

## Eastside BEC Monthly Members Page - December

The Board and Staff of the Eastside BEC would like to wish all of our members a

**Merry Christmas and a happy 2009!**

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*This newsletter is for members to advise other members of significant events involving their business. The views expressed within the newsletter are not necessarily those of Eastside Business Enterprise Centre Inc.*

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4 December 2008

### **BEC member graduates with 12 Month MBA – a first in SA**

Congratulations to BEC member Anthony Goldsmith who graduated with a 12 Month MBA from the Australian Institute of Business Administration (AIBA) last month.

For Anthony and more than 30 other first-ever local 12 Month MBA graduates, the graduation was a formal acknowledgement and rewarding celebration of their hard work, dedication and sacrifice.

Despite the challenges, in speaking about the 12 Month MBA, Anthony says “how could you not do it?”

“When I started the 12 Month MBA, I was simply looking to expand my business knowledge and take my strategic thinking to the ‘next level’. However, the practical nature of the AIBA MBA has raised my understanding of a range of complex concepts and business models that have assisted me in growing my business and planning for the future,” said Anthony, Director of Goldlock Consultancy.

AIBA, a member of the BEC, is a member of the Gibaran Learning Group which comprises four higher education institutes. AIBA offer an accelerated, practical MBA through weekend workshops in Adelaide and also by distance learning.

The ceremony was officiated by The Hon. Paul Caica MP, Minister for Further Education.



Minister Caica acknowledged the unique contribution AIBA graduates will make to the skills needs of South Australia as graduates of a specialised and flexible private education provider.

“As quality graduates you are vital in ensuring South Australia is appropriately equipped to meet the skills needs of our community, now and in the future,” said Minister Caica.

### **Minister Caica and Anthony Goldsmith**

Anthony said he believes many business owners would benefit from the practical nature of the AIBA 12 Month MBA programme.

“The AIBA MBA is flexible as it’s delivered on weekends, it’s work-based and very relevant for business owners,” said Anthony.

The Gibaran Journal of Applied Management can be accessed from the following site:

<http://www.gibaranjournalofappliedmanagement.com.au/index.php/gjam>

Anthony’s published article with case study “Work-Life Balance in Small to Medium Business – Anthony Goldsmith: Gibaran Learning Group – November 2008” can be accessed from the following site:

<http://www.gibaranjournalofappliedmanagement.com.au/index.php/gjam/article/view/39/73>

Applications are currently being accepted for the March 2009 intake of the 12 Month MBA in Adelaide. Distance learning participants can enter in any month. Information is available at [www.12monthmba.com.au](http://www.12monthmba.com.au) or by contacting Sonya Caston from AIBA on 08 8212 8111.



The new Fair Work Bill is expected to pass through Parliament in March 2009 with sections of the Legislation to commence from 1 July 2009.

DO YOU KNOW?

- From 1 /7 /2009 no business will be exempt from unfair dismissal provisions
- There will only be one stream of Agreements, "good faith bargaining" provisions will apply and bargaining agents must be recognised
- New minimal employment conditions will apply
- There will be new Right of Entry provisions for Unions.

The changes under the Bill will face employers with a new set of challenges.

To book a FREE onsite visit to discuss how these changes will impact your business, please call Rowen Gransden in 8274 2105 or email [advice@smartir.com.au](mailto:advice@smartir.com.au) .

**IF YOU EMPLOY PEOPLE, YOU NEED US**

Level 1, 28 Greenhill Road WAYVILLE SA 5034 [www.SmartIR.com.au](http://www.SmartIR.com.au)

*Wishing you Health and Happiness  
for Christmas and the New Year!*

VIVIENNE TWELFTREE Director, Sales & Rental Agent and Auctioneer RLA 179129



Thank you to those who have put your trust in me to assist you over the past SEVEN YEARS. I look forward to helping you with SALES AND/OR RENTALS in 2009

**Always available for a chat, phone: 8363 1991 or 0419 814 687**

“This excerpt from a two page testimonial certainly gives me something to continue aiming for - **Excellence in Real Estate!**”

*“We spent four years with two different high profile agents trying to sell our Air Apartment on Greenhill Rd with no offers. Viv did the deal within a few months! An impasse occurred that seemed impossible to resolve, she took charge and found the best solutions for all parties. Viv offered personal, one on one caring service and provided to all parties far greater support and mentoring than anyone could expect. This outcome would not have been possible with the previous agents. It required a person with charisma and a great deal of empathy. I have no doubt that the purchaser, our tenants and we the vendors consider, Vivienne Twelftree to be the Real Estate agent of our life time”. Joe Raimondo (2008)*

**MYBC** is offering a **FREE MYOB Health Check** valued at \$297,  
to all business owners who could benefit from:

- Better bookkeeping systems & controls
- A more effective chart of accounts
- Streamlined & efficient data processing
- Better reporting capabilities
- Accurate & reconciled accounts

*Did you know that MYBC is MYOB Certified and experts in:*

- MYOB Installation & Upgrades
- Set up & Customisation
- Bookkeeping
- Monthly/Quarterly reviews
- One-on-One on-site training



[Click here](#) or visit us at <http://www.mybc.com.au/Contact.aspx> to secure your  
**FREE MYOB health check** today. Be quick – Offer expires 22 Dec 08.



