



February 2005

Nillumbik HomeBiz Networker

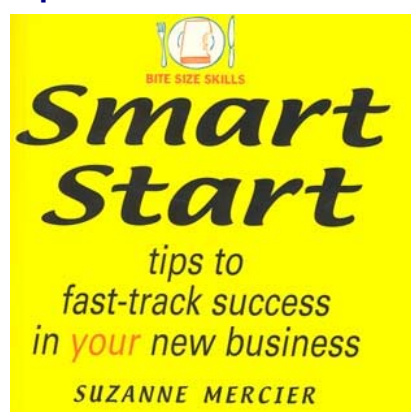
*Welcome to the
Nillumbik HomeBiz
newsletter.*

*We would like
to hear from you and
encourage you to submit
any interesting business
based articles.*

*If you've got something to
submit contact Cindy Wilson
on 9433 3188 or
Cindy.Wilson@nillumbik.vic.gov.au*

A newsletter for local home-based business operators.

Tip for the month:



*Develop an intense curiosity
about the business and how it
works. Learn about each of the
key disciplines – financial
management, marketing,
sales, organisation and
systems development and
administration – so that you
are still in control of your
business even if you delegate
the responsibility of doing the
actual work to someone else.*

Upcoming events...



Date: Thursday 10 March
Time: 6.45pm for a 7pm start
Venue: Eltham Gateway
Cost: \$20 (including light refreshments)
To register: 9433 3188 or download a registration form
from www.nillumbik.vic.gov.au

Guest Speaker
Matthew Larkworthy
WebAlive Technologies

Matthew will talk on "Ten Golden Rules to Make your Website Work". Matthew has significant management and e-commerce experience gained with multi-nationals and small businesses over the past 15 + years. He is a founding partner of WebAlive Technologies – a web services company that provides full e-commerce web sites specifically suited to the needs of small businesses for "a \$1 a day".

Matthew regularly conducts seminars on Internet Marketing and is responsible for the Consulting Operations of WebAlive Technologies, an Australian owned company that has offices in Melbourne, London, Dubai and Vancouver and about to open in Shanghai this year.



Would you like to make your business a little easier to find? Nillumbik Shire Council has arranged with Sensis (Yellow Pages®) to provide a local business directory online at www.nillumbik.vic.gov.au

If you have a dedicated line to your home-based business you are entitled to be listed in the Yellow Pages® - it really is that simple to become only a mouse click away.

For more information contact Sensis on 13 23 78.

Small businesses, the internet and the changing face of advertising

Did you know that 76% of buyers use the internet to search for products and services? And that 56% of orders are placed over the internet? These statistics from 2004 were highlighted at an evening seminar presented by Mark Armstrong (Senior Product Manager) of Sensis on Thursday 10 February. The aim of the evening was to bring to the attention of small business and home-based business ways of moving into the 21st century. Here's some interesting info from the evening.

Some interesting facts: the highest number of people currently using the net is people looking for information about holidays and travel; followed by people looking for information on financial services; and the least used segment by net users is looking for information on home services.

Some more interesting facts about online activities:

- 6.6 million Australians use search engines
- 3 million Australians use directories
- 3.5 million Australians use classifieds

And here are some rules of engagement when it comes to your website:

- Have and promote a logical and memorable web address
- Websites should be straightforward and easy to navigate
- Plan your content and where possible raise your profile through related sites, ie links.

For a full copy of the notes or a copy of Mark's presentation please contact Cindy Wilson on 9433 3188 or Cindy.Wilson@nillumbik.vic.gov.au.

Need office space?

You may like to consider sharing an office with Aspin Online Consulting, an Education and Training consultancy business, in the centre of Eltham – across from the post office and station. The shared office has a spare desk, broadband Internet connection, other facilities and a great team. There are no storage facilities. To find out more or to arrange a visit, contact Margaret Aspin on 9431 1811 or 0417 550 387.

Is your business properly insured?

Small business insurance specialist ABBI (Australian Better Business Insurance) and the Business Enterprise Centre Australia (BECA) conducted a research study to identify the perceptions among home-based business owners about their insurance needs. 250 home-based business owners participated in the survey.

This extract taken from the Home Business Risk Report which was compiled by Australian Better Business Insurance out of their home-based business market research – March 2004. For a copy of the report contact Cindy Wilson on 9433 3188 or Cindy.Wilson@nillumbik.vic.gov.au

A summary of some of the key findings:

- 64% wrongly believe (or don't know whether) their home and contents insurance covers business risk.
- 10% of respondents are underinsured.
- 53% of respondents have a separate business insurance policy of some kind.
- 86% of respondents own their home.
- 52% derive the majority (51% to 100%) of their household income from their home-based business.

For more information about the HomeBiz Network call Julie French on 9433 3315