

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

As my second term as your President comes to a close, this is my last President's report.

May I start by expressing what an honour it has been to lead the Chamber over the last four years during what has been an extraordinary period of growth. Membership has recently exceeded 750 members, the 2012 Business and Community Directory has again broken previous revenue and number of advertiser records, and we are two weeks away from moving into our new state-of-the-art premises which boast many new member and staff amenities. It is very rewarding to see this project come to fruition after many years in the planning.

Thank you to firstly you the members who continue to provide strong support to ACCI and its activities, secondly to the Executive Committee for its governance and direction, and last but not least to our CEO Graham Harvey and his team of Melissa, Emily, Nicola and Mary for their ongoing dedication and commitment to the wellbeing of ACCI members and the local business community. You cannot be an effective President without the support of you all.

Special thanks to Past President Ian Howard and Executive Committee member Lyn Hewson who are both stepping down after many years of dedicated service to ACCI. We wish you both well.

I have great confidence in handing over the reins to incoming President Trevor

Cosh who I know will do a fantastic job of leading ACCI over the next two years.

A big thank you to Shane Jackman, President of the Stirling Club, and his team for hosting September's Business after Hours; it was great to see close to 200 members and guests experiencing the Club's recently refurbished facilities. We look forward to being hosted by Irontree Furniture and ANZ Bank at this month's October Business after Hours.

Congratulations to Graham and his staff for organising this year's Women's Leadership Forum. Now in its fourth year, the Forum has become an established event on the Albany and Great Southern Business Events Calendar. The feedback from this year's Forum has been exceptional... a great programme of speakers sharing their personal insights into personal and business success. As one attendee commented; "I found the program soooo refreshing - and I realised afterwards it was because you brought the focus back to core business-success values."

On the 18th of this month, we are conducting the first in a series of Industry Forums designed to ensure we keep abreast of the various issues facing local business and to assist us in delivering activities and services that help grow your respective businesses. We strongly encourage you to attend.

Gary Cutler, President

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Stirling night for all

Albany Chamber of Commerce and Industry members got to see inside one of Albany's "best kept secrets" at the September Business After Hours.

Stirling Club President Shane Jackman welcomed the opportunity to showcase to the local business community the club's upgraded facilities and services.

The Stirling Club is located on the site of Albany's first private hospital, and has a rich history which includes being a guesthouse and former home to the Buffalo Club. In recent times, the Stirling Club has undergone a major facelift and refurbishment.

Shane described the club as being one of Albany's prime function centre's boasting extensive harbour views and able to cater for a wide range of functions. "We cater for all functions from wedding receptions to corporate seminars, breakfasts and all events in between," he said.

"Our large function room boasts many new features including a PA system with roving microphone and iPod dock, ceiling mounted projector and drop down screen, adjoining stage area, two large flat screen TVs, a private bar area, and seating up to 150 for dinner and 200 theatre-style," he said.

"Our manager Linda Poett will take great care of you and ensure any function you book with us will be an outstanding success. The club's resident chef can cater for all your menu requirements."

While the club was near the end of their current renovation phase, Shane said there were future grand plans in place such as adding a balcony across the front of the building.

"Everyone is welcome – you do not need to be a member to come down to the Stirling Club to enjoy a drink or meal," he said.

The Stirling Club is located at 14 Stirling Terrace and open Sunday -Thursday 4.30pm - late; Friday 2pm - late; Saturday 12noon - late. Meals are available on Fridays from 6:30pm - 8:30pm.

▶ *The Stirling Club president Shane Jackman and Mario Balatti from Scott Park Homes.*



▲ *Merrilyn Bradley from The Stirling Club & Stacey Bradley from Scott Park Homes.*



▲ *Sam Bettenay and Jenny Dallimore from HHG Legal Group.*



▲ *Michelle McKenna from The Rare Coin Company, The Stirling Club's Lynda Poett and Fiona Stevenson also from The Rare Coin Company.*



▲ *Sharlene Binks and Joanne Lister from QBE Insurance.*



▲ *Steven Whyte and Ria Cooksey from Viridian Glass with Bobby Savage Bob the Painter.*



▲ *Lynne Cronin from McGregor Mortgages and Lindy Burton from Connection Realty.*



▲ *ACCI Exec member Vince Calleja from Bethany Funeral Home with ACCI President Gary Cutler from Life Insurance and Super.*



▲ *Max Bassett from Ray White, Ondy Roach from Oyster Harbour JV and Nigel Ryde from Ryde Building Company.*

Join us at...

October's BAH

- > Wednesday 19 October
- > 5.30pm - 7.30pm
- > Hosts: Irontree Furniture & ANZ
- > Venue: 27 Graham St, Albany
- > RSVP to events@albanycci.com.au or fax registration form to 9842 3040 by noon, Friday 14 October, 2011
- > Registration form enclosed

See you there!

