

Business Focus



Bunbury's tourist icon the Dolphin Discovery Centre is undergoing redevelopment. Read all about it on page 11.

January 2011

The monthly newsletter of the

BCCCI

**Bunbury Chamber of
Commerce and Industries**



You are invited to...

Business After Hours

**5.30pm
Tuesday,
February
22, 2011**

Eaton Home Hardware & Garden



**1 Cassowary Bend
Eaton
RSVP Friday February 18**

The Christmas Party is free for two representatives from Member Businesses and \$15 each for additional people.

To make your reservation, phone Gracie on 9791 2292 or email gracie@bccci.asn.au

Please supply your business name, names of people attending and a telephone contact number.

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The first in our new, irregular column series where we ask the question, "Who'd be a Banker?" 11

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Bunbury Chamber of Commerce and Industries

From the President's Desk



As we enter the New Year we see Australia faced with another crisis with the floods on the East coast. The unfolding tragedy has been of biblical proportions and our heart goes out to those communities affected.

As the days pass the focus is now upon the rebuilding program and the short and long term impact of this disaster. Many businesses have been affected and many will not survive.

As we sit here in the South West with hot and dry conditions it is hard to imagine that we could experience such a natural disaster.

The floods will impact on the broader Australian economy in many ways:

- Federal Government funding being re-prioritised for the rebuilding program.
- Inflationary pressures from labour shortages.
- Skilled labour shortages.
- Influence the Federal Government's immigration policy for skilled labour over the coming years.
- The need for increased funding for skills training for Australians.
- Interest rates pressures in the event of inflationary pressure.

Insurance claims and the assessment of insurance policies always becomes an issue in such events. As business owners we all need to ensure that we review our insurance cover and make sure that we understand the cover we have, the definitions (there are floods and floods – there is no standard definition in Australia) and what cover we do not have. So I urge all members to be diligent with their annual insurance reviews this year to better understand the contracts they have with their insurers.

There has been a lot of press of late on the Structuring of Regional Development for the Future. Our South West Development

Commission (SWDC) which has been an integral part of the growth and development of our region is under threat of being restructured.

We as a Chamber are working closely with City of Bunbury and Community Groups to ensure any changes planned do not adversely impact on our region. Despite our concerns with the poor consultation process that the review panel has adopted, we have been working hard with a group of business and community leaders to analyse the ramifications for our region.

Overall, there are some good outcomes for the region in terms of collaboration among government agencies to ensure the key requirements for our communities are met. Also there will be a standardised approach to the way Royalties for Regions funding is allocated. Our main concern is that the administration of the SWDC will be moved to Perth and this may lead to a reduction in staff numbers in the region and may also add further bureaucracy to processes that can be done efficiently within the region.

I would like to welcome Telstra Business Centre as a Gold sponsor of our Chamber. As we start off the New Year our Business After Hours' commence again. These events are a very important part of our Chamber and I encourage all members to note these in their diaries and plan to attend on a regular basis.

You never know who you will meet and the opportunities that may open for your business. We all spend dollars on advertising so why not invest some time with local Chamber members to help grow your business?

Steve Down
Chamber President

"It is our attitude at the beginning of a difficult task which, more than anything else, will affect it's successful outcome."

William James

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This newsletter is created by Main Event Media, 9721 9851

Member Profile



Jason Rushton - Rushton Spraypainters

Rushton Spraypainters is located at 49B Albert Road in Bunbury.

Proprietor Jason Rushton describes himself as a local boy who has been in the industry for 17 years.

He started the business in 2007 and is busy working on a host of jobs including insurance work, private painting and repairs as well as restorations.

Currently he is working on restoring a 1961 Chrysler Vedette built by French auto manufacturer Simca.

One of only two in Australia, the car has been sitting in a sea container for 32 years and is in near new condition – one of those “owned by a little old lady who only drove it to church on Sundays” stories complete with log books and just 32,000 miles on the clock.

The local owner has chosen to have the body, which only has a slight touch of rust, blasted and resprayed in the original green and silver colours.

Jason prides himself on a high standard of workmanship, his three great staff members and being honest and fair in quoting jobs.

He has joined the Chamber because he enjoys being around like minded people who strive to better themselves and help grow our community.

Keeping Our Commission

Why the Bunbury Chamber of Commerce and Industries is fighting to save the South West Development Commission (SWDC).

