

# Kingston Business Bulletin

## DATA AT YOUR FINGER TIPS

Every five years the Australian Bureau of Statistics conducts a Census of the Australian population and produces demographic information that is accessible at the local level. Businesses are provided with a mine of information on which to base business decisions but too often this valuable data is ignored. Many businesses fail because they are established in the wrong area taking no account of the makeup of the local community.

It is important to recognise that our population is constantly changing due to our birth and death rates, and people moving into and out of the area. Businesses must acknowledge that the residents they were servicing five years ago may have changed and the new residents with different demographic characteristics are now living in the area. This is particularly important if your primary market is local.

To make this information more easily available to local businesses operating in Kingston and for those wishing to set up a new business in the area, Council has produced demographic profiles of the primary catchments around our main strip shopping centres. The centres profiled are Patterson Lakes, Chelsea, Mordialloc, Parkdale, Mentone, Cheltenham, Highett, Dingley Village and Clarinda.



In a small 8 page brochure, the People and Places Profile analyses the key Census demographic changes that have occurred in each area from 2001 to 2006. In particular it looks at the age profile, household profile, level of education, household income, industry of employment, birthplace and internet use.

It is envisaged that businesses will use the information to gain a better understanding of the demographic makeup of residents living in close proximity to the respective

shopping centres and to consider how the goods and services offered by their business relate to the local residents. It will also allow prospective businesses to identify emerging opportunities in particular areas.

Each profile can be downloaded from [www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au) or you can obtain a hard copy by phoning the Economic Development Unit on 9581 4735.

### INSIDE THIS ISSUE



**Clean Business Australia**

Page 3



**It Can be Lonely at the Top**

Page 4



**Levenswell Road Reconstruction**

Page 6

# Editorial

**Sustainability is a hot topic and will continue to be so. Regardless of the turmoil in the financial markets, the issue of climate change will not disappear even if the community temporarily changes its focus to the crumbling stock market and falling superannuation values.**

The issue for many business operators is whether you see the question of addressing climate change as a business opportunity or a threat. The reality is that you will have no choice but to embrace initiatives that will reduce your impact on the environment. Even if Government regulations don't force the change on you in the short to medium term, your customers will, so it makes sense to be on the front foot.

It also makes good business sense. There is no doubt that the cost of energy, water and waste disposal will all rise significantly so any move that you make to reduce your consumption will save you money. It will also allow you to promote yourself as environmentally conscious but beware of making false claims as the ACCC has flagged their interest in this area.

Of course, there is a huge amount of "noise" around sustainability which can be extremely confusing for many small business owners who have a genuine interest in doing the right thing. Over the coming months, Kingston Council will attempt to provide you with relevant information and the opportunity to hear from experts so that you can make informed decisions on what is best for your business. As a first step I would encourage you to come along to the "Get the Edge on Carbon" business breakfast on Wednesday 19th November. Details are in this newsletter.

If there are specific topics relating to sustainability that you would like covered at a seminar/workshop please let me know and I will endeavour to source relevant and reputable experts to meet your needs.



Suzanne Ferguson

## GRAND FINALE MELBOURNE BUSINESS AWARDS BREAKFAST

**The Business of the Year and other awards will be announced at the Melbourne Business Awards (MBA) Grand Finale breakfast to be held at the Brighton International on Friday 5th December commencing at 7.00am.**

Over the past fifteen years the MBA has recognised some fantastic small to medium manufacturers operating in the southern areas of Melbourne. The innovation and excellence displayed by these companies is inspiring. This year is no exception.

Will the Business of the Year be:

- **GOLD PEG INTERNATIONAL** – designer and manufacturer of the world's leading continuous cooking systems, setting the benchmark internationally for direct steam injection continuous cooking technology.
- **PUMP TECHNOLOGY** – manufacturer of the high technology pumps for the Collins Class submarine.
- **ULBRICK SOUND** – manufacturer of the world's finest amplifiers used by renowned artists such as Tommy Emmanuel, Irwin Thomas and John Butler.
- **VEGIE GOURMET** – manufacturer of a range of organic, Kosher and Halal

certified vegetarian products such as dips, pestos and specialty finger food.

