

Kingston Business Bulletin

Taking Care of Business in Kingston

www.kingstonbusiness.com.au

Volume 1 2012

Preparing for Carbon Pricing

When the carbon pricing scheme becomes effective on 1 July 2012, small to medium-sized enterprises (SMEs) will not be directly taxed on their carbon emissions, nor will they have to report or monitor their electricity use.

This may come as a relief to small businesses contemplating how to cope with the scheme when it actually comes into effect. However, SMEs will be susceptible to price rises from carbon intensive purchases and will need to prepare.

The aim of the Federal Government's Clean Energy Future package is to reduce emissions by 5 per cent (based on 2000 levels) by 2020. The package will allow Australia to begin reducing emissions, develop and foster new technologies in renewable energy and encourage energy efficiency.

What can you do in your small business? Improving energy efficiency already makes financial sense and will be even more important in the next few years. To prepare for the changing business environment and to make your business robust consider the following:

Take simple actions to reduce your energy consumption and improve business efficiency. Simple measures like turning off your standby appliances will make a big difference to power usage.

Review your exposure to increased prices and other climate change adjustment costs, and the exposure of your local and overseas competitors. Keep an eye on your suppliers – some businesses may try to overstate the impact of the tax on prices.

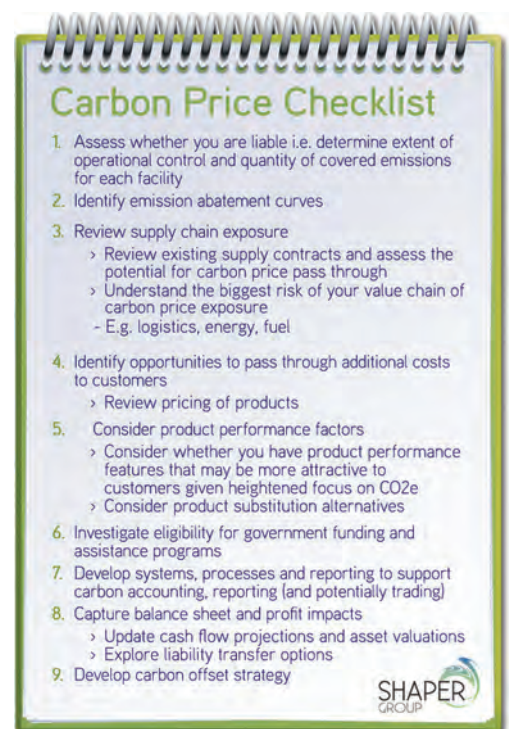
Review your electricity plan. Seek out a retailer that provides a product that doesn't attract the carbon tax. This will have the added benefit of using cleaner energy as well.

Consider your pricing. The Government has flagged a rise in energy prices of up to 10% under the tax. Consider how much of the rise you are willing to wear and how much you will pass on.

Consider GreenPower and/or offsetting. If you are looking for the marketing and branding benefits of being an environmentally friendly business, consider Government-approved GreenPower or offsetting emissions.

Be careful what you say. The Australian Competition and Consumer Commission (ACCC) is warning businesses about using the carbon tax as an excuse for excessive price rises. (Read more on this on Page 2)

Consider the future. With the public emphasis on a low-carbon future, investors and consumers will be sensitive to high-polluting companies. Taking action now leaves you better placed to attract investors and consumers and protect shareholders.



The Federal Government's Clean Energy Future package will extend the instant asset write-off threshold from \$5,000 to \$6,500 per item for small businesses with turnover less than \$2 million a year, from 2012-13.

For more information about the Government's Clean Energy Future package visit www.cleanenergyfuture.gov.au and www.ret.gov.au

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Editorial

Welcome to the first Kingston Business Bulletin for 2012. I hope you had a chance to enjoy some rest and relaxation with family and friends and have recharged your batteries for the year ahead.

It is pretty clear that the coming year will present many challenges depending on the sector you operate in. No doubt there will also be some businesses that see opportunities in the current environment. Regardless of where you sit, it is unlikely to be a smooth ride!

The City of Kingston has put in place a significant business program for 2012. I encourage you to take advantage of the activities that would benefit your business.

Clearly, the introduction of carbon pricing from 1st July will have implications for most businesses. The majority of operators will not be required to pay a carbon price but will experience an increase in the price of some inputs to production such as energy. There will be a number of forums over the next six months focused on the carbon price. In particular have a look at the Business Sustainability Group Program on this page and the Low Carbon Future Innovation Workshop outlined on page 3.

