

ACCINNEWS

ACCINNEWS > Albany Chamber of Commerce & Industry Newsletter
August 2011

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



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Message from Gary Cutler



President of the Executive Committee

Hopefully by the time you receive this newsletter, our friends in Washington will have put their personal self-interest issues to one side and agreed upon a strategy that will put the USA on a path to a sustainable economic recovery. The global implications of the USA defaulting on its international loan obligations would be catastrophic and felt by every business across the globe, including all of us here in Albany. Fingers crossed that economic sanity prevails.

Ballot papers for electing the four ACCI Executive Committee positions that become vacant on 31st October will be in the mail later this week. There are seven nominations for the four positions...please ensure your ballot envelope is returned to us by Wed 31st August. Competitive elections for Executive Committee positions are always a healthy sign for any membership organisation.

A big thank you to Malcolm Adamson and his team at Albany World of Cars for hosting July's Business after Hours. We are appreciative of Malcolm's passionate plea for all of us to support the principles of BUY LOCAL. We look forward to being hosted by Jack Spaanderman and his team at Allroads Motor Body Builders for this month's August Business after Hours.

We again conducted successful events during July including two Business Breakfasts, the first with Workwise Advisory Services who provided an extensive update on the Fairwork Australia

Act and its implications on small business, and the second, which was very well attended, where Federal Senators Hon. David Johnston & Hon. Michael Ronaldson engaged in a detailed discussion of proposed activities and funding from a Federal opposition perspective on ANZAC 2014.

This month is again a busy one with several events scheduled including the ever-popular 9 + 1 P's of Marketing workshop, a Business Luncheon with Fortescue Metals Founder Andrew Forrest, a Great Southern Women's Networking Breakfast called "Spring into Spring", and another in our successful Business Breakfast Series on "Better Brands vs. Better products".

Arrangements for this year's Albany and Great Southern Women's Leadership Forum have now all been finalised. Scheduled for Tuesday 27th September, we are pleased to confirm a line-up of exciting speakers comprising of ENJO Australia founder Barb De Corti, Tourism WA Chair and successful restaurateur Kate Lamont, newly announced Australian Rural Business Woman of the Year Caroline Robinson, renowned nutritionist and dietitian Julie Meek, ordained Buddhist Priest Cate Kodo Juno, and internationally accredited and recognised image consultant Natasha Di Ciano.

Gary Cutler
President

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One stop car shop

Albany Chamber of Commerce and Industry members enjoyed hospitality from the team at Albany World of Cars at July's Business After Hours.

Located at 406 Albany Highway, Albany World of Cars is operated by the Adamson family who took over the dealership in 2007 from the Smith family.

Albany World of Cars provides sales of new and pre-owned vehicles, as well as finance and insurance. It has the largest selection of vehicles in Albany, making it a 'one stop, car shop'.

The dealership is made up of Albany Mazda, Albany VW, Albany Hyundai, Albany LandRover and Northside Mitsubishi, as well as a large selection of used cars. The business services all makes of cars and is also an authorised service agent for Mercedes Benz and Skoda. Its finance and insurance partners are Capital Finance, Allianz Insurance and Esanda Finance.

Dealer principal Malcolm Adamson invited BAH attendees to come into Albany World of Cars to discuss their motoring needs without any pressure to purchase.

He said local businesses could do a lot more to support each other. "All we ask is that you give us local guys the opportunity to match any price on a car you find either in Perth or elsewhere," he said. "Come and have a chat with one of our experienced salespeople - we have a professional team who achieve top sales and rate highly in customer satisfaction. We have won a lot of awards over the years - so we must be doing something right."

Malcolm said his son Dale, who also works in the business, would eventually succeed him to continue the family business.

He said Albany World of Cars supported about 42 different organisations through sponsorship. "We believe in putting something back into the community that supports our business. We live here too - we all benefit from supporting each other."



July BAH hosts Dale and Malcolm Adamson from Albany World of Cars.



▲ Lynda Poett from the Stirling Club and ACCI Board member Rod Hedderwick.



▲ Julie Wallis and Diane Hart from Havana Villas.



▲ Damon Seymour from David Moss + Co, with Gloria and Colin Brinham from Colin Brinham Fencing and Retaining Wall Contractor.



▲ Lara Norman from HHG Legal Group and Ubik Freeman from Tall Traffic.



▲ Jo Taylor from Eclectic Events, Rebecca Waugh from Business Growth Centre and Daniel Sharp from Daniel Sharp Infusion.



▲ Kira Mead from Gold MIX and Bev Baxter from Great Southern Institute of Technology.



▲ Hayley Lawrence from Radiant Being, Narelle Wakefield from Cruize-Inn and Elizabeth Sharp.



▲ Pat Adamson from Albany World of Cars, with Darren and Robyn Powell from Powell Security Services.

Join us at...

August's BAH

- > Wednesday 17 August
- > 5.30pm - 7.30pm
- > Hosts: Allroad Motor Body Builders
- > Venue: 65 Copal Rd
- > RSVP to events@albanycci.com.au or fax registration form to 9842 3040 by noon, Friday 12 August, 2011
- > Registration form enclosed

See you there!