A State Government appointed body headed by The Hon Wendy Duncan MLC has recommended that regional development agencies such as the SWDC be disbanded in favour of a Perth-based decision making agency that will hold the purse strings to Royalties for Regions (R4R) money.

The changes are outlined in a report called ‘Structuring Regional Development for the Future: A Review of the Functions and Responsibilities of Regional Development Commissions.’

Not only does the report recommend doing away with the State’s nine regional development commissions, it offers no opportunity to question or comment on the recommended changes.

The fine print reveals that public comment will only be accepted regarding the implementation of the change; no comment is allowed on the change itself.

This report makes a mockery of the State Government’s commitment to ‘local decision making’ and regional development principles.

The Chamber can only see minor benefits and many disadvantages in the proposed changes.

The report recommends that a new statutory authority be established named the Western Australian Regional Development Commission (WARDC).

The name is only slightly removed from and Federal Government’s Regional Development Australia, and what has Regional Development Australia achieved in the South West lately?

Eight out of the nine WARDC board representatives will have little or no intimate local knowledge of regional WA except for their own regions.

The onus will be placed on new Regional Advisory Boards to provide information to these Perth-based decision makers, who may not even visit the regions.

The BCCI Executive Committee believes recommendations in this report do nothing to empower communities and it will be a move back into the ‘dark ages’ where those in Perth knew what was best

for the ‘country hicks’ and dictated our priorities and programs.

Any ‘local’ advisory board is unlikely to attract top quality nominees when the reality is that they have no decision making power.

The real objective should be to encourage government agencies to work together in the interests of the regions and this should not be at the expense of the development commission structure which the report recognises as functioning and valued.

Nor should R4R funds simply be directed through government agencies to undertake what they should be doing anyway under their strategic and financial responsibilities.

The R4R policy is for 25% of expenditure to be committed to regional WA over and above normal government expenditure. Which Perth based government agencies and departments wouldn’t like to get their hands on that money?

The report states that its own consultation process revealed an overwhelming positive response to the importance and relevance of regional development.

Two thirds of the responses indicated that regional governance was being achieved and there was overwhelming support of the existing Regional Development Commission model including the SWDC.

While these responses are summarised in the report, the final recommendations completely ignore the views expressed in the majority of these submissions, which is a slap in the face to those who responded and to the regions more generally.

The decision to release the report just before Christmas and have such a short deadline for submissions on such a limited aspect of the review is hugely insulting to regional WA and makes a mockery of the community consultation process. It can only be seen as cynical in the extreme.

There appears to be no evidence to support the proposed changes and what’s more, no cost benefit analysis has been done.

The Chamber will continue to fight against the changes outlined in the report.

Consultation Myth

David Kerr is a Past President of the Bunbury Chamber of Commerce and Industries and has run his own business consultancy for 25 years.



Governments of all persuasions like to say they consult with the community but recent history makes one wonder why. The Oxford Dictionary defines consult as “take counsel, seek information or advice, take in to consideration or do one’s best for”. If we assume that governments and their agencies consult so that public opinion can be considered in decision making, then the evidence suggests we are wrong.

Recent examples of this locally include the LandCorp debacle where a flawed consultation process by the State Government agency failed to keep the community involved and lost the goodwill generated after the initial community meetings only to present a model as a fait accompli some two years later.

Our local government representatives of the day then chose to ignore their own structured survey of community opinion and were persuaded by a vocal minority.

The difference of opinions is not a problem and is in fact a healthy aspect of democracy however the timing and way in which it was managed was disruptive, divisive, non democratic and reflected poorly on decision makers and, it didn’t need to be so.

If we consider the resources used (agency costs, community hours, deferred investment) this has been a major cost and meantime we are still waiting for a clear sense of direction to be articulated.

The current review of Regional Development Commissions (RDCs) would seem to be even more cynical.

While the State government is to be congratulated on delivering increased focus and positive outcomes to regional areas through the Royalties For Regions program, managed regionally by development commissions, it now seems that they do not consider us capable of making our own decisions as they propose to centralise decision making to Perth.

This disempowerment follows on from the removal of RDC’s strategic reserves and the reduction in contestable funding grants from \$3.5 million to \$1 million.

The review findings make interesting reading with “a high level of responses underscoring the importance and relevance of regional development” and “responses painted an overwhelmingly positive picture on RDC’s, particularly in relation to stakeholder engagement, although a need for more resources was highlighted”.

