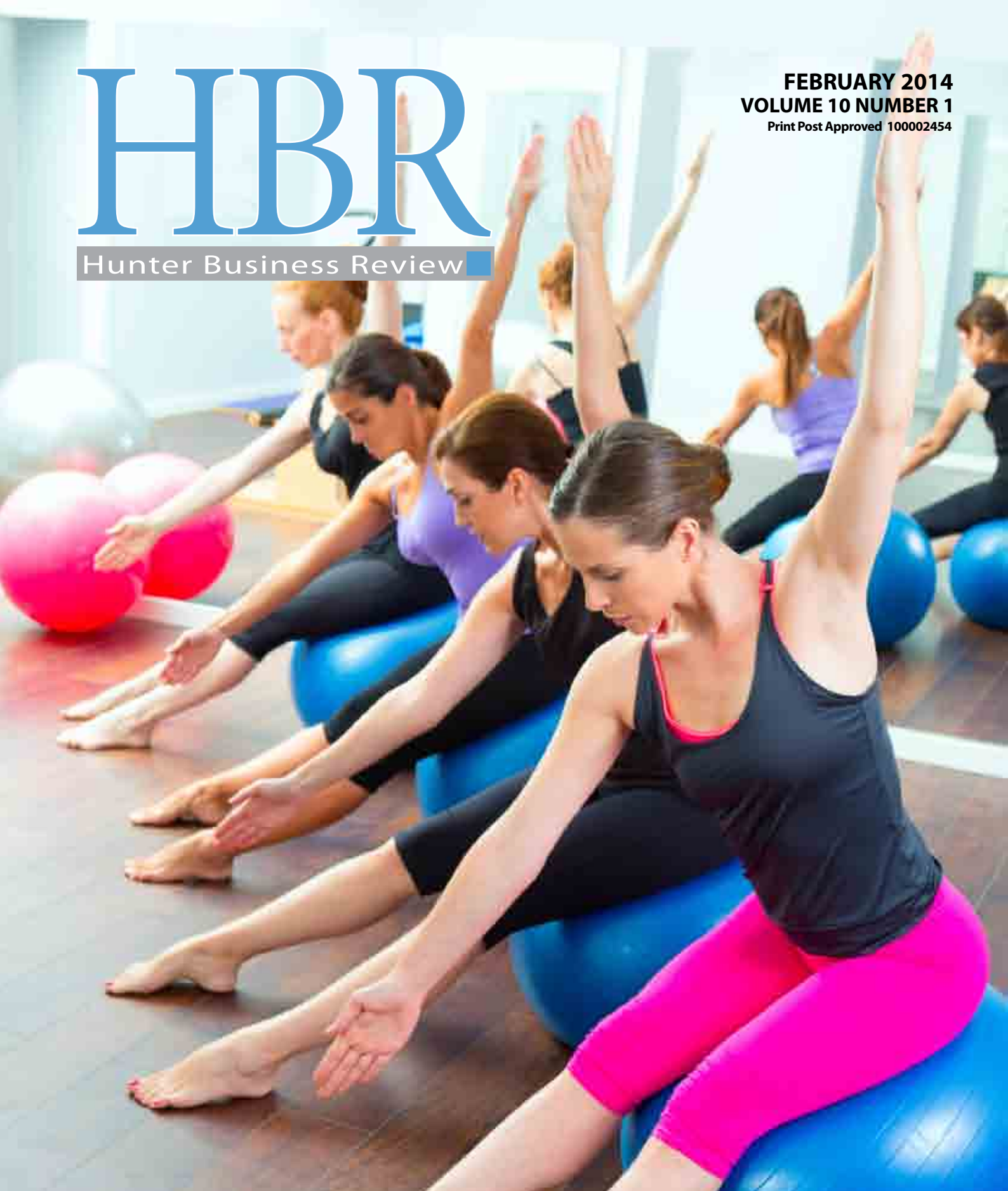


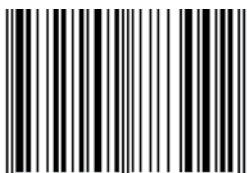
HBR

Hunter Business Review

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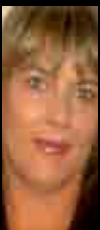
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GARRY



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CONTENTS

4 From the Editor

5 Business News

19 On the Job

20 Business Advice

24 On the Move

26 Business Technology

31 Property

33 Health & Fitness

41 Business Services Directory

42 Funny Business

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Welcome to the first issue of HBR for 2014.

Having already talked to many business people this year, there seems to be more optimism than the corresponding time last year. Some of it is based on improved sales whilst others are in just in a more positive frame of mind and believe that this year will be better than 2013.

The New Year also tends to make us reflect on our lives and businesses and perhaps make changes.

The start of 2014 has certainly brought some changes at HBR, the most significant being the repositioning of HBR as not just the region's leading printed business magazine but now also encompassing a more integrated hard copy – website – social media strategy.

Whilst the printed magazine will remain an extremely important component, we are well aware that the online realm also offers its own unique advantages.

As such we have launched a completely redesigned website that offers more features and much more regularly updated content. We will also be using social media in a more structured manner to help keep our readers informed.

We would like to position HBR so that in the future you

will think of HBR as being the printed magazine as well as the website, complemented by social media.

We believe 2014 will be a pivotal year in the evolution of HBR. To help us in our efforts to serve the Hunter business community, we would like to encourage your feedback, whether it is things you like about HBR (print and online) or things you think we could do better.

If we don't have an opportunity to discuss in person, please feel free to drop me a line at garry@HBRmag.com.au.

I look forward to hearing from you.

Garry Hardie
Publisher & Editor

GARRY HARDIE PUBLISHER & EDITOR



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COMING FEATURES

April - Deadline 10 March

Williamstown Aerospace Centre + Superannuation, Investment & Taxation

May - Deadline 10 April

Innovation in the Hunter + Sustainability + Workplace Health & Safety

June - Deadline 10 May

Training & Education + Mining & Energy Update

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2013 coal exports set another record

Newcastle continues to set records for its coal exports. In 2013 there was 150.5 million tonnes of coal that left the port, which is an increase of almost 17 million tonnes on the previous year. December was also a record setting month, 15.1 million tonnes was exported, exceeding the previous annual record of 14.2 million tonnes set in October.

According to Minister for Roads and Ports, Duncan Gay "This strong result is an endorsement for the coordinated work of coal producers and service providers to continue to grow exports."

The annual growth rate of 12.5% is the fourth consecutive year of above 10% annual growth for coal exports from Newcastle port. Minister Gay said in 2013 the port's coal terminals, operated by Port Waratah Coal Services and the Newcastle Coal Infrastructure Group, both expanded to full capacity, giving the port terminal an annual capacity of 211 million tonnes.



Minister Gay sees these results as a reflection on the port's importance to the state and national economies. "With the continued development of the Hunter Valley Coal Chain, we will see coal exports from the Port of Newcastle continue to grow."

Passenger numbers reach new high for Newcastle Airport

In 2013 Newcastle Airport set a new record for passengers in a calendar year with 1,198,312 passengers. This is in spite of events such as the closure of the Airport due to bushfires in October and the collapse of Brindabella.

Increased services from Jetstar to the Gold Coast, combined with additional services from Virgin Australia on the Brisbane route had a positive impact on passenger throughput for the year which saw an increase of 1.4% or 16,683 passengers compared with 2012.

