



June 2005

# Nillumbik HomeBiz Networker

*Welcome to the  
Nillumbik HomeBiz  
newsletter.*

*Got something to  
include?  
We would love  
to hear from you. If you  
have any interesting  
business based articles  
contact Cindy Wilson on  
9433 3332 or*

*[Cindy.Wilson@nillumbik.vic.gov.au](mailto:Cindy.Wilson@nillumbik.vic.gov.au)*

A newsletter for local home-based business operators.

*Each month we try to get you to come along to the home-based  
business network meetings but why should you?  
Simply because...*



20-odd home-based business operators, covering a variety of professions, braced the cold and wet on Thursday night to meet and mingle around the fire at Bridges Bar and Restaurant and listen to Allen Dewhirst's tips on marketing. And from looking at the evaluation forms the night was once again a great success so if you haven't been to a meeting please think about coming along and if you have been well keep coming!

**So who comes up with  
the monthly meeting  
topics anyway?**

A Steering Group, made up of seven to eight home-based business operators work with Council's Economic Development Unit to provide a program which meets your needs. And we are currently **looking for group members**. For a copy of the Expression of Interest form (which details your responsibilities as a group member) contact Cindy on 9433 3332 or [Cindy.Wilson@nillumbik.vic.gov.au](mailto:Cindy.Wilson@nillumbik.vic.gov.au)

Current members of the Steering Group are: **Gerald Hynes, Chris Livingstone, Catherine Meares, Sue Schreiber, Dianne Smith and Peter Wilton.**

## Forthcoming events...

**Marketing, PR and  
advertising –  
pick the difference or  
why not use all three?**

**Date:** Thursday 14 July  
**Time:** 6.45pm for a 7pm start  
**Venue:** Eltham Community & Reception Centre, 801 Main Road, Eltham  
**Cost:** \$15 (including light refreshments)  
**To register:** 9433 3332 or download a registration form from [www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au)

Our special guest presenters this month will be Deb Ganderton, Manager Communications at Nillumbik Shire Council and Oscar Skabar, SOS Design. Questions like: **How much should I invest in promoting my business?** **Can I do my design work myself or should I use a professional?** and **How do I write a marketing strategy?** will be answered. You will walk away from this session with a pro forma creative brief, marketing strategy and the confidence to go for it!

The Issues Forum will also run again this month so remember to bring any issues you need assistance with or any useful tips you have to share with other network members. And don't forget to bring at least 30 business cards!

## 53 Winning business philosophies...

No. 2

### Be where your customers are

When evaluating media, promotional or sponsorship opportunities, select the ones that reach the highest percentage of your target audience, not just those that deliver the most people. Quality is more important than quantity.

## 5 challenges to improve customer loyalty

Loyal customers are a bankable asset... this year and the next and the next. Building a base of these valuable intangible assets requires you to meet and succeed in five challenges... and here's your second challenge.

Turn customers into members. Cult legends now surround the Harley Davidson motorcycle... it started when they formed the motorcycle owner's club, now some 100,000+ strong. How many other brand names do you know of that people get tattooed on their bodies!

## Member contribution... thank you all

We'd like to say thank you to all those members of the network who take the time to fill in the evaluation form at the end of our monthly meeting, aside from the fact that it puts you in the running to win the lucky door prize, your feedback enables us to better meet your needs when it comes to running these events. For example we know that you would like to see the following topics included in the program of events – OHS issues, marketing, accounting, tax tips, financial planning, using PR and media effectively, setting up accounts, on-line marketing and business planning to name a few – and hope to provide you with presentations on these and similar topics in the coming months. Not to mention the chance to come together and show off all of our businesses but you'll find out more about that later...



## Who's behind the Lucky Door?

... MARILYN ANDREW

Congratulations Marilyn, you're the winner of the June Lucky Door Prize, just come along to a future event to collect your prize.

## The Small Business Counselling Service (SBCS)

This service is accessible through the Victorian Department of Innovation, Industry and Regional Development

[www.sbcs.org.au](http://www.sbcs.org.au)

### SBCS Programs

SBCS programs are great value and very affordable, and are designed for growth businesses that cannot yet afford full commercial consultancy fees. For example, their most successful program, **Business Acceleration Program 1**, costs \$300 and entails a pre-agreed program of 4 sessions with a counsellor, mentor or business coach – **we think this is good value for money**. The actual content of each session is flexible, and by agreement with your Counsellor, can be varied to suit your particular needs. A Counsellor can remain involved with your business over a longer period if mutually agreed. The following is an example of a four session program.

#### Session 1 – Information Gathering, Diagnostic and Action Plan

This first session enables the Counsellor to learn about YOUR business in detail. Where it has been, where is it now, and where you want it to be in the future. They will help you diagnose and prioritise the key matters requiring most attention, look at the financial situation, and prepare an initial action plan.

#### Session 2 – Review of Action Plan and Goal Setting

The second session reviews the initial action plan and agrees a set of strategic and financial goals. This becomes the strategic plan for your business.

#### Session 3 – Strategic Fine Tuning

The third session is a discussion about the achievement of the agreed action plan and the progress towards the financial goals. There will almost certainly be some fine tuning at this stage.

#### Session 4 – Assessment of Progress and Future Direction

In this final session, you and your counsellor review progress but more importantly discusses the future direction of your business and the key steps needed to achieve the desired results.