- **PHASESHIFT PRODUCTIONS** – a lighting production company who create amazing lighting effects for theatre and corporate events.
- **UNCLE CHARLIES COOKIES** – manufacturer of delicious hand made cookies for some of the world's leading hotels.
- **BAYSIDE ACCIDENT REPAIR CENTRE** - a company which is setting the standard for smash repairs in Australia and has made a huge commitment to the ongoing development of a skilled labour force with a heavy emphasis on apprenticeships.
- **IDENTITY MATTERS** – pioneer and manufacturer of custom floor mats offering a wide range of corporate entrance matting.

The MBA is seeking nominations for the 2009 series. If you believe your company or perhaps someone else that you know deserves recognition please phone Suzanne Ferguson on 9581 4712. Don't hide your achievements.

**To register for the Grand Finale Breakfast go to [www.mbawards.com.au](http://www.mbawards.com.au) or phone Karren on 9578 2253.**

## Best Practice

**Best practice is based on the idea that the best way to learn is from the efforts and experience of others. It applies to all aspects of your business, although you may concentrate on improving only one or two areas at a time.**

Following best practice ideals keeps you up to date with developments in your industry and competitors. By continuing to learn and develop, you are giving your business a competitive edge that will be hard to beat.

Aspects of your business where best practice applies include:

- how staff are recruited
- making use of new technologies
- marketing and public relations strategies
- product development and production
- sales procedures
- reducing waste
- adding innovations into your business
- training staff
- reducing overheads and running expenses
- monitoring supplier choices
- quality assurance procedures
- product distribution



One of the key areas for implementing best practice is benchmarking. Benchmarking is a process of comparing characteristics of your business with other businesses. By benchmarking, you can get a better understanding of your business' position in the market and work towards relevant improvements.

You can benchmark your business for a variety of characteristics, depending on your industry and current needs. It can be limited to one area of your business (e.g. customer service) or be a general overview. However, benchmarking is of limited value unless you use the results to improve your business.

# CLEAN BUSINESS AUSTRALIA PROGRAMS OPEN FOR BUSINESS



**The Federal Government has committed over \$200 million to help business and industry deliver energy and water efficient projects with a focus on productivity and innovation. Three programs have been announced to help local businesses respond to the challenges of climate change.**

## **Re-Tooling for Climate Change (\$75 million over 4 years)**

The *Re-Tooling for Climate Change* program is targeted at assisting Australian manufacturers to improve production processes, reduce energy use and cut carbon emissions.

Small and medium sized manufacturers can apply for grants from \$10,000 to \$500,000 (up to one-third of project costs). To be eligible projects must be directed towards improvement of energy and/or water efficiency of manufacturing processes

Examples of eligible projects could include:

- investing in small-scale cogeneration plants that capture waste energy and use it to produce electricity on site;
- stormwater capture and improving water recycling for re-use in the manufacturing process;
- improving insulation and recovering waste heat to improve manufacturing process efficiency;
- process re-engineering involving the adoption of energy efficient manufacturing tools, that reduce substantially the energy used in the production process.

## **Climate Ready Program (\$75 million over 4 years)**

The *Climate Ready Program* encourages businesses to take advantage of the

business opportunities raised by climate change. The program provides grants from \$50,000 up to \$5 million on a matching funding basis to support research and development, proof-of-concept and early-stage commercialisation activities to develop solutions to climate change challenges.

Applications are expected in areas as diverse as water recycling, waste recovery, small scale renewable energy technologies, green building materials, and other products, processes or services to monitor emissions or reduce energy use.

Applications are open now. Closing dates for the first four rounds are:

- Round 1 - Closed
- Round 2 - 4 December 2008
- Round 3 - 12 March 2009
- Round 4 - 25 June 2009

## **Green Building Fund (\$90 million over 4 years)**

The *Green Building Fund* initiative will help businesses implement cost saving energy efficiency measures through retro-fitting and retro-commissioning of existing commercial office buildings.

The program also provides financial support to relevant industry associations and other non government organisations for building operator training and the development of energy operating and maintenance advisory guides.