So if people are saying it’s valued, it’s working and we just need more resources in the regions...why would you take away the key CEO resource, reduce board representation and take decision making out of the regions?

This also contradicts one of the three Royalties for Region central principles “local decision making in regional areas is fundamental” and the first of its six policy objectives of “building capacity in regional communities”.

You do not build capacity by removing decision making powers and turning them in to advisory committees, all you do is disempower locals. If the objective is to create efficiencies at the State level this can be done by realigning existing structures, improving systems and strategy not by adding extra layers of bureaucracy.

The outcome of the proposed strategy will be at least 12 months of disruption to a process that was working and well regarded by regional communities, loss of strategic momentum, increased layers and therefore reduced responsiveness and delays in decision making and reduced access to decision makers by the local community.

People in the regions responded strongly to the review but if you don’t value our opinion, don’t waste our time by pretending to consult with us, make your decision and be judged accordingly.



Cheque’s in the mail!

Christmas Cheer and the New Year Debt Hangover

Congratulations to all the retail and hospitality outlets on a successful Christmas Season, Bunbury and the surrounding regions were buzzing with shoppers and party goes for well over a month and the atmosphere was sensational.

If you are not in retail or hospitality you most likely have enjoyed the Christmas break and are now back at work.

Notoriously, January is a really difficult time financially for much of the service industry as many fellow suppliers and customers have this time off too.

Subsequently businesses can get behind on payments and paper work leaving you to play catch up financially which may lead to financial strain that can take months to recover from.

When you resume work, the trick is to make collecting the accounts the first priority. Otherwise you may end up being a month behind for the entire year and, if you have clients that are already behind, this can have a massive impact on your cash flow.

Some simple steps:

1. Don’t wait to send out reminders at the end of the month.
2. Get straight on the phone and talk to the accounts department.
3. Get a date when the account will be paid and put the date in your diary and as soon as that date comes follow up with your customer.

Remember, the longer you leave money outstanding the more it costs your business and the harder it is to collect!

Nichola Caddy
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08 9721 8277

www.bcadebt.com or
sales@bcadebt.com



Member Profile



Robert Dalley - ANZ Mobile Lending

Robert Dalley and his wife Helen run ANZ Mobile Lending, assisting customers with all aspects of home lending secured on residential property.

ANZ Mobile Lending is based in Bunbury and covers the South West. Robert and Helen re-located to Bunbury from Perth to start the business in July.

“We have always really liked Bunbury and the South West and jumped at the opportunity to move to the area,” Robert said. “As a family we are really enjoying the lifestyle, we are starting to make new friends and develop our customer base.”

Robert has 27 years banking experience – five with ANZ Mobile Lending in Australia and 22 years with Barclays Bank in the UK. He was ANZ’s number one Mobile Lender for 2008-2009.

“We see customers wherever it suits them – at home, at the office, on the farm,” Robert said. “We provide an excellent service, are highly responsive and try to make the borrowing process as seamless and easy as possible.

“We are available wherever, whenever, evenings and weekends, seven days a week. This can be very useful at weekends for example when customers are looking at property or land for sale and would like a quick answer as to how much they can borrow.”

The couple joined the Chamber to build local networks, raise awareness of the service and to help members who may require ANZ Mobile Lending’s services for themselves or their customers.

They hope to get to know more about the local business community and to play an active role in it.

Gracie’s New Fields

An angel with a little bit of devil in her is how you could describe the Chamber’s new Member Services Officer Gracie Smith.

Our resident redhead is a mild mannered professional by day and at night she plays drums in a heavy metal band.

Gracie (17) lives in Collie and has studied music since she was 10. She graduated from Bunbury Catholic College last year after holding the position of Arts Captain which meant that she played in almost every ensemble at the school.

This year, as a Trainee for the Chamber, she will be concentrating on achieving her Certificate II and III in Business. She is keen to meet Chamber members and is looking forward to arranging functions.



Gracie Smith at work.



Gracie Smith at play.

“I like the diversity of working at the Chamber,” she said.

After hours, heavy metal band Medusa’s Gaze will be taking up her time.

“The other band members are all old – like 28,” Gracie said.

“We play a lot of our own original songs and one from Iron Maiden.”