You will also notice a large number of other events including business workshops and seminars, networking opportunities and a major Innovation Showcase which will focus on opportunities in the Bio/Nanotechnologies, ICT and Clean Green Technologies sectors. Later in the year there will be some events aimed at assisting those in retail to get a better understanding of the emerging trends and how best to respond. The next Bulletin will provide more details.

If there are any other areas where you think Kingston Council may be able to assist you please contact me on 95814712.



Suzanne Ferguson

"A good accountant is someone who told you yesterday what the economists forecast for tomorrow."

Sir Miles Thomas

Carbon Price Claims Guide

The Australian Competition and Consumer Commission (ACCC) has released a carbon price claims guide to help you prepare for the impact of a Carbon Pricing Mechanism.

The guide can help you understand your rights and responsibilities as a business owner when deciding to pass on the cost of a carbon price. It gives information on prohibitions against making misleading,

deceptive or false claims under Australian Consumer Law.

If you choose to raise your prices once a carbon price takes effect, the guide will help you avoid misrepresenting your claim and continue trading without intervention from the ACCC.

For further information contact Australian Competition and Consumer Commission - Infocentre 1300 302 502



PUT YOUR HAND UP NOW!

2012 Kingston Business Sustainability Group Program

Do you want to.....

- Reduce business operating costs
- Achieve competitive advantage
- Identify & mitigate sustainability risks
- Achieve reputational gains
- Realise the implications of a carbon pricing scheme and take advantage of new business opportunities



In 2011 Kingston Council offered small to medium sized businesses the opportunity to participate in a Business Sustainability Group Program which assisted a number of companies to reduce their costs associated with the rising price of utilities and waste removal. Expressions of interest are now being taken for a second group of businesses to take advantage of this government funded program.

The program is available to companies with a turnover greater than \$500,000 and up to 2 representatives from each company may participate. To find out more contact Angela Stubbs on 9581 4787 or email angela.stubbs@kingston.vic.gov.au

2012 BUSINESS AWARDS GALA DINNER PRESENTATION EVENING "THE BEST OF THE BEST"

Date: Friday, 24th February 2012

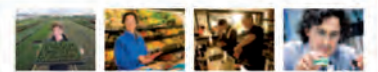
Time: Pre Dinner Drinks on arrival 7.00pm
3 Course Dinner and Refreshments 7.30pm
Excellence in Business - Awards Presentation, Special Guests and Live Entertainment

Dress: After Five

Venue: The Grand on Cathies Lane, 90 Cathies Lane, Wantirna South

A key initiative of the Melbourne South East Group is the recognition of those businesses that have made a valuable contribution to the economy in the south east region, by acknowledging their success and achievements at the Melbourne's South East Business Awards Gala Dinner evening.

This evening will bring together winners from participating Council business award programs and nominated businesses, to be judged for the regional business awards, celebrating "the best of the best".



2012 BUSINESS AWARDS
GALA DINNER PRESENTATION EVENING
THE BEST OF THE BEST



MASTER OF CEREMONIES



Tracey Curro
Journalist and Businesswoman



INNOVATION SHOWCASE 2012

CONNECT, DISCOVER, INNOVATE & SUCCEED

Friday 30th March, 2012 | 8:00am – 2:00pm
Hemisphere Conference Centre | South Road, Moorabbin

The South East Melbourne Innovation Precinct's primary objective is to connect local SMEs with larger companies and leading researchers within the precinct to foster collaboration on new and emerging technologies.

Following the success of the inaugural Innovation Showcase held in June 2011 we proudly present a "not to be missed" program of keynote presentations and smaller group sessions delivered by industry leaders and innovators.

Speakers include :

- Amanda Gome, renowned business journalist and founder of SmartCompany, a highly successful online publishing business.

- Erol Harvey, CEO of miniFAB™ and Jefferson Harcourt, MD of Grey Innovation, who are collaborating with Monash University on the Bionic Eye project.
- Fred Davis, VP of Business Development at Universal Biosensors.

Leaders of converging technologies in Bio & Nanotechnology, ICT and Clean/Green Technologies will discuss the opportunities and impacts of new technologies on their business models.



Amanda Gome

If you are looking to.....

- Connect with other local industries
- Increase the uptake and commercialisation of innovative technologies
- Understand the opportunities for innovation in this precinct

....then this event is a must!

COST:

Early bird (register by Wed 29th Feb): \$200 (plus GST)
Registration (from Thur 1st Mar): \$250 (plus GST)

VENUE:

Hemisphere Conference Centre, 488 South Rd., Moorabbin.
Visit: www.innovation2012.com.au

A LOW CARBON FUTURE

How your business can gain from it

Tuesday 28 February, 2012
8:30am – 11:30am
Monash Biomedical Imaging
770 Blackburn Road, Clayton



SEMIP's upcoming Innovation Workshop, in conjunction with Monash University and ClimateWorks, is being held on 28th February, 2012.

