



July 2005

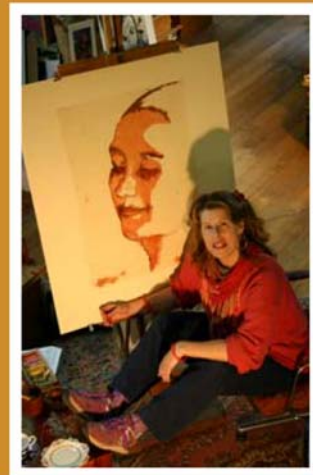
# Nillumbik HomeBiz Networker

*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.



## STOP PRESS

**The Home-based  
Business to Business  
Expo is ON!!!**

**Wednesday 19 October  
1pm-8.30pm  
Ashton Manner  
Main Street, Diamond Creek**

There's a hidden world of business in Nillumbik. A range of businesses which provide products and services which, because they do not have shop fronts, are not always known to the wider community. We're talking about home-based businesses and they will be on display at the inaugural Business to Business Expo. This is an exciting opportunity to participate in Nillumbik's first Business to Business Expo to showcase local home-based businesses. We are currently inviting interested home-based business operators to apply for a stand. For further details, a copy of the terms and conditions and an application form contact Cindy on 9433 3332 or go to [www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au) > Business and Tourism > Home-based business.

And if you don't have the time to organise a stall, consider visiting the expo anyway to enhance your network or participate in one of the free seminars or the Business Breakfast (\$25 per person).

This project is funded through Regional Development Victoria's Community Development Program.



## 53 Winning business philosophies...

No. 3

### Don't be afraid to innovate

Stay on top of the trends and don't be afraid to be the first to try something new. Trends often start with one person and then spread to others.

## 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 third challenge.

**Make customer's needs and wants real to all employees. How do customers use your products and/or services? What challenges do they face? What are the common frustration points?**

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## More on the... Business to Business Expo

If you're a **home-based business operator** the Business to Business Expo is a great opportunity to increase your business exposure/awareness; develop a referral network; and gives you the opportunity to attend free seminars on topics directly relating to home-based business.

So who will we be inviting to attend the expo?

**Local retailers** - the Business to Business Expo is a great opportunity to promote the fact that HBB is 'legitimate business'; expand suppliers and resources available in your business; possibly save on costs - sometimes costs through HBB are more reasonable as they don't have to factor in the overheads; and advertise your own business by tapping into a network that may in turn refer business back to you

**Community members** - the Business to Business Expo is a great opportunity to 'window shop' the business you don't normally see; meet with and learn from people who have made HBB a success and attend seminars and see if HBB could work for you.



## Who's behind the Lucky Door this month?

... G E O F F L E E

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

## Forthcoming events...

### Tax, insurance and the home-based business

**Date:** Thursday 11 August  
**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)  
 For catering purposes please register by Monday 8 August.

Our guest presenters this month are Rod Henshaw from the Australian Tax Office and Greg Young from RSM Insurance. Rod will talk about tax information specific to running your home-based business. He will cover topics such as: expenses related to the area of your home used for business, tax consequences of using your home as your principal place of business, and operating as a contractor or consultant. Greg will give a brief overview of some of the insurance issues you need to consider in operating your business from home.

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!

The new Business Seminars and Programs (July-December 2005) brochure is out now – it outlines the network meetings for the remainder of the year and details some other workshops and seminars which may be of interest to you all. Download a copy from [www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au) or contact Cindy on 9433 3332.