2/146 Greenhill Road, Parkside, SA, 5063  
Ph: (08) 8471 7007 - Fax: (08) 8357 2184  
[rachael.turner@mybc.com.au](mailto:rachael.turner@mybc.com.au)  
[www.mybc.com.au](http://www.mybc.com.au)



Easy Swing Director and Professional Golf Coach Jon White has joined forces with one of Australia's leading chefs, Andrew Fielke Enterprises who was the founder of the Red Ochre restaurants.

Our business "PROCHEF" golf, food, wine, tours and events can deliver the most outstanding Gourmet & Golfing Events and Tours. The aim of our venture is to bring together superb gourmet food, high quality wine & beers with great golfing experiences

The thing about PROCHEF is that you don't even have to play golf to be guaranteed a great day out!!! Our packages include unique fun filled activities that will keep both golfers and non-golfers entertained ensuring that all participants have a memorable experience

Here are just some of the many concepts in which PROCHEF can be of service to you and your organization

- Team Building Activity
- Buck's & Hens Parties
- Sporting & Social Club Activity
- Reward for valued clients & staff
- Conference Activity
- Networking Events
- Weekend Getaway



To arrange for PROCHEF to help you design a package for your organization please contact Easy Swing Director Jon White on

Mobile 0405 354 276  
Email [info@easyswing.com.au](mailto:info@easyswing.com.au)



### SUMMER SURVIVAL PACKAGE

Does thought of endless Christmas parties and donning a bikini fill you with dread ?  
Do you feel tired and look less than your best after yet another hectic year?

Treat yourself to a **Summer Survival Package** courtesy of the experts in feeling and looking your best, Contours Face and Body Clinic.

A combined session of Biosculpt to slim around the edges for that flat tummy look and Contours Microdermabrasion to clear your skin and bring back a dewy youthful complexion, is just what's needed. This combination will invigorate your face and body so you can face the party season brimming with confidence and energy.

Book early to avoid disappointment, a full session takes 1.5 hours and costs a mere \$198, essential, effective and so good for you, call 83635884 today.

## The Value of Trademarks

“Unfortunately many businesses are finding out the hard way when it is all too late, particularly with the internet making it so easy to locate infringements”

### Has your business name, logo or slogan been Registered as a Trademark?

- **What if** someone else gains Trademark Registration before you? They may threaten you with legal proceedings.
- **What if** you prevented expensive legal proceedings and headaches by Trademark Registration?
- **Are you** purchasing a business who infringes a Registered Trademark?
- **Are you** watching the market to ensure that your trademarks are not being infringed?
- **Are you** using trademarks in the correct way to avoid trademark dilution?
- **Have** Trademark searches been conducted to ensure you not infringing Trademark rights?
- Prevention is the cure when it comes to costly litigation.

### Trademark Facts:

- The following advice is not tailored for every situation. Advice from your Trademarks Attorney should always be sought.
- Filing a trademark application should be done immediately, if only to prevent another party from registering rights and threatening you with legal proceedings.
- Company and “business name” registrations **do not** provide legal rights to the name.
- Generally speaking, a Registered Trademark owner holds exclusive rights to “sue” another party for unauthorized use of the same or similar Trademark
- Please contact us now for a **FREE initial consultation:**  
8231 7621 or [information@trademarkservices.com.au](mailto:information@trademarkservices.com.au)

### Our Firm:

Australian Patent and TradeMark Services has attorneys who tailor IP protection strategies and provide 10-20 years experience to assist your business.

## If You Want to Achieve More in 90 Days than Most Businesses Do in a Year...

Then take this opportunity to get focused... To map out a winning course for your next 90 days. This 5-hour **'Business Booster'** workshop, with a management accountant and a business mentor, provides practical strategies... **You walk away with a real plan!**



...navigation  
for your  
business

### Create Momentum ...

By the end, you will have a clear picture of where your business will be in 90 days time, and a step-by-step plan to get there.

### Resources to Develop Your Roadmap ...

Set targets in all the key areas of business from goal setting, marketing & sales, to financials, to team building and time management.