Merchants of the experience

A lot has changed in the past six months for the winner of the GWN7 Award for Best Franchise Business in the 2011 Albany Chamber of Commerce and Industry Business Awards.

Not the least of which is a change of name of the business from Angus & Robertson Albany – Newspress to Paperbark Merchants – and the fact they are no longer part of a franchise.

After the collapse of Angus & Robertson, Hamish Cameron said their family-owned business had no choice but to make a new start. The dilemma was whether to join another book seller franchise or become an independent trader.

“The situation was an opportunity for us to take a good look at our business and decide how we wanted to move into the future,” he said. “I think people are looking for a shopping experience and being an independent gives us the opportunity to be more flexible and cater for this retailing demand.”

“I don’t see us having a huge internet sales presence because we can’t compete on an international level. We are committed to bricks and mortar and creating an interesting place for people to come in and spend time to find out what we are offering.”

“We have an emphasis on local marketing, and have done a lot of work on becoming part of the community - we believe in being involved in the place where we live.”

Hamish said entering the ACCI awards had emphasised the importance of having a business plan. “You have to keep adapting and changing your business plan – you

can’t afford to stay the same,” he said.

Hamish said Paperbark Merchants was now in a consolidation phase.

“I am mindful that when we do anything that we do it right – you can’t afford to make mistakes, especially in challenging retail conditions,” he said.

He said they wanted to get the small things right like their choice of business name, branding and business cards.

Hamish said the name Paperbark Merchants reflected the business perfectly.

“Paperbark trees are found on the family farm – so they are local and natural, and we chose a dog as an image because a tree would have been too obvious. Using the word merchant also covers what we do and is a historic reference.”

With retailing currently facing some challenges, Hamish said Paperbark Merchants was committed to creating a welcoming and interesting environment in the store.

Paperbark Merchants has become renowned for its amazing window displays.

“We recognise the shop window is the soul to the business. I also believe that presentation, people and products are the keys to a successful business,” Hamish said.



▲ Hamish Cameron outside Paperbark Merchants where you are sure to be pleasantly surprised.

“Our focus is also that the business has to be sustainable and finding savings where possible such as putting in a 10kW solar system to save money on power costs.

“That means we can maintain our staff levels and therefore our customer service levels. Paperbark Merchants is open more than we are shut. It is important for us to be open seven days as we are on the main street and we know our customers appreciate our longer trading hours.”

New members!!

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

Contact Metal Industries
Abigail Bartell

Albany Campers
Abigail Bartell

Accuweigh
Jeremy Hembrough

Undercover Wear Great Southern
Tania Gatti

Tina Dubois Catering
Tina Dubois

Caltex North Road
Mark Jenkins

Country Smart Business Solutions
Chantelle Mader

Video Marketing & Consulting
Alan Cox

Eclectic Events
Jo Taylor

Retail Industry Forum – 18 October

In our continuing efforts to fulfill ACCI’s guiding mission...

“To be a significant force in the development of a vibrant & sustainable business environment in the region”

...we are seeking your participation & input into how ACCI can better support the collective growth of your respective retail businesses.

We strongly encourage your attendance so you can help ACCI to continue to help you.

When: Tuesday 18 October
5.15pm Registration & refreshments
5.30pm Forum
7.00pm Finish (networking & refreshments)
7.30pm Home time

Where: Stirling Club, 14 Stirling Terrace

Cost: Complimentary

Please refer to the enclosed flyer for more details or contact the Chamber on 9842 2577 or events@albanycci.com.au

STOP PRESS

Sunday trading has been approved for Cruise Ship visit to Albany on:
Sunday 30 October 2011 (Pacific Sun)

Also, Radiance of the Sea will visit Albany on Melbourne Cup Day, Tuesday 1 November.

For more details see the Cruise Ship Schedule on our website.



Scams...Beware

It happened like this.

We (T4 Technology) had a call from National Direct (Phone facility for the deaf) supposedly from a Vanessa Thomas requesting a Laptop to be paid for by credit card and then picked up by a courier company.

The first Credit Card didn't work and a 2nd one was given. Address for warranty was requested and a Mullumbimby NSW address was given.

A receipt was requested to be sent to an email address; ceo1505@gmail.com

Then delivery was to be organised.

Delivery address was phoned through the next day as;

17 Cousins Turn

Baldvis WA 6171

On calling credit card fraud to see if card was stolen (as we were suspicious) the address for the 1st card was Northern Territory and the 2nd card Mullumbimby NSW. When they tried to make contact, the customer turned out to be overseas.

We had the credit card payment reversed and would not release the goods to TNT. They advised us that they had a pickup from Albany Camera House to go to the same address.