The workshop will:-

- Increase your understanding of the opportunities available from Australia's transition to a clean energy future
- Inspire you to act and capitalise on the emissions reduction opportunities locally available to your business

- Showcase existing success stories, including a case study from the South East business community.

For details: visit: www.semip.org.au

Register : events@semip.org.au



Westpac Bite Size Chunks Financial Seminars

Unfortunately many potentially successful small businesses fail because the operator doesn't understand some of the basic financial traps. Kingston has teamed with the Westpac Bank to offer you **Lunch Bite Financial Sessions!**

5 different sessions cover all you need to know about the financial side of your business. Easy to understand formulas will be explained by expert presenter, Lisa Gissing. You will be armed with strategies to apply immediately in your business!

7 steps to Business Success - 1st March

The 7 steps to Successful Business introduces key financial management concepts in an easy to follow, practical format. This interactive presentation will provide you with valuable tips and tools that can assist you in understanding the key financial drivers of a successful business or organisation.

Cash Flow - The Lifeblood of your Business - 17th May

Regardless of the size of a business, or the industry, a critical component of success involves having a healthy cash flow. This presentation serves as a broad introduction to cash flow,

showing how cash flows through a business, how to find hidden pockets of cash, and how to free that cash for use within the business.

Good Business Planning - 19th July

Whatever your situation or whatever your objective, writing a business plan goes a long way to helping you succeed. Think of a business plan as a map that guides you to where you want to go and gives you the details of how you can get there.

This presentation will help you to understand why a business plan is important, key areas that should be covered in your plan and how to monitor your plan to increase your competitive advantage.

Managing Growth - 6th Sept

Growth in sales and profit is often seen as the primary goal for any business. However, when a business experiences growth, it quite often finds that it is unmanageable and can cause significant cash flow concerns, leaving business owners scratching their heads and wondering why.

Breakeven & Beyond - 15th Nov

Whether you are considering hiring a new staff member, purchasing a new piece of equipment, or even spending money on refurbishing the shop,



understanding breakeven will enable you to make a confident decision about whether to proceed or not. In this brief introduction to the breakeven tool, we'll help you learn how to:

- Use proven Breakeven Analysis tools to support decision making in your business
- Understand the true impact that pricing has on your sales and bottom line
- Maximise profits by striking the ideal balance between your costs and prices, regardless of what your competitors are doing.

Venue: Woodlands Golf Club, White Street, Mordialloc 3195.

Time: 11.45am for 12:00pm start to 1.30pm

Cost: \$25.00 per session
Light lunch provided

Special Business Bulletin Offer:

Book all five sessions at the start of the series and receive one free! 5 sessions for \$100.

Reservations: Carolyn 9581 4735

Start your year making connections at Kingston Women in Business Events

In 2012 we are delighted to announce we have not one but two sponsors for the year! - Quest Apartments, Cheltenham and The Buckingham International, Highett.

If you are a woman in business looking for a group that focuses on making vital business connections and hearing speakers on topics of interest - then look no further - you have found it! We welcome all women in business whether you are located in Kingston or not. If you have recently started a business and have a young family we even provide complimentary childcare with professionally run childcare provider Juggles, in Cheltenham.

The first meeting is scheduled for **Thursday 23rd February** and will feature a presentation on consumer behaviour covering why we spend, what we spend

and how we spend. The daily challenges we face and how we are socially engineered in nearly every shopping decision we make.

The presentation will be made by Greg Davis, Taktics 4 - a consultant who specialises in Shopping Village dynamics.

The second meeting in April will explore the two sides of our personalities and how to balance these successfully. Cheryne Blom from Contagious Enthusiasm will help you to understand and define the way you think to reach your full potential. Find out the reason you are holding yourself back! This event is \$20.

Our February event is free! Places are limited so reserve your spot today! To find out more call Marian 9581 4786 or email marian.hamilton-kerr@kingston.vic.gov.au



2012 Kingston Women in Business Network Meetings:

Thursday 23rd February
Wednesday 18th April,
Wednesday 25th July
Wednesday 12th September

2012 Kingston Women in Business Luncheons:

Wednesday 16th May
Wednesday 21st November

Want to drive your business further?

Free business mentoring sessions to help your small business will be on offer in Clarinda on Tuesday 20th March 2012. The Mobile Business Centre will be based in the Clarinda Shopping Centre car park, offering one-on-one business mentoring sessions with a specialist business mentor.

The Mobile Centre is a travelling office on wheels! With an appointment booked, you can sit down with an experienced business mentor to discuss any aspect of your business where you need some direction or support. Each session runs for 45 minutes and is confidential.