Changing bodies, changing lives

Thinking outside the square has paid off for BodyCare Health Club after it took out the Lincolns Award for Businesses with 11–20 employees in the 2011 ACCI Business Awards.

BodyCare Health Club owner Amber Cekerevac said it was satisfying to win the award given they had moved into a different category since last vying for a chamber award. "We are now playing a 'bigger game', having gone up in employee numbers. We have grown, so the risks we have taken have proved successful – it ticks a lot of boxes to achieve our goals," she said.

BodyCare Health Club offers a wide variety of fitness options including personal training, Les Mills group fitness classes, cardio theatre, bootcamp, specialised over 50s classes, a crèche and more. "The way I see it, you have to keep changing because if you don't, your business will not survive. Especially being in the fitness industry, our customers visit most days, so they need to see us doing things differently," Amber said.

Some of those changes have included renovations to make the club more modern and the launch of new programs and classes. Amber had also embraced social media and

SMS marketing as a means to gain increased exposure in the market place. "There's a theory that says for everyone there is home, work and a third place – we want BodyCare to be that third place where they spend their time," she said.

In another exciting initiative, BodyCare has just launched CrossFit 6330 making them the first gym to open a crossfit-affiliated training facility in Western Australia. "CrossFit 6330 is like a club within a club that offers a high intensity group work-out. We aim to stay on the edge of fitness trends and as most people are time-poor, several of our classes are now 30 minutes long – proving you can still get a great workout in less time," she said.

BodyCare's niche was in group fitness classes with more than 55 per cent of all client visits relating to the program offered. "Entering the ACCI awards makes you look at what you do or don't do," Amber said. "You realise you can do more, and the process forces you to look at key performance indicators and compare them against industry benchmarks."



▲ Amy Horne and Amber Cekerevac from BodyCare Health Club.

"Writing up your award also helps you to form a vision of where you want to go and provides the motivation to achieve it. More importantly, winning an award gives your staff a sense of pride and the satisfaction that what they do is appreciated."

ACCI Executive Committee Elections

You will shortly receive ballot papers in the mail for the election of four (4) Executive Committee positions on the ACCI Executive.

There are seven (7) nominations for the four positions that become vacant on 31st October 2011.

The nominations are:

- John Bocian** – Borda Be Myn Pet Care
- Trevor Cosh** – Dome Café Albany
- Gary Cutler** – Life Insurance & Super
- Ubik Freeman** – Tall Traffic
- Hayley Lawrence** – Radiant Being

Jerome Ryan – Camping World & Opposite Lock Albany

Paul Terry – Patersons Securities

Please ensure your ballot forms are returned to the Chamber by 5pm Wednesday 31st August 2011.

Wageline Watch

Are you a sole trader or partnership?

What is the State Wage Case and how does it impact my business?

The State Wage Case is a legally binding decision that determines the minimum rate of pay under the Minimum Conditions of Employment Act (MCE Act) for employees over the age of 21, for apprentices and for trainees, and also adjusts pay rates under State awards.

The Western Australian Industrial Relations Commission (WAIRC) is responsible for the decision and for 2011 has determined that an increase of \$19.90 per week will be awarded to all adult employees who are on minimum rates of pay and covered by either a State Award or the MCE Act. This means that all small business owners in the State system must ensure that they pay their employees the new pay rates on and from the commencement of the first pay period on or after 1 July 2011.

To ensure you receive notification of the new pay rates for your business contact Wageline on 1300 655 266. You can also subscribe to the relevant Award Alert for your business, for electronic updates of pay increases and award changes.

Wageline award summaries have recently been revamped and are now more relevant and simpler to understand. They are a useful, practical, (and free!) tool for all employers. Contact Wageline today to obtain a relevant award summary for your business.

Wageline is a free and impartial service, providing information on employment rights and obligations to employers and employees. Calling Wageline on 1300 655 266 is the best five minute investment that an employer can make to ensure their business is complying with State employment laws.

New members!!

Welcome to our 9 newest members whose membership was approved at last month's Executive Committee meeting:

Expedition Offroad

Gary & Meredith Healy

Albany Chipmonks Treelopping

Lindsay & Dale Freegard

Great Southern Gutters

Gavin Blowes

Barbeques Galore

Shelly Baker

BP Bird Plumbing & Gas

Byron Bird

Albany Entertainment Centre

Garry Snowdon

Albany Foreshore Guest House

Philip & Kathryn Rogerson

Albany Discovery Inn

Patricia Saunders

The Fixupery

Glen & Kathryn Gardiner

9 + 1 P's of Marketing Workshop

Effective marketing has little to do with placing a half-page ad in the local newspaper or industry magazine and then hoping that someone will see it and do business with you. It has everything to do with knowing exactly who your 'choice-rich, time-poor' customers are, where they come from, what they want, what price they will pay, and what it will take for them to keep coming back to your place of business as opposed to the hundreds of other options available to them in today's crowded 'same stuff, same price' marketplace.