**For information about these programs please contact the AusIndustry hotline on 13 28 46 or [hotline@ausindustry.gov.au](mailto:hotline@ausindustry.gov.au)**

# Sustainable Business Network

**Addressing environment-related risks presents both challenges and enormous opportunities for businesses. The Australian Industry Group's national Sustainable Business Network enables industry to access information and advice on implementation of sustainable business practices, to stay competitive in a global supply market and to network with businesses seeking innovative solutions to their environmental challenges.**

The Network has been formed by Ai Group in response to the needs of industry to keep abreast of emerging environmental issues and capture associated business opportunities. Key initiatives to be delivered by the network include:

- Business events, including networking breakfasts, practical seminars and briefings which keep you abreast of current developments and facilitate contact with key industry representatives;
- Information and advice for business on environmental solutions and availability of government funding programs;
- Regular Sustainable Business e-newsletter containing updates on environmental and energy issues and the implications for the bottom line;
- High profile business sustainability forums addressing priority environmental challenges and business opportunities;
- Opportunity to contribute to industry debate on policy response.

Membership of the National Sustainable Business Network is free. You do not have to be a member of Ai Group to join. For further information phone 1300 733 752 or email [sustainablebusiness@aigroup.asn.au](mailto:sustainablebusiness@aigroup.asn.au)

# IT CAN BE LONELY AT THE TOP

## Get support from a CEO Roundtable

**The Kingston CEO Roundtable is seeking expressions of interest for participation in early 2009. If you are looking to discuss issues of concern with like-minded executives in an open, collaborative environment, then this is the forum for you.**

**The CEO Roundtable has been established to meet the needs of CEOs and Managing Directors of small to medium enterprises in the region.**

**The primary objective of the Roundtable is:**

To facilitate meaningful knowledge exchange and peer to peer mentoring for CEOs of non-competing organisations with frank, objective and confidential discussions on specific topics on a regular basis.

### Benefits

The CEO Round Table offers participants:

- The opportunity to enhance understanding of relevant economic and

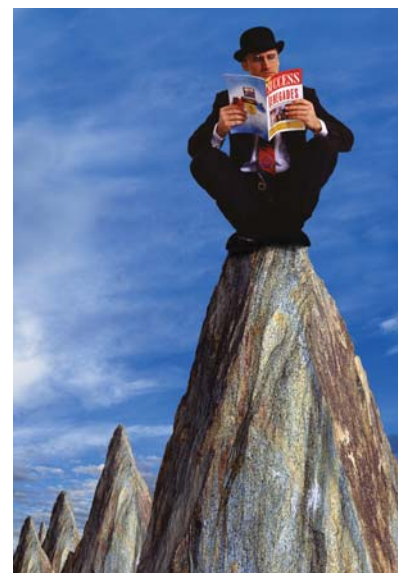
business issues;

- A professionally facilitated sounding board of peers, encouraging open discussion on initiatives, opportunities and challenges facing member companies;
- The creation of a fraternity of CEOs where insights and experiences are pooled, assisting in the development of corporate leaders and their businesses;
- The ability to compare and benchmark business practices across industries;
- Value for money, convenience and careful selection of participants to ensure a well balanced group.

### Meeting Size and Format

Each Round Table group has 10-12 participants from non-competing organisations. Participants must be a CEO/MD/Owner. No alternates are permitted. Businesses must be an independently owned SME (not a franchise or subsidiary), with at least 10 equivalent full time employees.

Members identify specific topics or issues



that they wish to workshop. Relevant guest speakers may be invited. All discussions are strictly confidential, no minutes are taken, and no breach of confidentiality will be tolerated.

Meetings are held monthly between 7.00am and 9.30am at Woodlands Golf Club, Mordialloc. A light breakfast is provided.

### Contact

**For more information, contact Suzanne Ferguson – Economic Development Manager at [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au) or call 9581 4712.**

## LOCAL FIRM TAPS CSIRO EXPERTISE

**Breatheclean, a Kingston-based manufacturer of household air filters, was looking to refine their product to break into overseas markets. However, like many innovative SMEs in Australia their product development was constrained by a lack of resources.**

By participating in the Technology Capability Alignment Program (TCAP) they were able to access the expertise of CSIRO to improve their product and are now poised to substantially expand export sales.