You can also drop in to get business information from Small Business Victoria and the City of Kingston business services.

To book a mentoring session, please call Carolyn on 9581 4735. Sessions are limited so early booking is advised.

Date: Tuesday 20th March

Times available: Between 9am and 4pm

Venue: 58 Viney Street, Clarinda

Cost: Free

Business Mentoring - bookings essential.



Talk Business TALK BUSINESS

Talk Business is a new column aimed at regularly featuring your business news, issues, requests, or comments.

This is an opportunity to have your say or share your business highlights. It is not an advertising space but rather a forum for sharing local business information and current issues.

In 2012 the popular "Meet Your Mates" business networking events will continue to be held on a rotational basis around the municipality.

MEET YOUR MATES March 20TH in Clarinda

"Meet Your Mates" events are a great opportunity to meet your neighbouring business owners over a BBQ and beer and find out what services are available to you from council as well as Small Business Victoria. The mobile business centre van will be parked at the venue with business information and advisors on hand to answer your queries and tell you about resources available to your small business.

Talk business with other businesses in Kingston and make new contacts!

If you are a business operating in Oakleigh South or Clayton South you are invited.

Date: Tuesday March 20th

Time: 5:00pm to 7:00pm

Venue: 58 Viney St, Clarinda

Cost: Free

For more information and to register, contact Matt Taylor on 9581 4908 or Angela Stubbs on 9581 4787



For more business workshop information check out our other upcoming events:

To submit your comment or business issue for this column, email angela.stubbs@kingston.vic.gov.au

Connecting Business with a Vision for Kingston

- What do you like about Kingston and want to keep?
- What needs to be improved to support the business community in Kingston?
- What do you want created in Kingston?

Kingston's businesses are vital to our economic prosperity, local employment and community wellbeing. In 2012, the business community is being offered the chance to shape a long-term vision for Kingston - we want your views.

What is the Project?

The Kingston Visioning Project provides an exciting opportunity for the Kingston business community to describe their needs, interests and aspirations for the next 20 to 25 years. Kingston City Council believes businesses and the general community should have a say in decisions about actions that could affect their operations, activities and lives. This project aims to gather views which reflect all those who have a stake and interest in the municipality of Kingston.

How can I participate and find out more?

- Complete an on-line survey:



http://www.surveymonkey.com/s/Vision_for_Kingston

- Request a survey: email to vision@kingston.vic.gov.au or call 1300 653 356
- Register to join our Vision database: vision@kingston.vic.gov.au
- Download: free Kingston City Council App (available in February)
- Website: www.kingston.vic.gov.au/vision
- Read: Kingston Your City newsletter
- Attend a consultation session: (dates and venues to be advised)

STARTING YOUR BUSINESS

Find out what you need to know to make sure your new business thrives.

This comprehensive workshop on starting a business will cover topics including how to assess the viability of your idea, identifying the best business structure for your needs, marketing, finance, preparing a business plan and what resources are available to assist and support new business operators and more. A voucher for one free mentoring session is provided for participants in this workshop.

Date: Wed 15 February, 2012
Time: 1:30pm – 5:00pm
Venue: 1230 Nepean Hwy, Cheltenham
Cost: \$30
Register online at:
<http://www.business.vic.gov.au/workshops>
ID number: ID8231



Marketing Basics

Have you wanted to learn more about marketing? Good marketing can win you more business! In this economic climate, more business can mean the difference between “sinking” and “swimming”.

Understand what marketing really is in a hands-on, results-oriented seminar for those with little marketing knowledge. You will learn how to develop a marketing plan,

how to separate yourself from the pack, how to identify your target market and gain tips on cost-effective marketing strategies to promote your business.

Date: Wed 29 February, 2012
Time: 6.00pm – 8.00pm
Venue: 1230 Nepean Hwy, Cheltenham
Cost: \$20
Register online at:
<http://www.business.vic.gov.au/workshops>
ID number: ID7993

BUSINESS PLANNING

Do you require a business plan?

Plan to succeed in business. This practical business planning seminar will point your business in the right direction. Ideal for both new business owners and those thinking about starting a business. You will learn how to write and implement a one page business plan and how to set achievable goals.