Medusa’s Gaze battled all comers in the Battle of the Bands held in Busselton earlier this year which earned them a third place.

Gracie is a vegetarian who loves poetry and politics.

Her favourite bands are August Burns Red, Texas in July and The Offspring.

Royalties funding on offer

Community groups are being urged to apply for funding under the Royalties for Regions scheme.

The State Government’ Regional Grants Scheme offers a boost to community groups in the form of grants for projects which improve community facilities, offer better services for residents or attract tourism and investment.

Local Government Minister and Member for Bunbury John Castrilli is encouraging organisations to apply

for funding by contacting the South West Development Commission on 9792 2000.

“Organisations apply for funding directly through the Development Commission, meaning their applications are assessed by local people who know the region and our needs.”

Last financial year 37 South West projects received a total of \$2.8 million in Royalties for Regions funding.

Applications close on March 10.

Ray Philp's Send Off



Chamber Vice President Beth Ferguson, Ray Philp & Michelle Elson.

Telstra Area General Manager Ray Philp has been a great supporter of the Chamber for many years and we hope this support will continue now that he has left the company.

Ray worked for Telstra for 34 years and a big send off party was held at Chamber House on January 21 to say farewell.

Ray's position at Telstra has been taken up by Boyd Brown.



Val Philp & Pauline Morgan.



Trish Wilson, Boyd Brown & Suzin Wells.



Dieter Solonec, Cindy Solonec & Steve Nestor.



Maggie Daley & Owen Daley.



Allison McGrose, Marcia Dorrell & Celia Wyatt.



Malcolm Elson, Trevor Hill, Rod Philp, Glenda Macgill, Kathy Philp & Jeanette Goodwin.

The Chamber's Festive Season

The Chamber Christmas Party saw nearly 100 people gathered at Chamber House to celebrate the festive season.



President Steve Down, former Member Services Officer Holly Kings and CEO Andrew Horan at the Christmas party.



Party goers Jan Reale & Lorraine Graham.



Don and Karan Williams with Kim Rudd enjoy the party.



Holly says goodbye.



Chamber members donated goods towards Christmas hampers which were sent to the Intown Lunch Centre and South West Women's Refuge.

Renewed Members

- Agencies for South West Accommodation Inc.
- Agraforce Fertilizers
- Aspenz
- BOC Gases
- Brown Mouse Communications
- Bunbury Toyworld
- C & C Settlements
- Cafe 140
- City Cycles
- Civi Test Southwest
- Clean 'N' Aabel
- Coles Group Ltd
- Corporate Express
- Country Wide Insurance Brokers
- Dynamic Print
- Dynea Australia Pty Ltd
- Eastman & Co
- Fielders Steel Roofing - Bunbury
- Forbidden Fruit
- GJ Gardner Homes Bunbury
- Global Diagnostics
- Golden West Network Ltd
- Harley Global
- Hearth House Bunbury
- Ian Robertson Optometrist
- Martin Burns Bedroom Furnishing
- Minefield Group Pty Ltd
- Scope Business Imaging
- Seale & Associates
- Self Storage South West
- Smales Bunbury
- SOS Bunbury
- Spencer Signs
- Steelstruct Precision Machining
- Supernova Video Production
- Telstra Shop
- The Growers
- Verve Energy - Muja
- WorleyParsons Services Pty Ltd

It's All About Dolphins

The Dolphin Discovery Centre is recognised State-wide, nationally and internationally as the Greater Bunbury region's tourism icon and is credited with flow-on benefits to the local community of between \$4-6 million per annum.

The DDC is a not for profit community association and has been operating from its current premises since 1994, with a focus on tourism, research, education and conservation.

A successful application to the South West Development Commission under the State Governments' Royalties For Regions grant program has enabled the centre to undertake Stage 1 of a redevelopment aimed at maximising usable space within the existing building, increasing visitor comfort and introducing new interpretive facilities.

The redevelopment is being undertaken by the local office of Pindan Constructions. Significant funding has been used to develop the world's first 'Digital Dolphinarium' in partnership with Bunbury's Australian Centre for Digital Innovation (ACDI) – opening in February.

Along with the new aquaria, upgraded alfresco café area, new playground, small conference room and other improvements, a key outcome is expected to be increased income over the winter months when there is less capacity to undertake swim tours and eco cruises.

