



Nillumbik

HomeBiz

It's your network. Listen. Learn. Share.



MAY 2007 ISSUE



May Network Night

A huge crowd rolled up for our May Network Night, and it was certainly a night of talk, laughter and high energy.

Karen Morath from 'M-Power' was our entertaining and informative guest speaker. Her main point to us all was that while we are all undoubtedly doing fantastic things in our business - for our customers, or in the area of social or environmental responsibility, in most cases we are not telling people about it.

She challenged the idea that PR should be only directed towards our customers or potential customers, and suggested that we look far beyond these boundaries and think of all the other businesses and people we cross paths with in the course of our week or have some sort of connection with - suppliers of good or services, neighbours, friends and family, old customers –whether or not they are a potential customer.

Lots of people would love to hear what good things we do and some of them will personally benefit from learning about it, or will know someone else that will.

Some tips from Karen:

1. work out what 'good things' your business does. Make a list.
2. identify the groups of people you want to know about them
3. develop a plan to start to tell them about them
4. resource it sufficiently and do it proactively
5. keep actively re-assessing the latest good things you are doing and continue to 'tell people about them'!!

As well as being 'M-Powered' by Karen to communicate the good things we are doing, some exciting new additions to HomeBiz member benefits were introduced at the Network Night, which have been developed in response to survey feedback in the last couple of months.

Nillumbik HomeBiz Network Inc (A0049858U)
info@hbb.org.au • www.hbb.org.au • PO Box 507 Diamond Creek VIC 3089

This project is supported by funding from the Australian Government under its Regional Partnerships program and Nillumbik Shire Council.



We had four member presentation tables in the entrance foyer, enabling people to approach those businesses and ask them questions. We announced the opt-in members' cross-promotional database, and the launch of the new members' on-line forum which is now live on our website.



10 things to do before June 30

(From Small Business Review, The Age, May 20th 2007)

- Join simplified tax system for 2007-8
- Confirm cash or accrual accounting
- Choose whether to use historic, market or replacement cost to value stock
- Review BAS period
- Write bad debts out of ledger
- Pay employee super contributions
- Bring forward spending on repairs, stationery and consumables
- Get tax advice if planning to sell
- Check your insurance cover – personal and product
- Look at super – your own and that of any employees

June Network Night

If you have more questions about what you should be thinking about financially as a small business, come along to our June Network Night which will be on 'Accounting & Tax for the small business operator'. Phil Ciravolo will be our speaker – and even if you don't want to come and hear about money matters, come along for the networking and socialising!

Date: Thursday 21st June 2007

Venue: Ashton Manor (formerly The Abbey), 49-55 Main Rd, Diamond Creek.

Time: Arrive at 6.30 for a 7pm start. Concludes approximately 9.30.

Cost: Free to HomeBiz Members, \$20 casual attendance.

REGISTER
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To register: go to www.hbb.org.au or email info@hbb.org.au or call 9433 3332. Please remember to let us know if you are coming to a Network Night!! To help us avoid last minute problems with lack of seating and not enough catering, we really need to know who is planning to attend...so as soon as you see that reminder in your email box, please respond!

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Winning business philosophies.

Under promise and over deliver. Don't tell your customers what you think they want to hear because you're afraid you won't get the business. Tell them the truth or they'll be disappointed



Changes to super rules from July 1st: key benefits for the self-employed

(From Money, The Age, April 18th 2007)

- New incentives from July 1st for self-employed people to save money in super
- Contributions by self-employed will be fully tax deductible
- Self-employed are eligible for Government's co-contribution scheme
- Able to make deductible contributions until age 75
- Expanded tax incentives for people with small businesses to roll proceeds of asset sales into super
- Keep in mind: not all regulations are finalised – if in doubt, seek advice.

Members Forum

We are pleased to announce the launch of our new Members Forum on the HomeBiz website. www.hbb.org.au. This forum is available for anyone to view however it will be limited to only financial members to join and participate in online discussions. Topics of interest are:

- HomeBiz Tips & Tricks
- General Information
- HomeBiz Breakfast
- HomeBiz Members – Hot Deals
- HomeBiz Referrals & Testimonials

As well as these topics there are also user groups where you can join in discussions with like minded industry groups. So far we have groups set up for IT Professionals, Business Services, Health and Wellbeing, and Hospitality. If you need help to use the forum, you can go to the FAQs page and there are detailed instructions. If you have any ideas for topics of interest please email Geoff Lee geoff@iwsdesign.net The forum will only be successful if the members get behind it and participate. Join now and help us make the HomeBiz Forum a key feature of our network.

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Set this date and time aside!!