Date: Wed 27 March, 2012
Time: 6.00pm – 8.00pm
Venue: 1230 Nepean Hwy, Cheltenham
Cost: \$20
Register online at:
<http://www.business.vic.gov.au/workshops>
ID number: ID7994



BUSINESS WORKSHOPS 2012 CALENDAR

15th February	Starting Your Business Workshop
23rd February	Kingston Business Women's Networking Meeting
24th February	Melbourne Business Awards Breakfast
28th February	A Low Carbon Future Workshop
29th February	Marketing Basics Workshop
1st March	Westpac Financial Seminar 1
27th March	Business Planning Workshop
29th March	AiG & Kingston Environment Forum
30th March	SEMIP 2012 Innovation Showcase
17th April	Unlocking Your Business Value
18th April	Kingston Business Women's Networking Meeting
2nd May	Marketing for Growth Workshop
15th May	Carbon Price – Business Imperative Workshop
16th May	Kingston Business Women's Luncheon
17th May	Westpac Financial Seminar 2
6th June	Cash Flow and Profitability Workshop
19th July	Westpac Financial Seminar 3
24th July	Get Your Business Organised Workshop
25th July	Kingston Business Women's Networking Meeting
22nd August	Your Business Online Workshop
6th September	Westpac Financial Seminar 4
12th September	Kingston Business Women's Networking Meeting
15th November	Westpac Financial Seminar 5
21st November	Kingston Business Women's Luncheon

For more details visit: www.kingstonbusiness.com.au
Phone : 9581 4735

Marketing for Growth

If you're a business owner and have a basic understanding of marketing but want to know more, this workshop is for you!

You'll learn how to launch new products successfully, how to conduct research that reveals niche markets previously hidden, tips for knowing your customers better, and much more.

Date: Wednesday 2 May 2012
Time: 5.00 pm – 8.30 pm
Venue: 1230 Nepean Hwy, Cheltenham
Cost: \$30
Register online at:
<http://www.business.vic.gov.au/workshops>
ID number: ID 8003



Unlocking Your Business Value

Broadband Technologies that drive business strategies.

A seminar that will assist businesses to understand the transformative nature of information and communication technology and how it will help realise the full value of ubiquitous, high-speed broadband across all sectors including banking and finance, health, education, cross-sectoral services and small-business.

Topics include:

- > Understanding your cash flow
- > Business improvement tactics
- > Business opportunities with broadband

This seminar will cover practical uses of information and communication technology that can improve productivity and build business opportunities.

Date: Tuesday 17th April
Breakfast seminar
Venue: The Hemisphere Conference Centre Moorabbin

To register your interest, contact Angela Stubbs 9581 4787

Environmental Solutions Workshop

Kingston in partnership with the Australian Industry Group will host an Environment Forum on 29th March at 1230 Nepean Highway, Cheltenham.

This FREE interactive workshop aims to assist companies to understand and comply with their environmental legal obligations as well as highlight the assistance available through Ai Group's ACERT program. In addition the workshop will provide attendees with an understanding of the potential savings available through energy efficiency.



Date: 29 March 2012
Time: 9.00 – 11.30 am
Venue: 1230 Nepean Hwy, Cheltenham
Bookings: Jason Walker on 9867 0126

New logo for the Chelsea Shopping Village

Business owners in Chelsea are set for success!

The business owners in Chelsea have been working together to reach a series of best outcomes for the future success of Chelsea Shopping Village. Regular monthly sessions have been undertaken with the aim of creating a Local Area Plan. The initiative is funded through the City of Kingston's Chelsea Renewal Project.

The Chelsea Business Focus Group has finalised a new logo and identity for Chelsea which is based on original artwork

from the historic City of Chelsea. The group also developed a Facebook Page.

The Chelsea Business Focus Group will continue to meet monthly and proactively work on projects focused on improvements for the shopping village. The group meets on the second Monday of the month at Long Beach Place, Chelsea.

If you are a business in Chelsea and wish to be part of the Chelsea Business Focus Group please contact Marian Hamilton-Kerr on 9581 4786 or email Marian.Hamilton-Kerr@kingston.vic.gov.au



Free accessible tourism workshop

Improving access to your tourism business for people with a disability will allow you to increase your customer base and bottom line.

When you consider baby boomers with access needs, parents travelling with children in prams and larger groups that include people with a disability, the potential benefits of accessible tourism to your business are great.

Accessible tourism benefits everyone. More people enjoy the opportunity to travel and the tourism industry gets more visitors, longer seasons and new incomes. Society as a whole benefits from new job opportunities, more tax revenue and an accessible environment for local communities and visitors.

Your participation is important. Because of this, Tourism Victoria, with the support of

the Office for Disability, Department of Human Services, invites you to attend a FREE half day workshop.

By joining the conversation you will:

- help Tourism Victoria develop tools to grow your business
- play a part in developing a resource kit for businesses
- learn how to promote your business to a broader audience
- hear from other tourism businesses reaping the benefits of accessible tourism

Date: 29 March 2012

Time: 10.00am - 2.00pm

including a networking lunch

Venue: The RACV Club, Melbourne
Registration: Please contact Paul Albone at Tourism Victoria on 9653 9752 or email: paul.albone@tourism.vic.gov.au



Do you know?