The July to October period was the strongest four month period ever for Newcastle Airport — a record 413,888 passengers used the Airport. This period was supported by school holidays and strong business traffic during October.

"The final result for 2013 of 1.198 million passengers is a significant achievement and proof of the importance of the Airport as a transport hub for our region," said Paul Hughes, CEO Newcastle Airport.



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Long awaited infrastructure improvements to go ahead

Two projects of significant state and national value are finally going ahead after confirmed funding from both state and Federal Government.

An upgrade to the Scone level rail crossing will address the issue of coal trains travelling through Scone which add to congestion. The project will improve road safety and reduce freight costs.

The duplication of Tourle Street Bridge and Cormorant Road has been identified as a project of national significance as it connects Newcastle Port and Airport to the national highway system.

According to CEO of RDA Hunter, Todd Williams; these projects are the first step to linking the key economic

drivers of the Hunter to the national highway system.

"RDA Hunter has been working with stakeholders and all levels of government for more than three years to have key regional infrastructure projects such as this recognised as national priorities and ultimately funded by state and federal governments."

\$51.9 million for the Tourle Street duplication has been secured and budgeted by the Federal Government and matched by the NSW Government dollar-for-dollar with 50% by the Commonwealth and 50% by the State. \$45 million will come from the Federal Government and this amount will be matched by the State Government to build the long awaited level crossing at Scone.

Westpac Helicopter staff awarded for bravery

Four Westpac Helicopter Service team members, who rescued a farmer just minutes before he was swept away in raging flood waters, have been awarded a Unit Citation for Courage.

Chief Pilot Mike de Winton, Air Crewman Graham Nickisson and Danny Morris, and Paramedic Greg Nott were presented with NSW Ambulance bravery commendations by Health Minister Jillian Skinner for their involvement in the rescue of a farmer who was trapped on the roof top of a flooded shed during a torrential storm on Sunday 24 February 2013 at Wyong Creek.

General Manager of the Westpac Rescue Helicopter Service, Richard Jones said this was a proud moment



for the Westpac Rescue Helicopter Service. "The team always put in 100% and it is great to see some of their achievements recognised in this way."

Newcastle led study provides evidence needed to change smoking laws

A Newcastle study into the effects of second-hand smoke will result in significant changes to legislation regarding smoking within multi-living spaces.

The research led by Associate Professor Billie Bonevski found that multi-unit dwellers were 19% more likely to be exposed than those living in houses, with women more likely to be exposed than men primarily because they tend to spend more time at home.

160,000 people, aged 45 and up, took part in the statewide study that came about following an approach by the former ASH Australia health group seeking reliable data on second-hand smoke exposure.

Professor Bonevski said she wasn't surprised by the results of the study on the effects of second-hand smoke but said "I was surprised by the number of people reporting exposure to second-hand smoke in their homes and workplaces because we tend to think of Australia as a mostly non-smoking society with a lot of existing restrictions on smoking in public places."

Living in a smoky environment tended to increase take-up rates and make it harder for people to quit. About 10,000 participants in the study had children residing with them in the unit.

The NSW Government is expected to introduce the by-laws in mid-2014.

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Hunter Water Head Office to be sold to partially fund Burwood Beach Plant upgrade

With the population expected to increase by more than 20,000 over the next 20 years, an upgrade to the Burwood Beach Wastewater Treatment Plant will be necessary.

The Plant is the largest in the Lower Hunter and treats the wastewater for approximately 190,000 people from Newcastle and parts of Lake Macquarie.

Hunter Water has advised that they will commence consulting with the community and stakeholders in March on a number of possible upgrades to the Burwood Beach Plant.

The upgrade is likely to cost several million dollars and will be partly funded by selling the Hunter Water head office at Honeysuckle.

Hunter Water Managing Director Kim Wood said the decision to sell the head office would help offset the cost of the upgrade at Burwood Beach.

"Hunter Water's head office is a stunning piece of architecture and was the first in Newcastle to receive a 4 star Australian Building Greenhouse Rating for its water and energy efficient initiatives.

"The property will go on the market with a condition that Hunter Water has a 10 year lease with an option for a further 5 years. The combination of the quality of

the building, a long-term tenancy and the Government's decision to end the train line at Wickham will I expect ensure strong interest."

Residents should receive information with their water bill about the potential upgrade and an invitation to tour the Burwood Beach site in March.



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Two options on table for Newcastle light rail



As part of a transformational project aimed at revitalising the city centre, in December last year the NSW Government announced that the first stage of the new Newcastle light rail line will link the beach with a new transport interchange at Wickham.

Brad Hazzard, Minister for Planning and Infrastructure, said the NSW Government was getting on with determining where light rail would travel between Wickham and the beach. He also said that community consultation will be critical in the decision making process, with feedback being sought early this year on two potential short-listed light rail routes. The two options, which connect Wickham to Newcastle Beach, are: the rail corridor and Scott Street to near Newcastle Beach at Pacific Park; and Hunter Street and Hunter Street Mall to near Newcastle Beach at Pacific Park. "Both options promote

urban renewal and improve access to key destinations in the Newcastle city centre."

There will be up to 11 new pedestrian and road crossings which will open up the city centre to the foreshore.

Minister for Transport Gladys Berejiklian said Wickham was selected as the location for a new, fully accessible interchange for heavy rail, light rail and buses following detailed studies. She said that an interchange at Wickham provided the best outcome for transport customers, as all bus, heavy rail and light rail services would be located on one level for easy interchange. To assist with the community consultation, the NSW Government will release comprehensive detail about both options for the light rail route between Wickham and the beach. Separate work continues on planning for future routes linking to this spine.

This announcement came as two key tenders were awarded for the project. International consulting firm URS has been appointed to provide detailed advice on the design of a new interchange at Wickham, including operational requirements, a new stabling and maintenance centre, which will provide customers a straightforward transition to buses and light rail. The tender to develop a business case and economic studies for the Newcastle light rail project has been awarded to EY.

"Truncating the heavy rail line, creating a fully accessible transport interchange at Wickham and introducing light rail, said Mr Hazzard, will enhance and accelerate many renewal initiatives – helping bring jobs, residents and visitors into the Newcastle city centre."

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New anti-bullying laws

Business owners, employers, and employees should note that new anti-bullying laws came into effect on the 1st of January this year. Employees who are being bullied at work are now able to apply to the Fair Work Commission for an order to stop the bullying and The Fair Work Commission must begin to deal with the matter within 14 days.

More information is available from the NSW Business Chamber



Two days. 100 ideas: CPA Australia Newcastle Convention 2014

Newcastle's leading accounting and business professionals will converge at Newcastle City Hall on 19 – 20 March to explore "Two days, 100 ideas" at the Newcastle Convention 2014.

The event brings together a range of well renowned and innovative speakers to support the Newcastle and Hunter Valley business community. With over 24 sessions, the event aims to show that "businesses don't run on numbers, they run on the responses to numbers" and that business leaders collectively need to drive productivity and growth.

Key speakers include Andrew France, Partner, Revenue Performance Management Group International, and Janu Chan, Economist, St. George Bank NSW. Peter Fitzsimons AM will also be presenting on "The world of media and how to get the most out of it" at the Convention at a Business Breakfast.