Through TCAP businesses like Breatheclean were linked to regional research institutions, including Monash University, Centre for Advanced

Materials Technology, CSIRO and the Australian Synchrotron to identify and engage in a range of joint projects.

Breatheclean Director, Craig McNaughton, says the commercial outcomes of the collaboration, which expanded to include a range of partner organisations, certainly exceeded his expectations.

“We expect sales to increase by at least 40% this year, all due to TCAP. From Council to CSIRO to our Canadian colleagues, and the Asthma Foundation, the journey has been great. We are now working with Austrade to penetrate the American Market and things are looking very positive in this area. TCAP has put us on the map!” said Craig.

Over 160 separate projects were identified during the program, many of which are now being commercialised.

***breatheclean***

The TCAP project has now concluded, but the partnerships established between local businesses and regional research institutions will continue. The engagement model will also be used to inform the development of a wider program across Melbourne’s south east region. In addition, CSIRO is now actively looking to work with SMEs in the area following this partnership model.

Craig will continue to work with CSIRO. “It’s a huge competitive advantage for us,” he said. His advice for other Kingston manufacturers? “Get on to these guys – get the technical advantage”.

**For information about partnering with CSIRO or other research institutions in the region, contact Suzanne Ferguson on 9581 4712 or email [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au)**

# TASTE OF SUCCESS – KINGSTON BUSINESS WOMEN'S LUNCH

The Kingston Business Women's Taste of Success Luncheon series continues with entrepreneur Emma Isaacs as the keynote speaker. At just 29, Emma Isaacs has achieved more than most three times her age - she has bought four businesses and sold one, all of them successful and highly profitable.

Superwoman? Maybe. A serial entrepreneur? Absolutely. She is obsessed with taking something good and turning it into something spectacular. A perfect example of this is the first business she acquired when she was 18, a recruitment company called Staff it, which she ran for eight years and was Australia's Favourite Recruiter for three consecutive years. Staff it also won the Westpac 2005 Small Business of the Year award.

After eight years with Staff it, Emma felt the entrepreneurial urge to try something new. After returning from a soul-searching trip in India and Nepal, she attended her first Business Chicks event and the rest, as they say, is history. Emma purchased the business in late 2005 and hasn't looked back since.

Business Chicks is now the largest networking organisation for businesswomen in Australia with active communities in Adelaide, Brisbane, Melbourne, Perth and Sydney. Its three values are to learn and



grow, to meet like minded people and to give something back – which they have certainly done. In the time that Emma has run Business Chicks, they've donated over \$220,000 to Kids Helpline.

## Details

**Time:** 12 noon – 2.15pm  
**When:** Wednesday  
12th November 2008  
**Where:** Hemisphere Hotel  
and Conference Centre  
488 South Rd, Moorabbin  
**Cost:** \$48 per person  
(includes 2 course lunch  
and a glass of wine or soft drink)  
**Bookings:** Phone 9581 4735.

# Get the Edge on Carbon Business breakfast

In 2010 the business landscape in Australia will change dramatically with the proposed introduction of the Carbon Pollution Reduction Scheme.

At the heart of this scheme is emissions trading, in which the Government sets a limit on how much carbon pollution industry can produce. The Government then sells permits up to that limit, creating an incentive for businesses to look for cleaner energy options.

To succeed in the new 'carbon economy' you need to look at your business in a different way. What industries will be most affected? Will the new system mean increased costs to your business? Do you need to measure your carbon footprint and if so, how? What opportunities exist and how can you take advantage of them?

Kingston City Council, in partnership with Bayside and Glen Eira City Councils, South East Development and the Westernport Greenhouse Alliance are hosting a regional business breakfast to provide answers to the fundamental questions about how emissions trading will affect your business.

Join keynote speaker Jack Holden, Head of Carbon Management at Ecos Corporation as he cuts through the jargon to give you the information you need to make the right business decisions.

## Details

**Time:** 7.00 – 9.00 am  
**When:** Wednesday  
19th November 2008  
**Where:** Hemisphere Hotel  
and Conference Centre  
488 South Rd, Moorabbin  
**Cost:** \$30 per person  
**RSVP:** by Friday 14th November  
**Bookings:** Phone 9581 4735.  
or email [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au)

For more information visit  
[www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au)

## Employing People Workshop

Employing or hiring people is a complex task with many obligations, but is often the only way to achieve business success. Deciding what type of people you need is easier when you're clear about your business goals.