Scheduled for Wednesday 10th August, this hands-on reality-based workshop will cover:

- Planning:** the how-to and importance of developing a results-producing marketing plan
- Product:** knowing what product or service your customers really want and how to position your business to stand out from your competition
- Packaging:** what are the best options available to get more of your products or services to market
- Place:** how to ensure you are providing maximum accessibility and convenience to your customers
- Promotion:** how to determine the most cost effective strategies for you to gain maximum exposure for your business
- Programming:** how and when to schedule the various marketing activities that underpin the success of a results producing marketing plan
- Price:** where in the marketplace do you wish to play and what game is best for you – commodity and price, or quality and value?
- People:** keys to developing and maintaining long-term quality relationships with both internal and external customers
- Performance:** ways of measuring results and monitoring performance that keeps you informed as to what's working and what's not
- Persistence:** empowering you and your team to consistently deliver service excellence on a continual basis

Women's Leadership Forum 2011

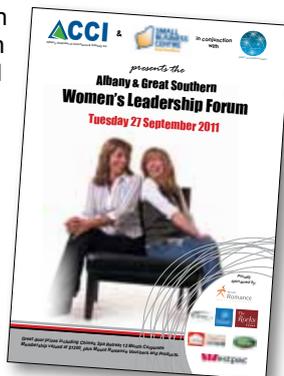
Now in its fourth year, the 2011 Albany and Great Southern Women's Leadership Forum again promises to deliver an outstanding day of learning from successful leaders in their field and networking with like-minded business women from Albany and around the region.

This year's line-up of speakers includes:

- Barb deCorti** - Founder and CEO of ENJO Australia
- Kate Lamont** - Restaurateur, Vigneron, Chair Tourism WA
- Julie Meek** - Dietitian & Performance Specialist
- Cate Kodo Juno** – Ordained Buddhist Priest
- Caroline Robinson** – RIRDC 2011 Australian Rural Woman of the Year
- Natasha Di Ciano** – Founder and Managing Director – Egami Style

The forum will be held on Tuesday 27th September at The Stirling Club located at 14 Stirling Terrace, Albany. Catering will again be provided by Kooka's Catering.

As interest for this year's forum has been particularly high, please get you registration in early to ensure a place. (Early bird saving ends 31 August.)



Other Events

August

17-18 OH&S Representatives REFRESHER

Hosts: Great Southern Institute of Technology
Venue: GSIT Albany Campus
RSVP: 9892 7504 or sdc@gsinstitute.wa.edu.au

22-26 OH&S Representatives Course

Hosts: Great Southern Institute of Technology
Venue: GSIT Albany Campus
RSVP: 9892 7504 or sdc@gsinstitute.wa.edu.au

29 Aug & 5 Sep Quickbooks

Hosts: Albany Business Centre
Venue: SBCGS 222 Chester Pass Road
RSVP: 9892 2888
or admin@albanymbusinesscentre.com.au

September

9 Green Business Skills Workshop

Hosts: Green Skills Inc., Business Growth Centre, SCNRM & ACCI
Venue: Albany Entertainment Centre
RSVP: 0467 741 149 or Rebecca.Waugh@bgc.wa.gov.au

13 Time Management

Hosts: Great Southern Institute of Technology
Venue: GSIT Albany Campus
RSVP: 9892 7504 or sdc@gsinstitute.wa.edu.au

27 Fire Warden Training

Hosts: Great Southern Institute of Technology
Venue: GSIT Albany Campus
RSVP: 9892 7504 or sdc@gsinstitute.wa.edu.au



Calendar of Events

August

9 Networking Lunch

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

10 9+1 P's of Marketing

Hosts: ACCI
Venue: Albany Golf Club
RSVP: 9842 2577 or
events@albanymcci.com.au

17 Business After Hours

Hosts: Allroad Motor Body Builders
Venue: 65 Copal Rd
RSVP: 9842 2577 or
events@albanymcci.com.au
(Flyer enclosed)

23 Luncheon with Andrew Forrest

Hosts: ACCI, Skill Hire & SCNRM
Venue: Albany Entertainment Centre
RSVP: 9842 2577 or
events@albanymcci.com.au

25 Networking Breakfast: "Spring into Spring"

Hosts: Great Southern Women
Venue: Stirling Club
RSVP: 9842 2577 or
events@albanymcci.com.au

25 Networking Soiree

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

31 Business Breakfast: Better Brands vs. Better products

Hosts: ACCI & Jack in the Box
Venue: Stirling Club
RSVP: 9842 2577 or events@albanymcci.com.au

September

21 Business after Hours

Hosts: Stirling Club
Venue: Stirling Club, 14 Stirling Tce
RSVP: 9842 2577 or
events@albanymcci.com.au

27 Women's Leadership Forum

Hosts: ACCI
Venue: Stirling Club, 14 Stirling Tce
RSVP: 9842 2577 or
events@albanymcci.com.au