CPA Australia's NSW General Manager, David Lee, says that the event is designed to inspire participants and leave them with more than 100 ideas as to how they can innovate and continue to transform businesses in their respective industries.

"This is a fantastic forum for like-minded professionals to come together, to converse, network and hear from leaders in business and across society.

"There will be big picture sessions covering the importance of driving productivity growth as well as core accounting and finance sessions in key areas of taxation, management, and financial reporting and control.

"Newcastle has successfully diversified its economy, and CPA Australia is proud to support businesses in the area," he said.

Two days. 100 ideas.



CPA Australia Newcastle Convention 2014
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Speakers include:

Peter Fitzsimons AM, Rugby star, best-selling author, well respected columnist for The Sydney Morning Herald and The Sun-Herald and a television presenter on Fox Sports

Janu Chan, Economist, St. George Bank – NSW

Richard Day, "Potentialist" Leadership and Dynamics Coach

Chris Gray, Property Expert and Chief Executive Officer, Property Empire

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New skills training centre opens in Rutherford

The Hunter Valley Training Company (HVTC) opened the doors to its brand new \$5 million home in Rutherford after finally outgrowing the site it had occupied in East Greta for 26 years.

CEO Sharon Smith said "Our new state-of-the-art Skills Centre will be the training ground for more than 70 apprentices in 2014, who will gain skills in a range of traditional trades highly sought after in mining and manufacturing."

The custom-built facilities will enable HVTC to better meet the changing nature of training. The range of training will be broadened and, according to Sharon, will include specifically designed induction courses, safety training and additional short courses for Australian industries. The new centre will also house HVTC Head Office and HVTC Hunter's Group Training Organisation



"This is an incredibly exciting time for HVTC and the local Hunter community which has been very supportive of the new Skills Centre and the ongoing benefits it will bring to the region."

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Lifeline region merge

Lifeline Newcastle & Hunter and Lifeline Central Coast recently joined forces in a formal merger. The Board of Directors from both regions have merged with key Central Coast Board representatives joining the Newcastle Board.

According to CEO of the combined entity, Kay Chapman (CEO of Lifeline Newcastle and Hunter for the past six years), the structural change ensures strong leadership and sustainability of services in two areas of NSW, that are both population-growth hotspots.

"The change means more life-saving funds can be directed to services for Lifeline clients in Newcastle, the Upper Hunter and Central Coast," Ms Chapman said, "such as, the introduction of personal counselling and financial counselling on the Central Coast."

She also said that while the merger will see a sharing of resources from an administration point of view, Lifeline will keep its trusted local identity in each area and continue to provide the same services and vital daily life-and-death situations for communities and families.

Anyone with a personal crisis or thinking about suicide can contact Lifeline on 13 11 14.

Anglican Care announces strategic partnership with APP Corporation


Leading not-for-profit Aged Care and Retirement Living provider Anglican Care has appointed national property and infrastructure services consultancy APP Corporation as their long term Project Management partner for the management and delivery of their capital works and property development portfolio.

Anglican Care is preparing to expand their portfolio through the purchase or development of new sites and facilities. They will also be upgrading several existing facilities to meet current market expectation and compliance requirements. As a strategic partner APP will act as Project Director by providing property, portfolio and project management services to all Anglican Care's future projects.

Anglican Care CEO, Mr Colin Osborne stated: "APP's skills and expertise in property and asset management, property development and project management will provide Anglican Care with a significant point of difference as an operator. They have a strong understanding of the opportunities and risks related to this sector, and the strategic focus they bring to the operational and functional long term objectives for our business will help us to achieve the best possible outcomes".

APP's engagement coincides with the appointment of Jackson Teece as Anglican Care's Principal Architectural partner. As strategic partners, APP and Jackson Teece's first project will be to deliver a new 147 bed Residential Aged Care Facility in Toronto NSW (designed by Jackson Teece). The flagship facility is due to commence construction in mid-2014 and will establish a new standard of aged care accommodation for the region.

OUR FUTURE IS RIGHT HERE IN THE HUNTER

A man with short brown hair and a slight smile, wearing a dark blue BAE Systems jacket with a red collar. He is positioned on the left side of the frame, looking towards the camera. The background is a blurred outdoor setting, possibly an airfield.

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ICAL launches in China

Raymond Terrace based ICAL International Customs & Logistics has opened a new office in Shanghai, China.

As one of a leading independent freight forwarding, customs brokerage and logistics organisations, this latest move highlights ICAL's commitment to expansion and customer service, following on from earlier openings in Newcastle and Sydney.

The new Shanghai office is more unique though, in that it's being headed by an Australian, ICAL's licensed Australian customs broker, Mr John Zhang.

Fluent in Mandarin and English, Mr Zhang will provide professional importing and exporting advice without language or cultural barriers commonly encountered.

Regional ICAL Business Manager, Mr Dan Wilkinson said that "... as an expert in Australian/Chinese government and freight regulations, Mr Zhang's presence will attract a new wave of customers to and from China, also offering reassurance to those with reservations about dealing directly with the booming nation".



ICAL's first international branch will build on the company's reputation for dedicated support and outstanding results.

In an exciting move, ICAL will also offer a range of new solutions at its Shanghai branch, including source assisting, business travel assistance and consulting services.

2014 Lake Macquarie International Children's Games

Lake Macquarie City Council welcomed the President of the International Children's Games, Torsten Rasch, and the Secretary General, Richard Smith, for the signing of the official 'Host City Agreement' between the International Children's Games and the City of Lake Macquarie in a ceremony on Friday 10 January at the Council Chambers.

Mayor of Lake Macquarie, Cr Jodie Harrison, said the ceremony is conducted as a tradition one year prior to the scheduled host city ICG Summer Games.

"The signing of the official agreement is a significant occasion as

we prepare to welcome the world and showcase our City, facilities and community spirit," Cr Harrison said.

"It is an honour to host Mr Rasch and Mr Smith in our City and to be able to demonstrate to them what our City and our Region can offer on an international scale."

Mr Rasch said the Committee members have dreamed of a Games in Australia.

"This high-ranked sports event is officially recognised by the International Olympic Committee and we are thrilled to see the first Games ever "down under" take place," Mr Rasch said.

"This event will put Lake Macquarie City on the world map of International Children's Games.

"We are convinced that the Lake Macquarie Games will be successful and a highlight in the history of our movement.

"We are counting down the days until December 2014 to experience warm hospitality, enjoy great sports and give young athletes an everlasting unique memory by being a part of this tremendous event."

Member for Charlestown, Andrew Cornwell has welcomed the news.

"I'm delighted that the NSW Government, through Destination NSW, is supporting the International

Children's Games. Our community looks forward to welcoming these eminent guests for the signing of Host City Agreement between the 2014 International



Children's Games and the City of Lake Macquarie," Mr Cornwell said.

The International Children's Games (ICG) originated in Celje, Slovenia, over forty years ago. Founder, Metod Klemenc's passionate belief that young people could develop lasting friendships and promote peace in the world through sport, enabled the ICG to grow from its humble beginnings in Europe to become one of the most respected and largest youth sporting events in the world.

The Lake Macquarie International Children's Games will be held from on 6 – 11 December 2014.



The dawning of a new era in the evolution of HBR

HBR has evolved into a multi-media information source for businesspeople with the launch of a new integrated print – website – social media strategy.