Our inaugural AGM date has been set for Thursday 16th August, and will be held in the half-hour before the August Network Night – from 6.00-6.30pm. At this time, all committee positions will be declared vacant and new committee members will be voted in. Come along and have your vote counted at this auspicious event!

Potted Minutes

For those new to our Newsletter, Potted Minutes is a very condensed version of what is currently being discussed at committee meetings – to give you insight into the inner workings of the Network, and to inspire you to contribute!

Member relations team

1. agreed we would have new member folders ready for next Network Night
2. document to be drafted outlining the process by which people can register for Leader advertising spots, so that all are informed.

Event management

1. discussion around speakers / topics for the rest of the year, and noted the importance of having a working group that manages this aspect of the Network.
2. Proposal that there is a regular sequence of events. Eg 1st, 4th, 8th month, high level speaker. 2nd, 5th, 9th month speed networking.

Finances

2007-2008 budget to be created by working group

Communications

1. A good 12 month deal negotiated with Leader paper for group advertising.
2. Marketing plan for the Network still being developed

General

1. Overview of committee manual given, to be fleshed out lots more.
2. Expo working group to be called and begin meeting.
3. AGM date agreed.

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Survey results: March 2007 (members & non-members)

How many people responded, who were they, and where were they located?

- **32 people responded**, the majority of whom came from Eltham (12), Diamond Creek (4) and Greensborough (4), then many outlying areas, from Bend of Isles to Epping to Yarrambat.
- **25 were members, 7 were not**. Of those who were not, reasons given were: not yet started business (2), not sure if eligible (2), did not feel Network met their needs (1), gave value for money (1).
- **Type of businesses** being operated were:
Service = 28 Retail = 4 Wholesale = 3 Manufacturing = 3 Agriculture = 0
- **Number of employees** besides themselves:
7 people had 1 or 2 full time employees; a further 2 had 3-5.
9 people had 1 or 2 part time employees; a further 2 had 3-5

General feedback on HomeBiz Network by members

- **Satisfaction rating**: good (14), very good (9), poor (2).
- The **most useful** aspect of the Network was reported to be:
 - Supportive members, good communication with other members, sharing ideas & problems (21)
 - Good speakers, informative, useful info, skills and knowledge (10)
 - Finding out what others do, networking with other small businesses (9)
 - Business referrals, contra (4)
 - Inspiration / opportunity to promote own business / expo / newsletter (1 each)
- The **least useful** aspect of the Network was reported to be:
 - Some of speakers or subjects not relevant or too similar, speaker self promotion (5)
 - The needs of any one interest group being thrust on the rest of the members (3)
 - Lack of significant referrals (2)
 - Lack of opportunity to present own business (2)
 - The Expo: taking up 3 months of meetings; wrong time of week and venue (2)
- Some of the suggestions made by responders for **what they would like changed and how**, were:
 - Network nights:
 - more speed networking
 - open forums / members speaking at meetings / more sharing of knowledge and experiences
 - clearer format for meeting structure / procedure
 - better speakers
 - establish a list of members happy to cross market
 - procedure for following up on casual guests after the meeting to see if they have any questions / feedback
 - General:
 - introduce a HBB rewards card – services could offer 5-10% to members
 - introduce opportunities for networking and contact between members that are not 'in-person' eg. on-line bulletin board/ web forum/ emailing list
 - Consider combined advertising among network members
 - Breakfast meeting starting after 9am for those with school drop-off
 - Alternating dates and times for meetings/ network nights/ breakfasts
 - Expand the network by creating links/ associations with HBB's in other shires
 - Expo:
 - time and venue changed

Feedback on Network Nights in particular by members:

- **Attendance:** In 2006, 13 people attended 7-10 nights, 10 attended 1-3, 5 attended 4-6, and 3 attended 0.
- **Satisfaction with guest speaker** component of the nights was: Good (15), Very good (9), Poor (4)
- **Comments on speaker component were:** they vary in relevance to HBB's, sometimes not well enough prepared for the audience, would prefer own members as speakers.
- The **main reasons given for attending** Network Nights were:
 - Guest speakers = 19
 - Business information / education =21
 - Motivation =12
 - Potential alliances =15
 - Potential clients =15
 - Extension of social network =11
- Suggestions given for **future network night topics** were:
 - Challenges facing small business
 - Time –management - Balancing business / family / friends /
 - How to run a meeting / engage an audience
 - Government programs / export
 - Business growth / products diversity / transitioning from part- to full-time
 - Linking into free advertising eg. radio/print media – papers and mags
 - Marketing – including to Government Departments & Large Corporates as a HBB
 - Creating synergy groups (for discussion in small groups)
 - Communication skills – staff, customer services, motivational etc