Do you know that Kingston Council will assist you to remove tagging/graffiti?

Simply email the details to: graffiti@kingston.vic.gov.au.

Connecting Business with Community

You're invited to hear guest speakers talk about issues that affect your business and create new networks

Rotary Club Moorleigh Moorabbin regularly holds business networking events as an initiative to create connections and relationships with local business communities. Rotary is a world-wide not-for-profit organisation built around vocations, trades and professions.

At the business presentations you can hear key strategies, tips and techniques to use in your business, as well as

network with others in Rotary and the local community.

GUEST SPEAKERS:

- **Monday 13th February:**
Paul Whelan, VECCI Business Consultant talks on:
"How to Reduce Costs and Increase Efficiencies in a Carbon Constrained Economy"
- **Monday 20th February:**
Roger James, Small Business Mentor presents
"The Value of a Business Mentor: Why Every Business Should Have One"

Venue: South Oakleigh Club
1 Victor Road
South Oakleigh, Victoria

Ticket Cost: \$15.00 pay at the door and includes one course dinner (drinks at own cost)

Time: 6:00pm for 6:30pm start

Contact Details: Helen Blunden
Phone: 0438 884 730
Email: moorleighmoorabbin@yahoo.com.au





Roundtable for the Next Generation of Business Leaders

As a new or emerging business leader, where do you get the support that you need as you learn to take the difficult decisions to keep your business on track and growing?

The Rising Stars Roundtable is a regular monthly forum providing emerging leaders with a confidential peer-to-peer support network in which to share, debate and discuss current business issues and challenges.

As the Baby Boomers retire to the golf course or join the grey nomads, the next generation must step up to ensure that the local economy remains strong.

The Rising Stars Roundtable offers participants an opportunity to:

- Enhance understanding of relevant economic and business issues
- Learn and develop in the role of a business leader, with specialist presenters at some sessions
- Sound out peers on specific

initiatives, opportunities and challenges

- Compare and develop business practices
- Be supported by a local fraternity that is non-competing and balanced for optimal benefit
- Have an enjoyable and insightful breakfast session and still be in the office by 10.00am

The Rising Stars Roundtable consists of 10-15 members from non-competing organisations. It is expected that participants will have some decision-making authority within their organisation and likely to be taking on more responsibilities in the near future. The participant may be a relatively inexperienced CEO, or a member of the next generation in a family-owned business.

If you think you would benefit from being part of this group, please contact City of Kingston's Economic Development Manager, Suzanne Ferguson on 9581 4712 to discuss how you might be involved.

Assessing Compliance and Environmental Risk Training (ACERT)

This program is helping Victorian companies to understand and comply with their environmental obligations.

FREE services delivered under the program include:

- Site based environmental compliance reviews and risk assessments
- Risk management and compliance assessment training to improve business understanding and management of environmental issues
- Risk mitigation workshops
- Reviews of risk assessments and monitoring programs
- An environmental compliance advisory service via a dedicated help desk

Eligibility for this service includes:

- Businesses with between 20 and 200 Full Time Employees
- Non-licensed sites



**For further information:
Tel: 1300 733 752 or
Email: acert@aigroup.asn.au**

Kingston festivals – a business opportunity!

The 2012 Kingston festivals are not only fun-filled occasions for everyone to enjoy, but they can also offer excellent opportunities for the local business community.



There is availability for vendors and stallholders at festivals. These events attract from 10,000 to 60,000 people so that is a fantastic captive audience for local businesses.

In addition, Council offers flexible business sponsorship packages that can promote your business to festival customers while helping to support the local community.

Coming up.....

- **Mordialloc by the Bay Food, Wine and Music Festival 2012** at Peter Scullin Reserve, Mordialloc, on Saturday 17 March and Sunday 18 March.
- **Kingston Harvest Festival 2012** at Roy Dore Reserve, Carrum on Saturday 12 May from 11am to 11pm.

For more information, please visit www.kingston.vic.gov.au/sponsorship or call 9581 4754.

KNOW CONSUMERS' RIGHTS - REPAIR, REPLACE, REFUND

As a business owner, did you know you must, by law, guarantee the products or services you sell?

And that your customers have the right to ask for a repair, replacement or refund if the products you sell are faulty, unsafe or don't work as intended?

These rights are called consumer guarantees and they have been law since 1 January 2011.

A new education campaign targeting consumers – *Repair, Replace, Refund* – highlights their rights under the consumer guarantees.