We have no plans to not print hard copy issues, but recognise the tremendous opportunities available to complement the region's leading printed magazine with an active website and social media plan to keep readers more informed than ever.

The new website is a complete re-design and offers a whole new level of content including:

- Regular new stories
- The complete contents of published HBR issues – posted stories plus PDFs
- The ability to search all stories on the website
- and much more

We are also offering regular advertisers with free website advertising (contact us for further information and conditions!)

HBR has commenced with twice weekly posts on social media and will also assist story suppliers and advertisers to spread the word on their content to their social media contacts.

But this is only the beginning.

Over coming months you will see a number of further changes in the integrated HBR product.

If you are interested in participating in the new HBR, then contact us today.

We are always happy to discuss advertising and story opportunities.

For further information contact HBR on (02) 4925 7750 or email garry@HBRmag.com.au

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Harris Wheeler lawyer achieves accreditation

Local solicitor Micah Jenkins recently achieved accreditation, through the Law Society of NSW, as a business law specialist.

Partner of law firm Harris Wheeler Lawyers, Micah said he was pleased to have the 'stamp of approval' from the Law Society of NSW.

"Choosing a lawyer can often be a daunting prospect for many businesses and this accreditation can help to reassure them that they will receive expert advice and assistance," Micah said.

The rigorous accreditation process involved extensive mock file assessments, a sit down examination and a peer interview by the Society's business law panel.

Before gaining accreditation a solicitor must also have practised full-time for at least five years and worked in their area of speciality for at least three years.

Accredited specialists must also maintain accreditation

through increased annual continuing education in their field of expertise.

Harris Wheeler Managing Partner, Matthew Smith, said the accreditation was welcome acknowledgement of Micah's experience.

"The accreditation recognises Micah's technical and commercial excellence in business law, attained through over 15 years as a business lawyer in NSW and the UK," Matthew said.

Micah has a Bachelor of Laws from the University of Newcastle and is currently undertaking a Master of Laws at the University of Sydney. He was admitted as a solicitor in NSW in 1999, following this up by being admitted as a solicitor in England and Wales in 2006.



Blue Heeler Film Festival 2014

The Blue Heeler Film Festival is on again from 13-16 April 2014, and this time the short film competition is open to entries from all over the Upper Hunter. Filmmakers from Upper Hunter Shire, Muswellbrook Shire, Singleton LGA, Dungog Shire and Gloucester Shire are invited.

The 2013 festival saw local film entries in a bunch of genres including Claymation and nature doco-style, and Muswellbrook High made us all get something in our eye.

This year, short films need to be between one and seven minutes long and reference Campbells Corner in Muswellbrook.

There will be five prizes on offer in 2014:

- the Junior category prize, open to filmmakers primary school age and under
- the Senior category prize, open to filmmakers of high school age
- the Open category prize, open to filmmakers who are adults
- the Audience Choice award –overall winner of the most audience votes
- the overall best film of the festival, chosen by our judges: The Bluey.

The deadline for entries is 14 March 2014.

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Can you help make a child's future brighter?



Celebrating 20 years of supporting children with vision or hearing impairment, and their families, in the Hunter, The Royal Institute for Deaf and Blind Children (RIDBC) is seeking help from local companies through the Sight and Sound for Kids Corporate Sponsorship Package.

This package will enable companies in the Hunter to not only support a local charity but to be confident knowing that their money is supporting children in the region.



Construction commences on new car dealership

Construction has started on a new car dealership on an iconic site bringing jobs and investment into Newcastle's West end.

The McCarroll's Group is building a new dealership in Dangar Street, off Hannell Street in Wickham, just near the Stewart Avenue railway gates.

Local company Williams River Steel is engaged to complete the concept, design and construction. Work is expected to be complete by the end of March.

McCarroll's Newcastle general manager Mario Tomlin said the 1,988 sqm dealership will allow customers to view eight of the world's leading automotive brands under the one roof.

Mr Tomlin said the development was part of a multi-million investment by the family-owned McCarroll's Group in Newcastle. Last year it built a new 1,881 sqm, 16 hoist,

service centre in Denney Street, Broadmeadow, one of the largest of its kind in the Hunter. McCarroll's is no stranger to Newcastle and the Hunter. It has operated the well-known luxury car dealership Lexus of Newcastle for 14 years.

The automotive brands at the new dealership will include Chrysler, Jeep, Dodge, Alfa Romeo, Fiat, Volvo and Renault. McCarroll's bought the site in 2012 and has been operating a smaller dealership in an existing building on the site since April 2013.

A total of 12 staff will work at the new dealership, taking the number of people McCarroll's employs locally to almost 50.

The new facility will allow McCarroll's to relocate its Renault and Volvo dealerships from Broadmeadow. McCarroll's Lexus of Newcastle showroom will remain at its Broadmeadow site next to McDonalds.



Artists impression of the new facility.

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JSA starts the New Year strongly with new people and a new division

Hunter-based financial services firm JSA has commenced 2014 strongly with new staff, the establishment of a new division and the expansion of another division into Sydney.

JSA Group appointed Dean Grozdanis as business development manager to lead the introduction of a new Corporate Super Division. Mr Grozdanis is the fifth new member to join JSA Group in the past few months taking the total number of staff to over 40.

Mr Grozdanis said the Corporate Super Division would provide a specialist service with dedicated staff to support business in the Hunter. The Division will help businesses, generally with 20 or more employees, with organisation-wide superannuation reviews and can also act as a corporate super manager.

"This new service will help both employers and employees get the most from their super by having it managed by an independent expert," Mr Grozdanis said.

"Legislative changes are making super management more complex but we can help organisations reduce the administrative burden, find efficiencies and offer great



Dean Grozdanis, Jeff Shakespeare and David Blackman

flexibility in Super for employees without needing a specialist in house, staff member," he said.

Another new recruit, David Blackman is National Business Development Manager of the Novated Leasing and Finance Division. The division formerly known as Salary Packaging specialises in the complex area of novated leasing and equipment finance.

Australian engineering first

One of the Hunter's leading engineering firms has completed a project that sets new standards in the highly specialised engine reconditioning market.

In an Australian first, Teterin Engineering in Islington recently refurbished a CAT 3612 Gas Engine Block. This work can only be completed by highly trained engineers using specialised machines – big enough to handle such large-scale projects, and accurate enough to meet precise specifications.

Recent investment into plant and equipment has allowed the local business to deliver capacity and capability that would not otherwise be available in South East Asia.



Teterin Engineering machinists with the refurbished CAT 3612 Gas Engine Block.

UON Slingshot Accelerator Program

The UON Slingshot Accelerator Program, an initiative to identify high potential start-ups and nurture innovation in the Hunter, was officially launched on 23 January.

Following 60 applications to participate in the high-tech accelerator initiative, seven teams were successful in joining the program which is designed to draw on the Hunter's expertise to mentor the next generation of entrepreneurs through a special 10-week structured program.

Applicants receive seed capital, legal and financial support as well as events and marketing support. The program covers topics such as lean start-up, branding and marketing, user acquisition, revenue models, pitching, user experience and financials and governance.

University of Newcastle Vice-Chancellor, Professor Caroline McMillen, will launch the program at the Conservatorium of Music. The event will allow guests the opportunity to learn more about the UON Slingshot Accelerator Program and meet the teams participating in the current round.