If you are thinking about taking on staff this practical workshop will empower you to attract and retain the right staff. It will also outline valuable advice on employer responsibilities.

**Time:** 1.30pm – 5.00pm  
(afternoon tea included)  
**When:** Wednesday  
29th October 2008  
**Where:** City of Kingston Offices  
1230 Nepean Hwy  
Cheltenham  
**Cost:** \$30 per person  
**Enquiries:** Marian 9581 4786  
**Bookings:**  
[www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au)  
or [www.business.vic.gov.au/workshops](http://www.business.vic.gov.au/workshops)

# Growing Our Local Economy

Last year more than 2,500 Australian Business Numbers (ABNs) were registered in Kingston across a range of sectors, including Construction (428), Professional Services (326), Financial and Insurance Services (282), Manufacturing (104), Health Care (104) and even Agriculture, Forestry and Fishing (31).

While some of these registrations will remain unrealised, many represent new businesses with the potential to employ staff and add value to the local economy.

The flow-on effect from the formation of a new business or employment of staff can be substantial. For instance, if 300 new construction jobs were created, the resulting increase in economic activity across Kingston could be as high as \$200 million.

The multiplier effect that occurs when local businesses trade with each other means that the total value to the community is far greater than the initial investment.

Buying from local suppliers makes good business and community sense. To find a local business that can meet your needs, search the Kingston Business Directory at [www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au).

## Carbon Claims and Trade Practices Act

Small businesses promoting products as being greener than a competitor's need to ensure they aren't breaching the Trade Practices Act (TPA).

The Australian Competition and Consumer Commission (ACCC) has produced the Carbon Claims and the Trade Practices Act guide to help you understand your business obligations. The guide covers carbon claims and how they are affected by the TPA.

Further information is available on the ACCC website [www.accc.gov.au](http://www.accc.gov.au)

## LEVANSWELL ROAD RECONSTRUCTION

Road reconstruction works are currently underway in Levanswell Road Moorabbin between Kilpa Road and Roberna Street. The works commenced in late September and are anticipated to take 16 weeks to complete.

The \$900,000 contract involves the typical industrial road reconstruction, which includes the implementation of new drainage infrastructure, kerb and channel works (charcoal coloured), concrete vehicle crossings (charcoal coloured), concrete infilling of existing nature strips (charcoal coloured) and a new asphalt wearing course applied to the road surface. Whilst rebuilding the road, Council is taking the opportunity to improve the underground drainage system along Levanswell Road.



Due to the nature of the construction industry, there will be periods when there will be no construction staff on site. During these periods the site will still be maintained in a safe state. There will be short term parking restrictions to facilitate construction works and at times full road closures will be in place.

Council's contractor, Presta and Sons Pty. Ltd., may be contacted on 0412 063 277. Comments relating to general construction issues should be directed to Council's supervising engineer, Mr Chang Wuol, who can be contacted on 9581 4337 during business hours while after hours issues should be directed to Council's action line on 1300 653 356.

## Personalised Tax Calendar for Small Business

A new electronic calendar from the Tax Office is now available to help small businesses better manage their tax lodgement and payment deadlines throughout the year.

Your small business tax calendar can be downloaded from the Tax Office website ([www.ato.gov.au](http://www.ato.gov.au)) and provides reminders of due dates for lodgement for small businesses, bookkeepers and tax agents.

Based on your individual circumstances, the calendar records all the due dates required



for the year, such as due dates for employees' superannuation and lodgement of business activity statements.

# Flexible Work Arrangements Can Work For You

In the current tight labour market, employers are finding that job conditions need to be increasingly flexible to attract the right candidates or to retain valued staff. By demanding only a full-time commitment, candidates are limited to those whose circumstances suit this traditional type of arrangement.

When looking for new staff, or trying to retain your current workforce, ask yourself this question: do I really need people from nine to five, seven days a week? A little flexibility around job conditions can be a huge advantage to your business.

