



October 2005

Nillumbik HomeBiz Networker

Welcome to the Nillumbik HomeBiz newsletter.

Thank you to everyone who got behind the Business to Business Expo it was a real success

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

Over 200 people walked through the doors of Ashton Manor on Wednesday 19 October to see our local home-based businesses on display!

And what a buzz there was in the air!

Congratulation to everyone who participated – the feedback from visitors has been great and we've already got loads of ideas for next year – but please, keep them coming. If you have any suggestions just put them in an email and we'll file them away.

We also had a visit from the Valley Weekly and Plenty Valley FM so keep your eyes and ears open for future stories on the Expo and our Network – we're finally getting the recognition we all deserve!

'better than expected'

'10 out of 10'



'so many local businesses on the door step I didn't know about'

And the winners are...

'friendly and positive'



and the door prizes go to...

- Australian Gift Hamper's hamper - David Pitts
- Tea basket (donated by Start Your Own Business) - Doug Connane
- Cactus pot (donated by Hurstbridge Nursery) - Bill Penrose
- Aromatherapy box (donated by Good4You Aromatherapy) - John Jacobson
- Buckley's Beer 6-pack (donated by Yarra Valley Epicure) - Syd and Ona
- 'What My Favourite Teacher Taught Me' (donated by Robyn Henderson) - Mark Edwards

and what about that Telstra prize?

For all of you who dropped your cards into the Telstra fishbowl, the winner of the Big Pond Broadband Wireless Mobile Card was Quentin Addison of Little Wood Consulting.

best stall Australian Gift Hampers

what people seemed to like most about the expo was it's friendliness, the variety of businesses and their professionalism

53 Winning business philosophies...

No. 6

Repetition, repetition, repetition

You may think you've said it before but we all hear so many messages that it's important to repeat what it was that made your customers buy from you in the first place.

No. 7

Identify strategic partnerships

Look for ways to reach out to your customers, such as working with other non-competing companies that also sell to them.



Photos by Chris Livingstone

Other points Robyn made were:

- the law of reciprocity – what you give away comes back tenfold
- make heart to heart connections – give the person you are speaking to your total focus
- at networking functions don't sell – no one wants to be sold to
- the best networkers are the best listeners
- remember to have fun.

Business Breakfast

Sixty-five people attended the Expo Business Breakfast including Mayor Greg Johnson and Cr Bill Penrose. Robyn Henderson was our inspiring guest speaker and set the scene for the expo networking that was to follow. Robyn emphasised the importance of regularly networking with other businesses and of not leaving it to do when things get quiet.

Robyn's book *How to Master Networking* will be available to purchase (\$25) at the November network meeting.

What's up next for the network?

November meeting

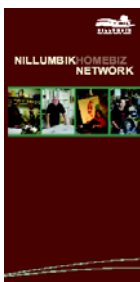
Date: Thursday 10 November
Time: 6.45pm-9.30pm
Venue: Bridges Bar & Restaurant
 1075 Heidelberg-Kinglake Road, Hurstbridge
Cost: \$15
To register: www.nillumbik.vic.gov.au or 9433 3332

You've got the leads... now what?

We'll find out with Ailsa Page

Some of you may remember Ailsa from the Pre-expo workshops or perhaps the Connecting Nillumbik Seminars, Ailsa has been the Marketing Director for a number of key events and expos, including the Wangaratta Jazz Festival, and is a regular guest presenter with Regional Events Australia at business expos throughout Australia. Ailsa will talk about a strategy to maximise the leads you make at business events (such as the Expo and business networks) and will cover issues such as why and how to communicate with your leads, how to deal with rejections and when is 'enough communication enough?'

a new direction for 2006



After much thought, brainstorming, discussion and consultation we have decided to introduce an annual Nillumbik HomeBiz Network membership. The membership is \$77 per annum (including GST) and includes your attendance at all network meetings, a listing on the Nillumbik HomeBiz website (another new development coming in 2006), the monthly Networker newsletter and the opportunity to participate in the annual Business to Business Expo. To join download a copy of the brochure from the website (www.nillumbik.vic.gov.au > Business & Tourism > Home-based Business > Nillumbik HomeBiz Network) or pick up a copy at the next network meeting.

Would you like to make your business a little easier to find?

Nillumbik Shire Council as arranged with Sensis (Yellow Pages®) to provide a local business directory online at www.nillumbik.vic.gov.au

Listings in the Yellow Pages® are free to all registered businesses with a dedicated business phone line. If you are listed in the Yellow Pages®, you'll be listed in the Nillumbik online directory too.

For more information call Sensis on 13 23 78.

