and planning process.

Mission: WHY are we here? What is our purpose? What is our reason for being? What are the end result benefits our customers receive from us? What value do we add to their lives? What is the product of our product or service offering?

Vision: WHERE are we going? In what direction are we headed? What is our ultimate destination? What will our business look like when we have finished building it?

Values: WHAT guides our decisions? What guides our conduct? What principles underpin our behaviour? What is our Code of Conduct?

Strategies: HOW do we plan to achieve our vision? What are the categories of work to be done that make up our overall plan? What resources are required to develop and implement our plan?

Objectives: WHEN will our stated aims and objectives be achieved? What are our specific targets and goals along the way? How will we measure our progress? What is our timeline for milestone events?

Priorities: WHO is responsible for what in the next ninety days? What are the top five priorities for every division and department within the organisation in the next ninety days? What are the top five priorities for each member of staff for the next ninety days?

Graham Harvey
CEO - ACCI
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Calendar of Events

December

25- Jan 3 ACCI Office Closed

January

4 ACCI Office re-opens for 2011

19 Business after Hours

Hosts: WA Country Builders, Albany Entertainment Centre, Perth International Arts Festival, & ACCI Business Awards
Venue: Albany Entertainment Centre
RSVP: fax registration to 9842 3040 or email to events@albanycci.com.au

19 2011 ACCI Business Awards Launch

27 Networking Soiree

Hosts: Great Southern Women
Venue: Liberte @ 5.30pm
RSVP: Just turn up

February

8 Networking Lunch

Hosts: Great Southern Women
Venue: Dome Café @ 12.30pm
RSVP: Just turn up

16 Business after Hours

Hosts: TBA
Venue: TBA
RSVP: fax registration to 9842 3040 or email to events@albanycci.com.au

Other Events

December

28-30 National Mirror Championships

Hosts: Princess Royal Sailing Club
Venue: Princess Royal Harbour
Info: 9844 4033

January

2-7 World Mirror Championships

Hosts: Princess Royal Sailing Club
Venue: Princess Royal Harbour
Info: 9844 4033

25 Business Divas Book Club

Host: Business Divas
Venue: TBA
RSVP: 0408 336 349 or businessdivas@bigpond.com

February

15 Fire Warden Training

Host: Great Southern Institute of Technology
Venue: Albany Campus
RSVP: 9892 7504 or sdcc@gsinstitute.wa.edu.au

New members!!

Welcome to our 2 newest members whose membership was approved at last month's Executive Committee meeting:

Picket IT - Philip Tasker

Cardcraze - Di & Phil Tasker

Total members 730