New arrangements present challenges but if approached with some thought and planning it can be a powerful tool to retain talent and grow your business.

When a vacancy occurs, broaden your usual approach. In addition to seeking a full-time replacement, consider offering a non-traditional arrangement that meets both your immediate business needs and the candidate's circumstances. For example, if you are faced with a valued employee's resignation in order to undertake further education, care for a child or elderly parent, or because of health problems, you could offer to reconfigure the job, enabling the employee to continue to work.



## SOME OPTIONS TO RETAIN STAFF INCLUDE:

- Part-time hours (even as little as one day a week);
- Job sharing;
- Hiring staff on a 'per project' basis;
- Telecommuting from home with regular online or in-person meetings.

By maintaining an employee relationship, the business is more likely to minimise the high cost of turnover. While it may be necessary to hire additional staff to take over the balance of responsibilities, a little flexibility will allow you to become an employer of choice and attract quality candidates.

## PUTTING SME RECRUITMENT UNDER THE MICROSCOPE

Recruiting staff can be a challenging and time-consuming process with far-reaching consequences if the wrong person is selected by mistake. To help make the process a little easier, and to reduce your risk in future, Monash University is looking for your input.

Over the next few weeks researchers from the Faculty of Business and Economics at Monash University will be looking into the process of recruitment and selection in Victorian small to medium enterprises (SMEs).

Their aim is to survey the recruitment experiences of a broad range of small businesses across the State and then develop a framework based on the best strategies and techniques. The survey will be conducted online and should take between ten and fifteen minutes to complete.

To take the survey, go to [www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au) and follow the link under 'Latest News'. The survey will close on Friday 7th November 2008.

We strongly encourage you to submit your recruitment experiences for consideration in this research. All submissions will remain confidential and anonymous. The results will be made available through the Kingston Business website at the conclusion of the research project.

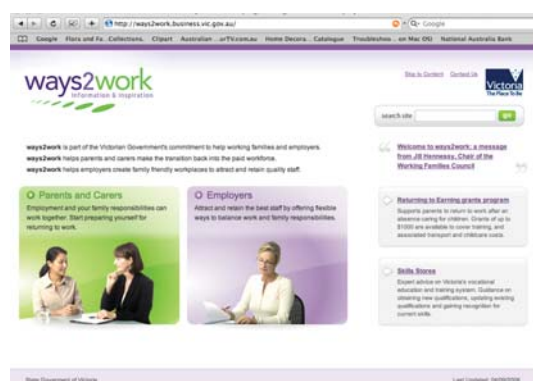
For more details please contact Dr Renee Paulet on 9902 6834 or email [renee.paulet@buseco.monash.edu.au](mailto:renee.paulet@buseco.monash.edu.au)

## 'ways2work' Website

The Victorian Government has launched a new website, called ways2work, to help employers attract and retain quality staff by offering flexible ways to balance work and family responsibilities.

### The website includes:

- success stories from small business owners who have implemented flexible practices in their workplaces;
- practical advice on how to negotiate and implement flexible, family friendly arrangements;
- useful resources for developing work



- family balance policies, including sample clauses and templates;
- employers' legal rights, responsibilities and obligations.

Visit [ways2work.business.vic.gov.au](http://ways2work.business.vic.gov.au)





## WHAT'S ON IN SUMMER

- **Employing People Workshop** - 29th October
- **Kingston Farmers' Market** - 1st November, 6th December
- **Taste of Success - Kingston Business Women's Lunch** - 12th November
- **Get the Edge on Carbon** - 19th November
- **Clean Business Australia programs** - Round 2 - 4th December
- **Grand Finale Melbourne Business Awards Breakfast** - 5th December
- **Special Christmas Kingston Farmers' Market** - 21st December
- **Mordialloc Carols by the Bay** - 21st December

# 15 steps to clean, green profits

**Improving the environmental performance of your business is not just good for the planet, it can also make a healthy contribution to your profit margin. Here are 15 easy ways to make your business cleaner, greener - and more profitable.**

### 1. KEEP IT LEGAL

Understand the Federal and State Government rules that affect your business. Fines for non-compliance to environmental laws can be very high.

Council, the EPA, and your industry association are good places to find relevant information.