The teams include the following:

- iSaveLocal: Provides an automated online advertising platform for SMEs to connect with potential local clientele via a free mobile app and website,
 - Newipra: Provides reliable ratings for market place websites that take into consideration relevance and consumer preferences,
 - Deckee: TripAdvisor style website for recreational boating,
 - GroundUp Medicine: A crowd sourced educational website providing clear, concise and current medical information,
 - Flindle: On-line bookings to help small business grow,
 - Raise for Cause: Connecting businesses and charities together and reducing the cost of fund raising.
 - The Impact Race: Combines the data from traditional and new media into one place and presents customers with an easy to read impact map.
- On completion of the program at the end of February, teams will pitch their projects to potential investors during a 'Demo Day' to seek support and grow their innovative ideas.

James Reid

What is your current role?

I am currently the owner, pharmacist and operations manager of Docs Mega Save chemist in Marketown Newcastle. The step up into ownership has been a big leap and whilst facing huge pressures from the finance world we have developed a strong business model. I was the proud recipient of the Newcastle and Hunter Young Business Executive of the year for 2013 which was a huge testament to the amount of hard work my partners and staff have put in in the last 12 months. I am also the director and owner of a brand new business venture called RunReid. This business launches in February and aims to raise money for charities through sporting events organised by, or competed in, by the RunReid team.

Tell us about your career path?

I graduated from the University of Manchester in the UK in 2001 with a master's degree in pharmacy. I completed my internship in Sale, Manchester and was employed as a pharmacist at Tesco. After 6 months I was promoted to the role of pharmacy manager. The training and focus on customer service quickly became apparent and this led to me seeking a larger role in the business. I wanted to up skill all our employees as well as serve as many customers as possible! After 12 months I was promoted to Regional Pharmacy Manager where I ran 55 pharmacies across Scotland and the north east of England. From there I took the leap to emigrate to Australia to seek the opportunity to buy my own pharmacy. In 2006 I started working for the Docs group of pharmacies and I purchased my share in 2010.

What motivates you in your job?

The beauty of my job as a pharmacist is every day is different. You never know who is going to walk through your doors or what questions they may have. We pride ourselves on offering every customer a holistic solution to their concerns and this constantly keeps us thinking and on our toes. I believe we genuinely make a difference to people's lives and this makes you want to do more. I think we have the best staff anywhere in Australia and they are constantly learning and improving their skills and being a teacher and mentor helps me keep up my skills! We take on university students every year and have two interns currently working with us so to know we are producing the next generation of pharmacists is very satisfying.

How do you spend your weekends?

When not working I love spending time at home with my wife or on the rugby field! I am definitely getting a little too old for the rugby field so maybe I will stick to keeping fit and running. I have a huge interest in ultra-marathon running at the moment and this keeps me very busy! Sharing a meal in a nice restaurant or a weekend away with friends is also high on my priority list!

Do you have a special Hunter restaurant?

With so many to choose from this is a tough question but I think Sprout Dining on Honeysuckle would top my list. An excellent venue, great customer service and superb food always make it a good night and Tom and Jacqui are great hosts.



Of anyone in the world, who would you invite to a dinner party?

This is always a tough question. There is a man named Dean Karnazes who is the world's greatest ultra-marathon runner. The achievements he has attained are quite frankly unbelievable and he has influenced so many people through running alone that I would love to find out what drives him to do what he does.

Tell us something that people would never know about you.

I completed the world's toughest endurance foot race last year, the Marathon des sables. I also can't touch wet wooden spoons!

Where do you see our region in twenty years' time?

I see the Hunter businesses growing and developing this beautiful area into both a superb business sector and a tourist attraction. We need to steer our focus away from the mining industry and focus initially on small business ventures. The local residents are very passionate Novocastrians and we should continue to develop this passion and attract more investment. Hopefully I will be retired in twenty years and can look back on how my generation steered this area into Australia's premier destination for investment and tourism.

Eating smart in the workplace

Paul Siderovski

SiDCOR Chartered Accountants

How do I get more productivity out of my employees?
How do I stop my employees energy levels falling off the cliff after lunch?

Providing your employees with a more BALANCED work environment is not just good for them, it's good for business. A good diet results in lower absenteeism, higher productivity and better work performance, so influencing employees eating habits is not just a moral issue, it's good business.

When people are hungry, their mental acuity may lessen and their blood sugar may drop. While many employees understand the importance of eating throughout the day, too often they either consume unhealthy foods or forget to eat a meal like skipping lunch or waiting too long between meals.

Business owners are increasingly investing time and effort to implement educational programs and health promotion strategies in the workplace that are aimed at enhancing employee performance. When designing and implementing these new initiatives, however, the role of healthy eating and nutrition can often be neglected. What and when an employee eats is one of the key determinates of how well they will perform. Most people don't realise that energy levels and moods can be traced to what was or was not eaten up to twelve hours earlier. By promoting a basic understanding of nutrition in the workplace, employers and workplace health care professionals can encourage employees to adopt healthier eating habits. The resulting increase in energy and more positive attitudes will reinforce the importance of diet and nutrition.

The key to maintaining consistent energy levels throughout the day is to eat three meals and three snacks, and to include an adequate amount of protein with each. It really is that simple, however, few people maintain a proper diet. There are many reasons for this, but often, it is simply a lack of understanding of the basics of nutrition. By adding snacks, energy levels can be maintained at a consistent level throughout the day, instead of peaking and then bottoming out before the next meal.

Many organisations now recognise that healthy eating can have a dramatically positive effect on the work environment. Conversely, they realise that the work environment itself can also influence the health of the employees. At SiDCOR we have begun to work with workplace healthcare professionals to develop and implement programs, which will encourage healthy eating and lifestyles among the employees. What and when one of my employees eats while not at work cannot be controlled. However, promoting proper nutrition during working hours can encourage my employees to develop new habits and routines which will likely carry over into all areas of their lives.

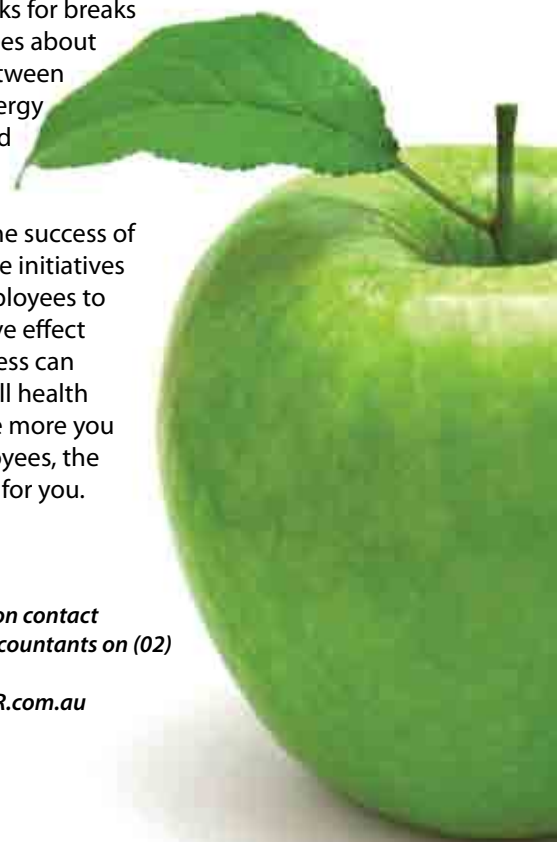
Education and awareness should be the starting point of any program. Employees will not see the benefits of adopting healthier eating habits if they are not aware of the connection between food and energy. There are many ways to provide information using methods that will generate interest and encourage changes; lunch

time information sessions, "theme" weeks, healthy recipe exchanges, and poster displays are some examples of how employees can be introduced to healthier eating.