In broad terms, consumer guarantees state that all goods sold in Australia must be of acceptable quality, be fit for any purpose that the consumer made known and match the description given.

Services must be delivered with due care and skill and completed within a reasonable time if no set timeframe is agreed.

If the goods or services don't meet the consumer guarantees, the most appropriate remedy will depend on how serious the problem is.

If it is a major problem, your customers are entitled to choose a refund or a replacement product (or receive compensation in the case of services).

If the problem is minor you can choose whether you will repair, replace or refund the product or fix the problem with the service.

You can't limit or refuse a consumer guarantee, nor can you tell your customers they have to pay for the rights under consumer guarantees or do anything that leads them to believe their rights do not apply.

However, consumers' rights are not limitless. You are not required to provide a remedy if you have complied with all the guarantees. For example, if a customer simply changes their mind and no longer wants the product or service, they are not entitled to a refund.

The ACCC has produced an online education module for businesses to help them understand consumer guarantees and train their staff. Visit www.accc.gov.au/consumerguarantees to view the module.

For further information on the campaign visit www.australia.gov.au/consumerrights



WorkHealth Checks

City of Kingston is partnering with Australian Industry Group to offer the essential WorkHealth Checks to businesses in Kingston.

THE PROGRAM is now even easier to get involved in (with less paperwork and no cost to business). Businesses who have taken part in the program before may be eligible for grants and support.

THE PROCESS is a quick 15 minute consultation with each worker and they are given immediate feedback including their risk for type 2 diabetes and heart disease and advice. The WorkHealth Check is strictly confidential with the individual.

THE NEED for Kingston business to take part is shown in the results from

previous WorkHealth Checks, where more than 80%* of men and women rated themselves in very good or excellent health were actually at high risk. Men were over three times more likely than women to have a medium or high risk of cardiovascular disease (27.8% compared with 8.0%).*

Businesses may also be eligible for a grant of between \$5 - \$10k if you:

- Had 60% or more of your workers participate in a WorkHealth check
- \$2 million or more remuneration, in Victoria *
- 30 or more workers based in Victoria *

Take the step and sign up for WorkHealth Check .



To find out more information contact the Australian Industry Group Info line on 1300 78 38 44 or email Trish Clarke at: trish.clarke@aigroup.asn.au

*Source WorkHealth Selected Findings, June 2011, prepared by Monash University. WorkHealth Website: workhealth.vic.gov.au



Dive in to the Innovation Interchange!

Does your business develop innovative technologies that can solve challenges in the water sector?

To support Victorian small and medium sized enterprises (SMEs) to take advantage of strong opportunities within the domestic and international water sector, leading engineering, architecture and environmental consulting company, GHD has launched the **Innovation Interchange**, with support from the Victorian Government.

The **Innovation Interchange** is an exclusive business to business global community designed to provide market intelligence and facilitate connections between

Victorian SME Technology Providers and Infrastructure Managers operating across the global water sector who are looking for technology solutions to challenges facing their operations.

In addition to face-to-face activities, a central component of the **Innovation Interchange** is a web portal that facilitates the communication of Infrastructure Managers' needs to SMEs and provides connections and partnerships across regions including Australia, New Zealand, and North America.

Dive in today to gather market intelligence and build your business networks.
www.innovationinterchange.com



You can now follow Kingston Business on Facebook & Twitter

Contact us quickly and directly, and interact with other Kingston businesses! "Like us" for business news, updates and event information at <http://www.facebook.com/KingstonBusiness>



Technology Talk – keep up with tips & tools!



Email is still an effective form of communication with your customers because it provides valuable content direct to your target market.

Research suggests that the Return on Investment of direct email is one of the highest among the various methods of contacting customers. Now you can add even more value to the email communications you have with your customers through a free tool called **MailChimp**.

MailChimp is very easy to use, comes with some great templates, provides statistical data on your emails and enables you to share campaigns with your social media profiles such as LinkedIn, Facebook and Twitter. MailChimp is user friendly, free and allows you to directly contact past and potential customers – three great reasons to try it out!

Another useful tool is **Wufoo** - a form generation tool that allows you to add a form to your website, email campaign, Facebook page or Blog. It allows you to create an offer and capture the names of prospective customers so that you can build a relationship with them. Whether you are a plumber, accountant or retailer, having a form capture tool is a great way to build a list of customers!

Another useful addition to business tools when communicating out to customers is **Campaign Monitor**. It automatically handles all new signups, unsubscribes, bounces and even spam complaints for you behind the scenes. Keep on the right side of spam laws without having to think about it!

