



Dear

Here is the latest edition of the Small Business Centre Vasse Newsletter, this month we look at:

1. ***The **Small Business Stimulus Package** - don't miss out!***
2. ***Smart business's getting 'Downturn Ready'.***
3. ***Nominations for the South West Small Business Awards now open.***
4. ***\$200 training vouchers available now.***
5. ***Fancy a FREE independent safety audit of your workplace?***
6. ***The Tourism E-kit - great resource for tourism businesses.***
7. ***Grants available to make your workplace family friendly***
8. ***Are satisfied customers, loyal customers? NO!***
9. ***Your feedback on our newsletter is needed.***
10. ***Best of the web.***

All the best

Gary Jenkins

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P.S: If you wish to stop receiving our newsletter or other notifications from us, click the 'leave this list' at the bottom of this email.

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Small Business Stimulus Package

Unless you've had your head buried in the sand over the last few months, you will have heard the hype in the media about an impending recession, if not depression, affecting Australia.

With an internationally worsening economy, legitimate factors likely to put Australia's economy into a recession and some of the world's foremost economists predicting one of the toughest economic periods in history, it's time to pull your head out of the sand and take action!

Your mission RIGHT NOW is to position your business to be the LEAST and LAST affected by adverse economic conditions beyond your control.

How do you do that?

By reviewing everything you do control in your business, task by task, and eliminating all unnecessary overlap, waste and inefficiency that is robbing you of profit and distracting you from the critical job of customer attraction, retention and satisfaction.

How do you do that?

Register today for the **Small Business Stimulus Package**.

[Click here](#) to to learn more.

PS. Competing businesses cannot register for the Small Business Stimulus Package, so register right away before your competitors do.

(Formerly known as the Small Business Accelerator)

Smart Businesses Getting “Downturn-Ready”

Usage of Australia’s Business Enterprise Centres (known as Small Business Centres in WA), has spiked in the last few months as Small Business owners and operators began seeking advice amid early signs of a slowing economy due to the global credit crisis.

Following a qualitative survey of Centre managers, BEC Australia reports an average 47 per cent jump in the number of businesses seeking advice and support.

According to the survey, the most common issue impacting small business is the downturn in mining. BEC Managers are noting that the flow-on effects are real and immediate.

On the bright side, Centre managers believe 67 per cent of small businesses in their regions are positioned to survive the economic downturn, despite their fears that only 29 per cent of small businesses have put special planning into place or have sought support and specific professional input to assist them through this challenging period.

The most common enquiries received by Centres in descending order of prevalence are:

- Marketing
- Financial Management
- Specific Cash Flow Advice
- Help Seeking Grants and Other Funding Sources
- Strategies to deal with the Economic Slowdown

South West Small Business Awards - Nominations Close April 14

If you feel you ought to be recognised for the excellent way you run your business, why not nominate for the 2009 South West Small Business Awards.

The AWARD CATEGORIES are :

Businesses with 5 employees or fewer

Businesses with more than 5 employees but less than or equal to 20
Businesses with more than 20 employees but less than or equal to 50

Businesses with more than 50 employees but less than or equal to 200

Franchisee of the Year with less than or equal to 20 employees

The awards are great way to measure your business against your peers and enables you to look at your business and find ways to improve.

[Click here](#) to download the registration form.

\$200 Training Vouchers - Available Now

Applications to receive up to \$200 to assist you with training are open now.

As a guide, the training you wish to do has to be transportable to any other business to be eligible for a voucher, it cannot be training for an operational matter specific to your industry.

For example, it may be a legal requirement for a business to have a Chemical Certificate to operate, however if the owner trained in this skill and then went and ran a newsagency, this is clearly not a transferable skill.

Visit www.sbcvasse.com and click on the link to apply online.

Or email Leah - admin@sbcvasse.asn.au for an application form.

Fancy a FREE Safety Audit of Your Workplace?

Good health and safety systems in small business help to:

- prevent injury and accident's
- increase productivity
- reduce loss of income due to downtime.