Subject to State and Federal Government funding support it is hoped that Stage 2 of the proposed redevelopment will see an additional building constructed to house an upgraded café, function room restaurant, retail outlets and showroom for local products as well as increased

educational facilities for senior school and public marine education programs.

This will enable the current building to become purely interpretive and expand the displays fourfold, with larger aquaria on the ground level and Scitech type displays on the second level.

Visitors will enter the new building on the second level, offering spectacular views over Koombana Bay and the Beach Interaction Zone.

This final stage will also allow people to access the café, retail and function areas without needing to pay any entry cost associated with the interaction/interpretive displays.

It will provide the city with a contemporary and iconic building that will enhance our image as a destination well worth visiting.



Marine Biologist Phil Coulthard at the entrance to the new Digital Dolphinarium circular movie theatre.

Quick Dolphin Centre Facts

Stage 1 building redevelopment grant: \$950,000.

52% of visitors to the centre are international visitors.

Staff of four fulltime, 10 permanent part-time and casuals.

Bunbury Dolphin Tours is subcontracted to run regular eco cruises and swim tours.

100 local and 50 international volunteers support the centre each year.

International volunteers live in the region for an average of six weeks while volunteering.

Partner with Murdoch University in the South West Marine Research Centre.

Up to 120 dolphins live in the bay in summer and 40 mothers and calves during winter.

Average time to see a dolphin on an Eco cruise: Seven minutes.

The most comprehensive wild dolphin experience in Australia.

B C C I

Member Profile



Simon Frayne - Envision Consult

Simon Frayne has returned to his home town of Bunbury and established his business Envision Consult.

Simon moved to Perth at 18 to study commerce at university and pursue his love of cricket – joining the Sheffield Shield squad as a 20-year-old.

“I performed accounting and analysis roles through my twenties in manufacturing, mining and service industries and - after doing the CPA program - left the world of accounting and moved into consulting,” he said.

“Moving to Sydney as a 30-year-old I continued to develop my management consulting career. I ran my own small consulting practice for nearly four years. My largest job was a capital raising engagement where we raised nearly \$4 million for a helicopter technology company.

“After 12 years in Sydney I decided that Bunbury looked better and better!” he said. “The roads there are chaos.”

Simon took on a general management role in the South West before starting Envision Consult about a year ago.

Envision Consult provides consulting, advisory and coaching services for small to medium enterprises. This may involve business analysis and strategic planning towards deriving financial and lifestyle goals for business owners.

Envision Consult also provides commercialisation and capital raising services, up to \$5,000,000. In February Simon will be delivering seminars on Small Business Improvement.

Simon has joined the Chamber to meet business owners, service professionals and other good folk, and to participate in the local business environment.

Austin's Powers



7 essentials for getting the right people on the bus

Now here's a big topic shoehorned into one column - **Hiring and developing the right people. The single most important management function...period!**

Yes, even above customer service delivery – because if you have a team of people working with you, who's behind most of the service delivery?

Being a zealot when it comes to recruiting takes time and effort, however compared to the pain caused by doing it haphazardly; it's a no-brainer.

Here is a summary of seven essentials when recruiting. Drop us a note for more in-depth information.

1. Place a large, 'sexy' (aka different) empowering and challenging ad. Invest what is needed to stand out. Have applicants telephone to initially apply.
2. Conduct brief initial interviews over the phone to save time (yours and theirs). Be confident that applicants meet your 'must have' criteria, so you can determine who the actual candidates are.
3. Ask for CVs only from candidates (not applicants) and ensure they provide a detailed work history including three or more referees
4. Contact at least two listed referees and one who is not listed, but is part of the work history (ask candidate for permission). Ask the referees great discovery questions. Their answers will help you build valuable interview questions
5. Conduct a thorough first interview to unearth candidate attributes. The candidate can learn about you if they proceed to a second interview. For important sales or service roles, also consider psychometric profiling.
6. Invite only the top two candidates back for a second discussion; this time for them to interview you and key staff
7. Provide the top candidate with a highly detailed pre employment information pack **before** you allow them to accept any job offer you make

If you don't have a detailed (and documented) recruiting process that's followed every time you hire, can I encourage you to put it high on your 2011 commitment list. Hiring the right people may seem like a fairytale, but it is absolutely achievable and of course, immensely rewarding.

Yours in prosperity and fun in 2011.

Cheers!