The workplace environment should be considered when developing a program to encourage nutrition awareness and healthy eating. Needs can vary according to the environment and type of work. Within an office environment, management should be encouraged to introduce policies that will support a corporate healthy eating program. This can include encouraging meeting organisers to serve muffins, fruit, salads, and juice at meetings instead of donuts, pizza, coffee and soft drinks. The contents of vending machines can be changed to offer healthier snacks for breaks

Educating employees about the relationship between eating patterns, energy levels, attitudes, and overall health is an opportunity to positively impact the success of your business. These initiatives can encourage employees to consider the positive effect that health awareness can have on their overall health and well-being. The more you care for your employees, the more they will care for you.

*For further information contact
SiDCOR Chartered Accountants on (02)
4926 5299
or email info@SiDCOR.com.au*



Paul Siderovski, the founder and Managing Director of SiDCOR Chartered Accountants, has 17 years experience since starting as a chartered accountant with PricewaterhouseCoopers in 1995. Paul started Newcastle-based SiDCOR in 2002. Paul has a Bachelor of Commerce from the University of Newcastle and is a Member of the Institute of Chartered Accountants and the Taxation Institute of Australia as well as the National Tax and Accountants Association.



Ownership is no longer king - new Act highlights importance of 'perfecting' assets

Joshua Robb
Shaw Gidley

The introduction of the *Personal Properties and Securities Act 2009* (PPSA) requires businesses and individuals to now register their security interests on the new Personal Property Securities Register (PPSR) to avoid exposing their assets. The PPSR consolidates and replaces the various state and territory registers previously used.

During the transition to the PPSR, all charges previously recorded on the respective registers were afforded temporary 'perfection'. However, at midnight on 31 January 2014 the transitional period - and afforded temporary protection - ended and any unregistered security interests could be exposed and allow others to claim a priority.

The first case brought to the New South Wales Supreme Court under the PPSA, that of Maiden Civil (P&E) Pty Limited, highlights some of the implications and requirements for businesses and individuals under the PPSA, including the question of ownership over assets and the need for all parties to ensure their security interests are correctly recorded or 'perfected'.

In that particular case, Queensland Excavation Services (QES) leased three caterpillars to Maiden Civil without a written agreement and didn't register their interest. Subsequently Maiden Civil entered into a loan agreement with Fast Financial Solutions, which allowed them to register a security interest. When Maiden Civil defaulted on its loan, the financier appointed Receivers and Managers who claimed that the financier was entitled to the three excavators in priority to QES, even though QES claimed ownership.

The Court held that without a written agreement and no registered security interests, QES could not enforce its ownership against a third party. The Court also confirmed that as the excavators *could* have been registered on the pre-PPSA registers, the transitional provisions did not apply. The excavators were then available to be repossessed by Fast Financial.

This case highlights a number of important points for businesses and individuals:

1. A dispute can no longer be resolved by determining ownership. The *nemo dat quod non habet* (no one can give what they don't have) rule has been displaced and under certain circumstances where an entity has an interest in personal property, that is less than ownership, they can be granted a security interest over the asset despite not owning them;

2. Those operating in the financial industry or in the business of selling assets on a retention of title basis, must register and 'perfect' their security interest/s to avoid losing them;
3. It is essential to have a written agreement in place that it is able to and has been 'perfected'; and
4. Those relying on the transitional rules should now ensure that their security interest/s were recorded on the appropriate register prior to the implementation of the PPSA.

It is therefore important that those who own property or hold security interest/s under the PPSA ensure they are perfected. Perfection is paramount to the protection of your assets.

For further information contact Shaw Gidley on (02) 4908 4444, email josh.robbs@shawgidley.com.au or visit www.shawgidley.com.au

Disclaimer: This article is intended as a source of information only. No reader should act on any matter without first obtaining professional advice.

Josh Robb is a Manager at Shaw Gidley and has extensive experience in all aspects of both corporate and personal insolvency administrations. He holds a Bachelor of Commerce with joint studies in management and financial accounting and a Diploma of Advanced Insolvency Law. Josh is a member of the Insolvency Practitioners Association of Australia and The Institute of Chartered Accountants.



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Five keys to business success

Julianne Schwenke
Business Coach
Yellow Executive Business Coaching

In our work coaching successful business leaders, we notice many characteristics they share, and actions they consistently take. Modeling people who are achieving the results you want is a sure-fire way to achieve similar outcomes!

Based on our observations, here are five of our top tips for business success:

1. Eat a live frog for breakfast

No, not literally, but as Brian Tracy explains in *Eat That Frog: 21 Great Ways to Stop Procrastinating and Get More Done In Less Time*, we all have a limited amount of time in which to get our work done. Whether your work week is 15 hours or 65 hours, there are important tasks that take up large 'chunks' of time and mental energy.

The trick to productivity is to tackle your frog – your most difficult task, and the one you are most likely to procrastinate on – at the start of each day. This allows for greater productivity on less important matters later on, when energy and time reserves may be low.

2. Have Patience & Persistence

Sure, some things happen fast. But real growth and improvement takes time. Building a business from the ground up? Successful people know that it takes five to seven years to get consolidation. Want to become wealthy? They believe in getting rich slow ... with sound investments over time, not risky ventures. As many financial advisors will tell you, it's time in the market rather than timing the market that will get you results. Successful people know that it's worth taking time to research, and to do things right the first time. They are also willing to put in the work and effort required to get the results they want. They know that success is not a straight line to the top, but a mix of dips, sideways slips, troughs, and trajectories!

3. Learn from mistakes

Mistakes ... we all make them! And it could be argued that the most successful people we know have made some of the most, or biggest mistakes. Truly successful people learn the lesson from every experience they have. They repeat what works well, and when things don't go as planned they accept it and look for solutions. They don't dwell on the past and beat themselves up over the consequences of their past actions, nor do they give up after one failed attempt. They apologise when necessary, make amends, and move forward in a different and better direction.

4. Take responsibility for your own life

We call it "playing above the line". Living below the line is playing the victim card ... blaming, making excuses, and being in denial. Being above the line is taking



responsibility, accountability and ownership of our actions and the results they bring to our lives.

Successful people don't blame their competition, the weather, the economy, or their 'lot in life' for their situation. They control and influence what they can, accept what they can't, and don't waste time dwelling on things they have no control over. They recognise that life isn't always fair, and make the best of every situation they are faced with. Furthermore, they are genuinely happy when other people succeed, knowing that there is no limit to good things in life, and enough for all of us.

5. Know your own strengths

Perhaps most importantly, the most successful people we know are comfortable in their own skin, and happy with who they are. They know they can always improve, but have an in-depth and balanced view of their strengths and areas they can work on. They recognise and appreciate the strengths of others and leverage those for the benefit of their team and their business.