What's on in Autumn

- Kingston Farmers' Market
- 3rd March, 7th April, 5th May, 2nd June
- Starting your Business - 15th February
- Kingston Business Women's Network - 23rd February
- MBA Melbourne Business Awards Breakfast - 24th Feb
- 2012 Business Awards Gala Dinner - 24th February
- A Low Carbon Future workshop - 28th February
- Marketing Basics Workshop - 29th February
- Westpac Financial Seminar 1 - 1st March
- Mordialloc by the Bay Food, Wine and Music Festival 2012 - Saturday 17th & Sunday 18th March

- Business Planning Workshop - 27th March
- AiG & Kingston Environment Forum - 29th March
- SEMIP 2012 Innovation Showcase - 30th March
- Unlocking Your Business Value - 17th April
- Kingston Business Women's Network - 18th April
- Marketing for Growth Workshop - 2nd May
- Kingston Harvest Festival 2012 - 12th May
- Kingston Business Women's Luncheon - 16th May
- Westpac Financial Seminar 2 - 17th May
- MBA Melbourne Business Awards Breakfast - 25th May
- Cash Flow and Profitability Workshop - 6th June



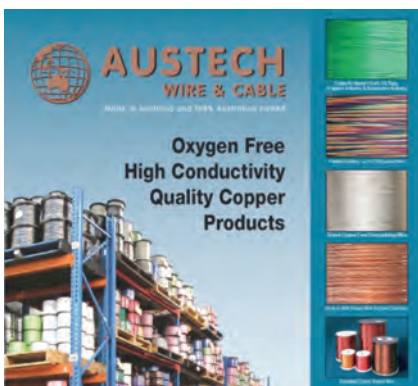
The 2011 Business of the Year was announced at the Melbourne Business Awards annual presentation breakfast event at The Hemisphere Conference Centre attended by over 200 business guests in December.

Congratulations go to AUSTECH WIRE & CABLE who were awarded the 2011 Business of the Year award.

AUSTECH is Australia's first oxygen-free, high conductivity copper rod and wire producer. They offer a wide range of highest quality performance copper products such as copper feed wire, single or multi strands wire, electroplating wire, building cables, automotive cables, and irrigation cables.

Melbourne Business Awards 2012 breakfasts are 7:00- 9:00am on:
Friday, 24th of February
Friday, 25th May
Friday, 3rd August
Friday, 14th September

Bookings:



Governor of Victoria Export Awards



The prestigious Governor of Victoria Export Awards recognise the skill, achievement and contribution made by Victorian exporters.

Last year, Victorian companies exported goods and services worth around \$31.5 billion and supported up to 500,000 Victorian jobs – against the backdrop of global economic uncertainty, a strong Australian dollar and increased competition from low cost countries.

Thirteen Victorian companies were awarded for their outstanding export achievements at the gala ceremony at Government House on 19 October 2011

Two Kingston businesses were winners in the Small Business and Small to Medium Manufacturer category.

MTECH Systems won the Small Business Award and Ronstan International Pty. Ltd won the Small to Medium Manufacturer Award.

For more information about the Australian Export Awards, visit www.exportawards.gov.au or contact Dora Deka Tel: 9651 9959 or at dora.deka@dbi.vic.gov.au

Small Business Award Winner at Australian Export Awards

MTECH Systems operates in the niche aviation meteorology sector. Since its inception in 1977, the company has developed a range of advanced meteorological sensors.

Their products are used at domestic, international and military airports around the world to detect real-time weather conditions and manage weather risks.

MTECH Systems began exporting almost 25 year ago and today 98% of the company's sales are derived from export markets including Europe, Asia and Africa. In 2010–11, MTECH Systems won two major projects in India and Taiwan, together worth almost \$6 million.

MTECH Systems has developed a global network of agents to research and access new business opportunities in international markets. The company regularly exhibits at key meteorological trade shows and its employees' diverse language and cultural skills underpin the close and effective business relationships it has around the world.

As MTECH Systems continues to develop products and look for new technology solutions, the company will work to increase market presence around the world.

MTECH Systems impressed the Export Awards judges with its use of innovative, cutting-edge technology, and long history of export success.

Congratulations MTECH Systems!



Kingston's Language Line

Arabic - عربي	9679 9881	Italian - Italiano	9679 9859	All Other Languages	9679 9887
Cambodian - ភ្នំ	9679 9882	Greek - Ελληνικά	9679 9885	Including:	
Cantonese - 粵語	9679 9883	Vietnamese - Việt-ngữ	9679 9886	Mandarin - 國語	Polish - Polski
Croatian - Hrvatski	9679 9884			Sinhalese - සිංහල	Somali - Soomaali
				Spanish - Español	Turkish - Türkçe

DISCLAIMER

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