Jeff Austin

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Actual to
IdealTM

close the gap

Who'd be a Banker?



Corey Penn

Corey Penn is a Relationship Executive within the Corporate Financial Services Division of Commonwealth Bank Bunbury.

He looks after corporate and commercial clients in the Greater Bunbury Area.

As his title suggests, Corey's role is to develop mutually beneficial relationships with customers by gaining an understanding of them and their business.

"By doing this we can provide better advice to help them succeed in business and further their opportunities," he said.

Corey is a career banker, starting out in the Eastern Wheatbelt and working his way through the Mid West and most recently the Goldfields.

Around Christmas time he and his family moved to Bunbury.

"I wanted to come to Bunbury because of the opportunity for career development and as a sea change for my family," he said.

Bunbury is one of the fastest growing regional cities in Australia and offers an opportunity to broaden my knowledge base and experience. "Plus there's the beach!"

Quick Quiz

What's hard about your job: Being understood in the public eye that our industry is actually enabling clients to generate their own wealth.

What's great about your job: The people that you meet and being a key partner in the success of their business.

Interests: Watching movies, fishing, boating and crabbing.

Favourite Movie: Rocky II (1979) starring Sylvester Stallone

Favourite Meal: Roast Pork

Surveying our members

An internet survey of Chamber members has revealed that members love their monthly *Business Focus* magazine and that building a stronger business community is one of the Chamber's most important roles.

The survey was carried out by Edith Cowan University post graduate students Tony and Terri Minards as the final unit in their Master of Business Administration (MBA) course.

The 'Bunbury Chamber of Commerce and Industries (BCCI) Service Relevance and Membership Growth Project' highlighted significant areas of organisational strength, and also some improvement opportunities.

The information offers the BCCI leadership team an opportunity to build on our strengths and areas where we could do better, according to CEO Andrew Horan.

"By improving member satisfaction the membership of the BCCI will continue to grow through the most effective mechanism; word of mouth from a more satisfied membership," he said.



Tony and Terri Minards who conducted the survey of Chamber members.

"The aim was to identify what Chamber members use and value so that they are more satisfied with their membership; what the Chamber can do to encourage better participation from the business community; how can the Chamber improve its membership database; and how the Chamber can add more value to the business community.

"This information will be used by the Chamber's Executive Committee to assist with strategic planning."

Snapshots from the research

Usage and perception of importance

Services have varying levels of usage and perceptions of value. In some cases usage might be low but the service is still highly valued. In other cases a service usage is low and overall value perception is poor.

About 200 members responded to the survey.

This table gives a score for how many members responding to the survey firstly used and secondly valued various services offered by the Chamber.

(Please note that your *Business Focus* magazine scored the highest overall! Ed.)

Service	Usage	Value	Sum
Monthly <i>Business Focus</i> Magazine	3.06	3.14	6.20
Networking	2.56	3.22	5.78
Promoting your business	2.29	3.25	5.54
Regular e-mail newsletter	2.53	2.93	5.46
Monthly 'Business After Hours' event	2.45	2.89	5.34
Access to BCCI membership list for Marketing possibilities	2.02	2.93	4.95

Feedback on member values for corporate social responsibility and building a strong business community.

- Support for corporate social responsibility was very strong.
- Support for building a strong business community was stronger still.

B C C I

Member Profile



Jeanette Bessell - Garden Bags & More

Jeanette Bessell is the owner of Australind-based business Garden Bags & More.

Jeanette is from Ireland and her husband is West Australian born. She has lived in the Bunbury area for 19 years.

In May 2009 Jeanette established Garden Bags & More as a home based business providing services in green waste removal.

"My husband and I operate the business," she said.

"We provide a reliable and efficient service which can offer huge savings in both time and money to both commercial and residential customers."

Garden Bags & More has recently moved into general waste removal which allows it to provide services to commercial customers who may need to dispose of cardboard, packaging, workshop waste etc.

Jeanette joined the Chamber to become more involved and keep in touch with the business community of Bunbury, as well as to be able to gain a better knowledge of what is happening in the future.



Show Me The Money

Making your dreams a reality - part 4 Flawless Execution

In the final stage of ‘Making your dreams a reality’ we move to the step that lets most people down – consistent execution of a well thought out plan.

The initial decision to achieve a dream is relatively easy.