The ThinkSafe Small Business Assistance Program offers occupational safety and health audit of your business which is:

- free (up to there hours assistance)
- easy to obtain
- provided by a independent and qualified OSH consultant.

This is a confidential service.

For more information telephone WorkSafe on 1800 429 27, email safety@docep.wa.gov.au or visit www.worksafe.wa.gov.au

Tourism e-kit

The online tourism education e-kit is funded by all Australian State and Territory tourism offices.

The online marketing e-kit covers everything from the basics of developing a good web site to advanced topics like search engine marketing and online product distribution.

You'll also:

- Get step-by-step lessons on e-marketing
- Find out what resources are available to you
- Gain a great understanding of the ATDW
- Find out what TXA is and its benefits

The e-kit is free of charge and can be downloaded from www.atdw.com.au

You can download tutorials individually or download the entire e-kit as a single file if you have a broadband internet connection.

Check it out, its really good free stuff.

Grants to Make Your Business Family Friendly

The Australian Government has introduced the Fresh Ideas for Work and Family grants program to support Australian small businesses to implement practices that help employees balance their work and family obligations as well as improve employee retention and productivity.

The program provides grants of \$5,000 to \$15,000 (GST inclusive) to small businesses to help meet the set-up costs of family friendly arrangements that suit the individual needs of the business.

In addition, the program supports small businesses through:

- developing and distributing business and industry specific information to assist in implementing family friendly work arrangements.
- having experts within Fair Work Australia from January 2010, to provide assistance in setting up family friendly work arrangements.

The program is administered in funding rounds by the Department of Education, Employment and Workplace Relations.

[Click here](#) for further information.

You can also call the Workplace Infoline from 8am to 7pm Monday to Friday on 1300 363 264, or email FIWF@deewr.gov.au

Are Satisfied Customers Loyal Customers?

This was the key question addressed by a number of speakers at a European Conference on Customer Management and the conclusion reached was an emphatic "NO."

To find out why, [Click here](#).

Can You Help Improve Our Newsletter?

If you have any ideas on how we can improve this newsletter, please email admin@sbcvasse.asn with all your ideas.

You might have ideas on the frequency, layout, content and size, if you do, we'd love to hear them, so don't be shy to let us know what you think.

Best of the Web

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Ausindustry:	www.ausindustry.gov.au
Austrade:	www.austrade.gov.au
Australian Bureau of Statistics:	www.abs.gov.au
Australian Business Register:	www.abr.gov.au
Australian Competition and Consumer Commission:	www.accc.gov.au
Australian Copyright Council:	www.copyright.org.au
Australian Customs Service:	www.customs.gov.au
Australian Institute of Export:	www.aiex.com.au
Australian Quarantine:	www.aqis.gov.au
Australian Securities and Investments Commission:	www.asic.gov.au
Australian Taxation Office:	www.ato.gov.au
Business Entry Point:	www.business.gov.au
Business Migration:	www.immi.gov.au
Business Name Registrations:	www.docep.wa.gov.au
Business News, Opinions and Analysis	www.businessspectator.com.au
Busselton Chamber of Commerce and Industry:	www.busseltonchamber.com.au
Centrelink:	www.centrelink.gov.au
Department of Agriculture WA:	www.agric.wa.gov.au
Department of Education and Training:	www.det.wa.gov.au
Department of Foreign Affairs and Trade:	www.dfat.gov.au
Department of Industry and Resources:	www.doir.wa.gov.au
Domain Names Registry:	www.ausregistry.com.au
Dunsborough Chamber of Commerce and Industry:	www.dycci.org.au
Economic Analysis	www.dailyreckoning.com.au
Margaret River Chamber of Commerce and Industry:	www.margaretrivercci.asn.au
Small Business Development Corporation:	www.sbdc.com.au
Standards Australia:	www.standards.com.au

TAFE:

Trade Marks Database:

Workcover:

Worksafe:

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