



August 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

A newsletter for local home-based business operators.



Nillumbik Community Profile online

Council is aware that many local businesses require access to a range of demographic and social information to inform their business planning process. To assist in this process it has provided the Nillumbik Community Profile, a web-based product which provides a wealth of interesting information about the Nillumbik community and eleven smaller urban/township areas within the Shire of Nillumbik.

To access the Nillumbik Community Profile visit www.nillumbik.vic.gov.au > [About the Shire of Nillumbik](#) > [Demographics](#) > click on the [access the profile](#) link.

The information available on the Nillumbik Community Profile is sourced from the 1991, 1996, 2001 Population and Housing Census conducted by the Australian Bureau of Statistics (ABS).

GOOD NEWS

30 people braved the cold to attend the network meeting on Thursday 11 August to learn more about **tax, insurance and the home-based business** it was one of our best meetings yet!

The next meeting of the network, appropriately entitled

**Getting ready
for a trade show**

will be Thursday 8 September more details over the page.



BUSINESS TO BUSINESS EXPO APPLICATIONS CLOSE FRIDAY 19 AUGUST

Home-based businesses will be on display at the inaugural **Business to Business Expo**. If you'd like to be a part of this large showcase event – get your application in now as applications close Friday 19 August.

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 > Business and Tourism > Home-based business.

If you would like to become more involved in the network, contact **Julie French** on 9433 3315 or Julie.French@nillumbik.vic.gov.au

53 Winning business philosophies...

No. 4

Learn what customers don't like about your product or service.

That way you can change and adapt before you competitors do.

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 fourth challenge.

Use customer data to benefit customers. For most companies, data about customers is little more than having a mailing list to rent. Smart companies see much more in the data. A Hong Kong hotel uses the birth dates from foreign customers' passports to send a birthday card each year. From their check-in records they send a post card to past guests on the anniversary of their last visit which says, amongst other things, 'Wish you were here'.

More on the... Business to Business Expo

If you don't have the time or resources to organise a stall, come along to the expo anyway. You can enhance your network and participate in one, or all, of the free seminars. Or why not have breakfast with exhibitors and other businesses on the day of the expo. Starting at 7.30am the breakfast will feature keynote speaker Robyn Henderson (only \$25 per person).

Wednesday 19 October 2005



Who's behind the Lucky Door this month?

... **A n a R o d r i g u e z**

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

Forthcoming events...

Getting ready for a trade show

Date: Thursday 8 September
Time: 6.45pm for a 7pm start
Venue: Bridges Bar & Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge
Cost: \$15 (including light refreshments)
To register: 9433 3332 or download a registration form from www.nillumbik.vic.gov.au
 For catering purposes please register by Monday 5 August.

and for the remainder of the year...

19 October – Special breakfast for the Business to Business Expo – breakfast at 7.30am (\$25), expo from 1pm-8.30pm (FREE) - both to be held at Ashton Manor, Main Street, Diamond Creek.

10 November – Developing sales leads – 6.45pm-9.30pm Bridges Bar & Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge (\$15).

8 December – Christmas party – 6.45pm-9.30pm Bridges Bar & Restaurant, 1075 Heidelberg-Kinglake Road, Hurstbridge (\$15).

This month a panel of local business people will present and discuss their experiences of participating in or organising trade shows and expos. Pamela Gurney, Dancing Needle Designs, is a textile artist, embroiderer and writer; Catherine Meares is co-owner of Australian Gift Hampers with her sister Angela Ryan; and Nicola Bonotto, principal of NJB Consulting, has been involved in setting up a number of trade shows for businesses and shopping centres. Each of the panellists will talk about what has worked, and what hasn't, over their varied experiences in trade shows and expos ... there will be plenty of time for questions and discussions.

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!

OUT NOW

The new **Business Seminars and Programs (July-December 2005)** brochure is out now – it details some other workshops and seminars which may be of interest to you all. Download a copy from www.nillumbik.vic.gov.au or contact Cindy on 9433 3332.