### 2. CUT THE PAPER TRAIL

The virtual world was supposed to bring the paperless office with it. That didn't happen, but with a little effort you can definitely cut down on paper consumption.

Maximise use of your office technology to save paper. Read emails before you print them, print and photocopy on both sides of the paper (duplex), email reports instead of making printed copies.

Use a fax-modem so that documents can be sent directly from a computer, without printing, and encourage staff to save documents on disk rather than paper. You'll save money on ink and paper immediately.

### 3. BUY GREEN

Work with suppliers who are willing and able to comply with your environmental policies. Let staff and suppliers know you expect materials and products to meet specific environmental standards.

Consider buying recycled, refurbished or reconditioned products whenever possible, especially where they compete favourably in price, performance, and quality with new ones.

### 4. DON'T BUY – HIRE OR LEASE

Lease copiers, computers and other equipment from manufacturers that will take them back and recycle them properly at the end of their life.

If you're only going to use some types of technology occasionally, hire them instead, or

share rarely used equipment with other businesses in your area.

### 5. TURN IT OFF

It's worth knowing that most machines when left in standby mode are still consuming 80 per cent of the power they use when switched on. Turn off lights, computers and other devices when you're not using them, especially after hours and on weekends.

Install timers to turn off the power after hours.

### 6. ENERGY-EFFICIENT = \$-EFFICIENT

The Government website Energy Star compares a huge range of products to help you source the most energy-efficient equipment for your business. Check out the NSW Department of Energy, Utilities and Sustainability for more great advice.

### 7. BRIGHT IDEA

Install occupancy sensors in frequently vacant rooms, buy reflectors for fluorescent fixtures, replace incandescent bulbs with fluorescent lights, and fit timers to turn off lighting after hours. Many of these changes will pay for themselves in as little as a few months.

### 8. THINK BEFORE YOU DESIGN

Sustainable product design isn't difficult – it just needs a bit of forward planning.

Make sure your product can be disassembled and recycled easily, contains no toxic parts, uses the least amount of raw materials and packaging as possible, has minimal components, and takes less energy, water, and resources to produce than existing products.

### 9. GREEN POWER

Switch to a green power provider. It's simple to do and there is a range of options on offer from your local provider.

### 10. STOP PROFITS LEAKING AWAY

Fix leaking taps and toilets. A dripping tap can waste up to 2000 litres of water a week.

Promote water-efficient landscaping, including mulching and timed irrigation. Where possible, collect rainwater for irrigation and other non-

potable uses.

Use low-flow aerators for taps and, if possible, connect your toilets to a rain or grey-water supply.

### 11. THE GOOD INK

Whether you print in-house or use outside printers, find environmentally friendly printing products and processes. Use recycled paper that is bleached without chlorine, and look for printers that use water-based press-cleaners and soy-based, or other vegetable-based, inks.

Stay away from elements that reduce recyclability, such as foil-stamping, adhesives, and plastic. Head to PrintNet to learn more.

### 12. BLOWING HOT AND COLD

Is your building properly insulated? Are the windows double-glazed? Are there air leaks? By maintaining your heating and cooling systems, you can reduce your heating and cooling bills as well as reduce some of your carbon footprint caused by energy consumption.

Systems that are checked annually and kept in good condition use less energy and last longer.

### 13. SMOOTH AS SILK

Follow your equipment's maintenance schedules to the letter. From printers and computers to all kinds of industrial machines, well-maintained equipment will run more efficiently and reliably – plus, you'll save time, energy, and money.

Recycle your waste oil and solvents, and use biodegradable lubricants and hydraulic fluids.

### 14. REWARD YOURSELF

Investigate state and local initiatives that provide financial incentives and awards for environmental efforts. Some programs offer extensive hands-on assistance for corporate environmental efforts. Type "environmental business awards" into a web search and see what's there.

### 15. PLANT A TREE TODAY

Every little bit helps. Planting a tree won't save you money, but it'll make you feel really good. A small price for a little happiness!

## 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

The information in this publication is given in good faith and has been derived from sources believed to be reliable and accurate. However, the City of Kingston does not accept any liability whatsoever for its contents or the use of the information.