There are many more we could add to the list. What are some traits and actions you'd like to adopt to achieve greater success in your business this year?

*For further information contact Julianne on (02) 4933 6622
 email julianne@yellowcoaching.com.au
 or visit www.yellowcoaching.com.au*



Julianne Schwenke, Business Coach at Yellow Executive Business Coaching, has qualifications in Communications and Public Relations and a diverse business background. She coaches business leaders to success in areas including marketing, sales, team, systems, profit, and cashflow.

Removing the state of confusion

Michael Cradock
Glenrock Consulting

What is your definition of strategy? And what is your strategy for your company?

Chances are that your employees won't have the same picture or understanding as you.

How would it be if: (a) your staff all knew what the intentions of the company were; and (b) that all your staff could explain in concrete terms how their actions helped to maintain your superior competitive position?

Would those two corporate goals lead to higher profits? And a higher valuation of your company? (Answers: Yes and Yes).

I'd encourage you to pay attention to people offering to help you with "strategic planning". Why? Strategic planning is an oxymoron. Saying we will help with your strategic planning is like saying, "act naturally". You cannot act being natural. And you cannot have strategic planning. But you can have a defined strategy that then needs to be implemented over time.

So how do you set strategy?

If I were to introduce you to a simple process to help you set your own strategy, would you like that solution?

Here are two items to put on the agenda of your next leadership meeting:

1. Agree the intentions of our organisation
2. Set the way that we will compete

Could it really be that simple? Yes it can. Yes it is.

It has been my experience that business owners do not need to involve everyone in the exercise of agreeing the intentions of the company or the way that you will compete. You lead, people follow. That's the expectation of most staff.

Once you have accomplished clarity amongst the leadership team on the intentions and the way that you will compete then it is time to share that information with your staff. The express purpose of sharing those two pieces of information with your staff is for them to develop

specific programs and plans to implement the strategy. You then review those plans and if they match, you know you have good people on the bus. And if they don't match, then you know you need to train, hire new and/or get rid of the dead-wood.

The process looks like this:



Here's a contrarian view that you could blame me for (if that helped): Wouldn't it be nice if everyone in your company got on with their job? It starts with you. You lead, they follow.

For more information visit www.Glenrockconsulting.com.au or phone Michael on 0488 073 175.

As a chartered accountant and experienced entrepreneur, Michael Cradock draws upon his personal experience to help companies clarify their strategy and path to market, and successfully raise capital to fund business transformation. Consulting for KPMG and PricewaterhouseCoopers (PwC) in the UK, Michael's clients included global corporations and high-growth technology. In 2003, Michael founded and managed the highly successful professional services firm, RDCL, which was recognised as a Lexis Nexis award-winning tax practice.



Have a story?

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HUNTER BUSINESS REVIEW

Jon Novoselec has joined the HBR team as Business Development Manager, bringing with him a wealth of sales and marketing knowledge. Jon graduated from the University of Newcastle in 1998 and has worked in sales and marketing ever since. Jon's experience spans small, local not-for-profit organisations, large Fortune 500 firms, and everything else in between.



NEWCASTLE FIN. PLANNING

Matthew McCabe has joined Newcastle Financial. Matthew recently relocated from Sydney and his role at OnePath Financial Planning. Matthew has 10 years' experience in financial planning and enjoys working with clients across all areas of wealth creation, wealth protection, superannuation, Centrelink, age care and estate planning.



ATUNE HEALTH CENTRES

Jody Kerr, a qualified Psychologist with over 15 years of experience, has joined ATUNE Health Centres. Jody has worked across a spectrum of industries and is available to help individuals with a wide range of mental health issues including: depression, anxiety, post-traumatic stress, adjustment disorders, chronic pain, and stress.



THE BUSINESS CENTRE

Steve Wait has joined The Business Centre as Business Development Manager. Steve has over 20 years management experience in business, government and the commercial sector with roles in OHS (WHS), training and education, strategic planning, business performance, human resource management, industrial relations, training systems development, organisational assessment, audits and incident investigations and reporting.



HUNTER LASER VISION

Dr. Ravi Singh, Co-Director of Hunter Laser Vision has been appointed Head of Ophthalmology Department for Hunter New England Health. Dr Singh has advanced training in cornea transplant surgery, corrective laser eye surgery, laser cataract surgery, cataract surgery and eyelid surgery from London, UK. He teaches laser corrective surgery to other eye specialists through the University of Sydney.



HUNTER BUSINESS REVIEW

The HBR team has welcomed **Jason Duncan** as Online Content Manager. Jason has been working at HBR in a part time capacity since May, following a workplace training placement completed through Hunter TAFE. In this busy new role Jason will be helping to drive HBR's integrated online strategy.



GREATER BUILDING SOCIETY

Bruce White, Chief Information Officer at the Greater Building Society, has been appointed to the board of Greater Charitable Foundation. The Foundation was established in 2011 and has already allocated almost \$3 million to nine charity partners. It is currently finalising a \$1 million allocation for this year.



ATUNE HEALTH CENTRES

Dr Lana Mitchell has joined the team at ATUNE Health Centres. Lana is an Accredited Practicing Dietitian (APD) and Accredited Nutritionist (AN) with experience in both private practice and the hospital setting. Lana joins the team with a goal to provide knowledge, practical advice and support that is tailored to the individual.



ANNE STREET PARTNERS

Anne Street Partners has welcomed **Shane Fox** as Regional Manager for Newcastle. He brings over a decade's experience in local business broking and an extensive knowledge of the area to the financial planning firm.

We want to hear about your new business appointments.

Let us know about
your people!

Contact: garry@HBRmag.com.au

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ATUNE HEALTH CENTRES

Anna Kurth has joined the ATUNE team with a wide range of Osteopathic experience spanning from elderly to armed forces personnel. Gaining her Master of Osteopathy, Bachelor of Applied Science majoring in Human Biology in 2011 Anna has a passion for treating pregnant women antenatally and postnatally, as well as babies and children.



SHAW GIDLEY

Kristy Moran is the new Marketing Manager at Shaw Gidley, responsible for developing and executing the firm's marketing and communications strategy. She has delivered b2b communications strategies for companies in the professional services, IT and government industries in Australia, the United States and United Kingdom. Kristy holds a Bachelor of Arts (Communications) and a Graduate Certificate in Marketing Communications.



SLR CONSULTING AUSTRALIA

Jeremy Pepper has joined independent environmental consultancy SLR Consulting Australia as Technical Discipline Manager in Ecology. Jeremy is based in Newcastle and brings more than 17 years' experience specialising in ecological and biodiversity investigations, environmental impact assessment and approvals, and biodiversity offsets analyses.



OAS TECHNOLOGY GROUP

Steve Gauci has joined OAS Technology Group as a Senior IT Professional. He previously worked at another local IT company for over 11 years as a Network Engineer and IT Manager. Steve joined OAS to broaden his knowledge and skills, learn from others and contribute his own experience to the team.



NEXUS LAWYERS

Jaclyn Fenby has joined Nexus Lawyers as a Consultant Partner. Jaclyn's expertise includes commercial and corporate law advice, contract drafting and commercial and construction litigation. She also acted as a Compliance Officer for a Managed Investment Scheme and held senior commercial and analytical positions in government departments in Queensland prior to commencing her legal career.