On speaking to Camera House, they had the same experience but with a different credit card. TNT delivery was to be same day at a cost of \$500 also paid with credit card.

We emailed the "customer" and said that the credit card had bounced and that we would like to have them direct deposit payment to us before release of goods. Another phone call came from "Vanessa" via National Direct and wanted me to take a different credit card which they said was a corporate card. When I said that we wanted Direct Deposit the call ended.

National Direct said that they did not have a phone number for the customer only an IP address from a computer contact and that they could not release that to us.

WA Police fraud said that there was nothing much that they could do as it was more than likely an overseas scam.

This incident serves as a timely reminder for business owners to have good practices in place regarding taking payment by credit cards (and cheques!), to train your staff, and to make sure you've always got your scam/BS monitor turned on! If in doubt, call your bank's Merchant Services to check the card is valid.

A big thank you to Stuart and Trina from T4 Technology for bringing this to our attention.

Correct spelling of customer's names.

In my customer relationship management seminars, I used to ask participants how to spell John Smith. Not surprisingly, the first response is J.O.H.N. S.M.I.T.H. Within seconds, alternative ways to spell both John and Smith are being called out. The flipchart ends up something like this:

John	Smith
Jon	Smyth
Jonn	Smythe
Jonathan	Schmidt
Jean (French)	Schmitt
Juan (Spanish)	Smit
Jan (Swedish)	

Now I am the first to admit that the likelihood of a customer of Spanish German extraction named Juan Schmidt walking through your doors may be pretty remote, however the exercise serves to demonstrate that here are at least 42 versions of how a name as common as John Smith can be spelt.

As we all know there are many variations on how individual names can be spelt. My own name Graham can also be spelt Graeme and Grahame. And, like most people, I prefer my name to be spelt the same way my parents chose to spell it all those years ago. Yet what never ceases to amaze me is how often people just proceed to write down my name without bothering to ask which way my name is spelt.

Now I personally am not overly concerned when somebody does spell my name incorrectly, however when they do I can't help but begin to question aspects of the person's character or wonder if there are other holes in their company's service delivery system. And just because I am not too fussed, doesn't mean that some customers aren't. For some it is the height of rudeness and sufficient reason for them to take their business elsewhere.

So what does it cost to obtain the correct spelling of a customer's name? A big fat zero! It's valuable information that's 100% free.

Questions such as "is that Ann with or without an 'e'?" or "is Terry spelt with a 'y', an 'i' or 'ie'?" are all that is required. Simple questions maybe, but oh what a difference they make.

Why? Because asking a customer how to correctly spell their name is a simple demonstration of how much you care. Showing that you care is singularly the quickest way to build a successful customer relationship. Continuing to care is also the fundamental key to further developing and maintaining the relationship.

So why not take a few seconds and check that you have spelt your customer's name correctly.

Graham Harvey, CEO - ACCI



Calendar of Events

October

18 Retail Industry Forum 5.30pm

Hosts: ACCI
Venue: Stirling Club, 14 Stirling Tce
RSVP: 9842 2577 or
events@albanycci.com.au
(Flyer enclosed)

19 Business After Hours

Hosts: Irontree Furniture & ANZ Bank
Venue: Irontree Furniture,
27 Graham Street
RSVP: 9842 2577 or
events@albanycci.com.au
(Flyer enclosed)

21 Business Breakfast – Changes to Australian Consumer Law

Hosts: ACCI
Venue: Stirling Club, 14 Stirling Tce
RSVP: 9842 2577 or
events@albanycci.com.au
(Flyer enclosed)

28 Queen's Birthday Public Holiday

30 Pacific Sun Cruise Ship / Sunday Trading

November

1 Radiance of the Seas Cruise Ship (Melbourne Cup Day)

9 Olympic Games Business Luncheon

Hosts: ACCI & WA Australian Olympic Committee
Venue: Albany Entertainment Centre
RSVP: 9842 2577 or
events@albanycci.com.au

16 Business after Hours

Hosts: Landcorp
Venue: Albany Entertainment Centre
RSVP: 9842 2577 or
events@albanycci.com.au

December

14 Xmas Business after Hours

Hosts: Whaleworld, Busy Blue Bus, & Skywest
Venue: Whaleworld
RSVP: 9842 2577 or
events@albanycci.com.au

Other Events

October

4 Superead- Read Faster: Comprehend Better

Hosts: ICS Training Group
RSVP: 9332 9899 or
icsperth@skillscentre.com.au

20 MYOB Payroll Training

Hosts: Albany Business Centre
Venue: Albany Business Centre,
222 Chester Pass Rd
RSVP: 9841 8477 or
admin@albanybusinesscentre.com.au