#### Resource 1: Management Accountant

It's like having an 'in-house' financial controller /accountant to help you tighten financial controls & identify practical financial goals.

#### Resource 2: Mentor/Coach/Adviser

Your own personal mentor, to assist you to set your marketing, sales, team & time targets, with tips on how to achieve them too!

### Rev Up! Bring Your Key People ...

Everyone will learn how to get more done in less time, take ownership & responsibility for outcomes, and be clear in their priorities.

[www.greaterprofitservices.com](http://www.greaterprofitservices.com)

### Set Your Business Up For 2009 ...

You'll leave with:

- \* Vision & Focus for the next 90 days
- \* Strategies to build profits now!
- \* Your own personal workbook, mapping out precise goals & activities to action for the next 90 days
- \* A clear understanding of what has/hasn't worked & WHY!
- \* A network of new business contacts & alliances

#### Here's What To Do ...

Invest \$295 +GST

- \* Block out **Tues, 13/1/09 - 12.30-5.30pm**, in your diary NOW!
- \* Plan for your key team members to come along with you
- \* Call or Email NOW to confirm your seats (only 17 available)

M: 0418 623 823 E: [sales@greaterprofitservices.com](mailto:sales@greaterprofitservices.com)

*A Prep Pack: Workbook, Business Profile & Audit Forms, will be sent before the workshop.*

## Hern Financial Services

### Your Proactive Wealth Accountants



At Hern Financial Services we provide a unique service, different to your average accounting firm. We are **proactive!** Brian Hern and Matthew Carberry are the Partners of Hern Financial Services. Combined, they have over 50 years of experience in financial/accounting advice. We help individuals, families and businesses achieve financial success.

We work with you and your business to:

- \* Increase your profits
- \* Improve your Cashflow
- \* Grow your business
- \* Protect your Assets
- \* Increase the Value of your Business and Succession Planning

Our services also include:

- \* Financial Planning
- \* Estate Planning
- \* Individual and Business Tax Returns
- \* Home, Investment and Leasing Loans
- \* Retirement Strategies

#### \* Have you thought about a "Transition to Retirement" Strategy for your retirement?

It is now possible for those who have reached the age 55 to keep working but also access their super early, via a Transition to Retirement Pension. This strategy can provide significant tax savings while still receiving the same net income.

Please call us on 08 8344 6011 or email Matthew at [mcarberry@hern.com.au](mailto:mcarberry@hern.com.au) to register your interest for our **free** Transition to Retirement seminar early in the New Year.

## Hern Financial Services

Telephone: 08 8344 6011 Fax: 08 8344 1533

Address: 113 Walkerville Terrace, WALKERVILLE, SA, 5081

Email: [mcarberry@hern.com.au](mailto:mcarberry@hern.com.au) Website: [www.hern.com.au](http://www.hern.com.au)



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Eastside  
Business  
Enterprise  
Centre Inc

# What people are saying about Essential Employee Management Workshops

christineedwards  
enterprises

...adding value to your organization's human resources

*Very worthwhile and applicable to my circumstances.*

*Would recommend it to others*

*Excellent, very helpful, very inspiring exactly what small  
business owners need to help them out*



Christine  
Edwards

Struggling with time or resources to devote to managing your people? This series gives you foundation policies, procedures and the skills to deal directly and assertively with employee performance, helping you to focus on your core business activities. Topics included:

- ✓ Your Legal Obligations,
- ✓ Recruitment and Selection,
- ✓ Workforce planning,
- ✓ Influencing and Managing Performance

Presented by Christine Edwards in conjunction with EBEC, this is the essential employee management series tailored to meet your business needs.

mobile +66 0j4l 2 229 953

website [www.christineedwards.com](http://www.christineedwards.com)

email [christine@christineedwards.com](mailto:christine@christineedwards.com)

post po box 540 kent town 5071 south australia

Find out more, email [christine@ChristineEdwards.com](mailto:christine@ChristineEdwards.com)

People, Productivity and Growth

Achieve and Exceed



## Buying or Selling Commercial or Residential Property?



Work supervised by Doman Lawyers so:

- Property transaction handled at the highest standard.
- Further advice available if required on other areas such as your business, partnership or estate planning matters.

Separate division to Doman Lawyers so:

- work handled as a priority
- Fees are upfront, fixed and highly competitive



Level 4, 41 Currie Street  
ADELAIDE SA 5000  
PH: 8212 3500  
FX: 8410 8155

[admin@oracleconveyancing.com.au](mailto:admin@oracleconveyancing.com.au)

YOU CAN  
COUNT  
ON US!