Making the hard decisions in the heat of battle are the ones we struggle with and which often destroy our dreams.

Fighter pilots follow a rigorous process called ‘flawless execution’ which ensures their missions are successful every time.

This involves using a checklist (plan) and measuring results.

This feedback is then used to fine tune or correct the execution, not throw the plan out the window.

If you invested quality time putting a robust plan together, why would you abandon it at the first sign of turbulence?

What we’re often wrestling with is the issue of breaking old habits.

We need to know that replacing old habits with new habits is going to take some serious effort.

We get what we tolerate and many people tolerate mediocrity.

What are you going to make non-negotiable in your quest for flawless execution?

As a wise man once said, “Breaking a habit starts with courage, ends with discipline and is fed by clarity and desire.”

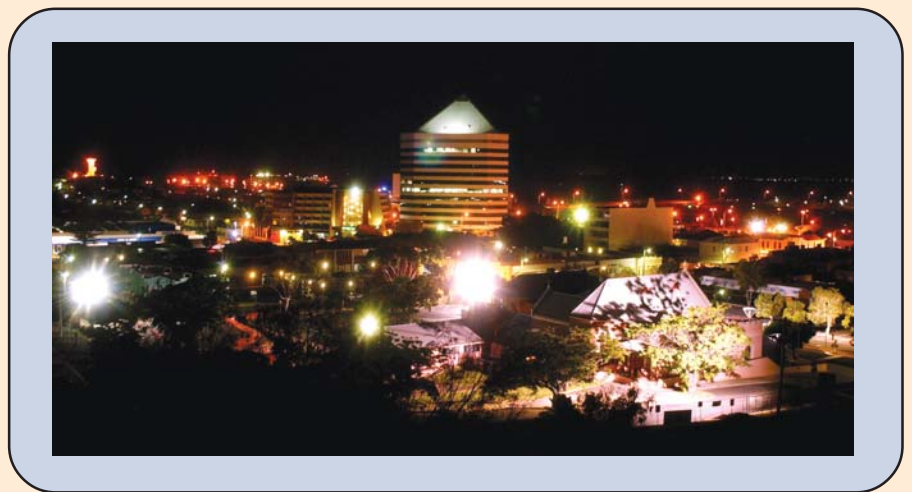
Stick to your plan and do something every single day that will move you closer to your dreams.



Office: 9534 7115 Mobile: 0408 880 109
petercarlin@actioncoach.com
www.actioncoach.com

Welcome New Members

<i>Doyle's Lime Service</i>	Eddy Doyle
<i>Envision Consult</i>	Simon Frayne
<i>Bunbury After Hours GP Clinic</i>	Peter Shine
<i>Bunbury Drilling Company</i>	Jason Linaker
<i>Kwik Zip Marketing Pty Ltd</i>	Jason Linaker
<i>Bunbury Pool Centre</i>	Lorraine Stewart
<i>Northlight</i>	Hugh Ravening
<i>RAC Driving Centre</i>	John Willmott



Workshops & Seminars

Improve Your Business Skills & Develop Your Business Plan info session	Tuesday Feb 1, 5.30pm-6.30pm
Bullying & Harrasment in the Work Place	Tuesday Feb 8, 6.00pm-8.00pm
Fundamentals of Tenders & Contracts	Friday Feb11, 8.30am-5.00pm
Women in Business Breakfast	Tuesday Feb 15, 7.00am-9.00am
AussieHost Customer Service Workshop	Tuesday Feb 15, 8.30am-4.30pm
Excel Basics	Friday Feb 18, 8.30am-5.00pm
So You Want to Go Into Business	Wednesday Mar 9, 6pm-8pm
Excel Intermediate/Advanced	Friday Feb 25, 8.30am-5.00pm
Thinksafe/Worksafe	Wednesday Mar 16, 6.00pm-8.00pm
Budgets & Cashflow	Wednesday April 13, 6.00pm-8.00pm
Risk Assessment & Strategic Planning	Tuesday April 19, 8.30am-4.30pm
AussieHost Customer Service Workshop	Tuesday May10, 8.30am-4.30pm
Costing & Pricing	Wednesday May 11, 6.00pm-8.00pm
Managing with Confidence	Tuesday May 24, 10am-3pm

Contact the Small Business Centre Bunbury-Wellington at Chamber House on 9791 2666 to book your place at a workshop or seminar.