SHARP ELECTRONICS GROUP

Sharp Electronics Group has welcomed **David Doyle** into their Print Solutions Division as an Account Manager for the Hunter Valley Region. David's experience within the industry complements the capabilities and future directions of Sharp Electronics Group both in print and document software solutions.

Whipper Executive



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SHARP SLIM SIZED SERIES COLOUR DOCUMENT SYSTEMS



Sharp Electronics Group has released their Slim Sized Series colour document systems. Their size has been made possible through a range of technologies including a high performance lens, downsized scanning unit, side-by-side toner cartridges and a reduction in overall parts.

The two new models, the MX-C250 and MX-C300W systems, are capable of output speeds of up to 30 ppm and offer print, copy, scan and fax features. The compact sizes of these models make them easy to fit into tight workspaces without sacrificing the advanced technology that provides professional quality output. The MX-C300W also offers a wide array of standard wireless features that will help streamline business. Users can easily scan or print from up to five wireless devices such as a PC, laptop, smartphone, or tablet simultaneously. With Sharpdesk Mobile or standard wireless communication protocols, users can easily communicate with the MX-C300W without a wired connection.

APPLE MAC PRO



Apple's all-new Mac Pro, redesigned from the inside out, provides high performance in an aluminium enclosure that is just 25.1 cm tall and one-eighth the volume of the previous generation. Mac Pro features 4-core, 6-core, 8-core or 12-core Intel Xeon processors running at Turbo Boost speeds up to 3.9 GHz and two workstation-class AMD FirePro GPUs that deliver up to eight times the graphics performance of the previous generation Mac Pro. PCIe-based flash storage delivers sequential read speeds up to 10 times faster than conventional desktop hard drives, and ECC DDR3 provides up to 60 GBps of memory bandwidth for seamlessly editing full-resolution 4K video while simultaneously rendering effects in the background. The new Mac Pro supports for up to 36 high-performance peripherals, including the latest 4K displays.

MYOB PAYDIRECT

MYOB PayDirect is a new app from MYOB that is designed to turn small businesses' smartphones into payments terminals. The initial release comprises a free mobile app that enables business owners to take Visa and Mastercard credit card payments. The app has two modes: Payments-only, enabling any SME to accept customer payments while on the road; and Integrated, here the app integrates with AccountRight Live and enables clients to raise invoices, manage debtors and contacts, as well as take payments. Integration with the MYOB Essentials range and many additional features will follow over subsequent months.



KOGAN AGORA HD MINI TABLET

The Kogan Agora HD Mini 3G tablet features a quad-core 1.2 GHz processor, an HD (1024×768) 7.85 inch IPS LCD touchscreen, 16 GB of internal storage (expandable to another 48 GB via a microSD card), an 8 MP rear-camera and a 5 MP front camera. It also features 3G connectivity and is priced at under \$200.

Death of the password inevitable

An alarming number of people still use login credentials that are extremely easy to hack, such as "password" and "123456", putting them at serious risk of identity theft, an Australian security expert warned following new research. Andrew Clouston, founder and CEO of personal profile manager app MOGOplus (www.mogoplus.com), said the difficulty remembering complex passwords across multiple sites meant too many consumers were using the same basic credentials across all of their accounts.

This is highlighted by new research from online security firm SplashData, which revealed its annual list of most common passwords. The top 10 passwords were: 123456, password, 12345678, qwerty, abc123, 123456789, 111111, 1234567, iloveyou and adobe123.

These findings are similar to previous research by computer security consultant Mark Burnett who analysed 6,000,000 unique username/password combinations that have been leaked on to the internet following hacking attempts.

If you're not using unique, strong passwords for each website you log into you're just asking to be defrauded," Clouston said. "Strong passwords are at least 12 characters in length and contain a mix of letters, numbers and symbols preferably in both upper and lower case."

Clouston said one of the biggest trends of the recent Consumer Electronics Show in Las Vegas in January was the effort to kill the password. Innovations on display included:

- Fujitsu PulseWallet which identifies you by scanning



the unique pattern of veins on your hand.)

- Bionym lets you use your heartbeat as a password.
- EyeLock iris scanning software that recognises users by their eyes

"The heartbeat, vein and eye scanner tech from CES coupled with what we're already seeing with the iPhone fingerprint sensor shows that the humble password's days are numbered," said Clouston.

An industry working group dubbed FIDO, which includes representatives from Google, PayPal, Microsoft and MasterCard among others, is working to develop new standards for authentication that do not use traditional passwords.

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Seven tips your web developer won't tell you

If you're shopping for a new website for your business by looking for a website developer - then you're probably looking in the wrong place.

In the new age of online & social media dominance, businesses are now redirecting what would normally have been spent on old-world media advertising into their digital marketing plan. Before making any decision involving such a sizeable investment, it is essential to ascertain what the objectives should be for your web profile.

In other words - to reach your intended target market, keep them engaged and convert them into customers – you're going to need more than just another cutesy "brochure site" to remain competitive in today's business arena.

1. Don't get confused by all the techno jargon – what are your goals?

Web Developers will try to impress you with terms like Linux operating system, Apache web server, MYSQL Database, PHP code, CMS, SEO, HTML, Javascript, etc. But any web developer worth their salt can provide you with a solution that uses these technologies. More important than "How" is "What" you will get for your money, and sometimes it's hard to know exactly what you should be asking for.

Your digital marketing plan requirements should be decided by the objectives of your business. Your web profile should:

- Attract more site visitors through SEO (Search Engine Optimisation) and social media
- Convert visitors into customers through calls to action and clean, user friendly interfaces
- Report on what's working best so you can continue to fine-tune and adapt your digital marketing plan to garner the best results

But each of these outcomes requires a different approach depending on your industry and your particular modus operandi. To come up with the best, customised strategy for your business requires a proper and comprehensive business analysis to establish a marketing plan that is right for you. From this document, a project scope can be formulated with an ongoing marketing strategy. This will include not only website development but also an SEO, social media, blog and content creation plan.

2. Set and forget is no longer enough

The days of simply building a website and making it live on a web server somewhere then waiting for the orders to start coming in are over.

With the amount of competition on the internet these days, this old approach of "Set & Forget" will leave you behind in the dust. Your online profile needs to be constantly active and evolving and your online marketing budget needs to reflect the same.

You need to be able to:

- Quickly convey your unique selling proposition – what sets you apart from the competition
- Increase brand recognition
- Allow your website content to be changed and updated regularly (content management system)

- Provide your prospects and customers with information that interests them (blog, social media, newsletters)
- Allow your prospects and customers to join in on the conversation and create a community feel (blog commenting and social media sharing)
- Make sure that prospects who don't know about you yet can find you easily (SEO)
- React to current events and adapt to new trends (continuous marketing strategy)

3. Just because you can, doesn't mean you should

Many web developers often get lost in what's the latest fad or technological advance without first considering whether it's the best thing for your business.

Web Developers are a great technical resource about how to best achieve your business goals once they've been established but they don't typically have the business or marketing know-how to help plan:

- How to best convey your value proposition and competitive advantage
- How to establish an online community for your prospects and customers to give them a sense of ownership of your business
- How to establish the pillars of values that your business stands by and attracts in like minds and those with common experiences
- Without a clear picture of how your business should be trying to appear, what plan is a web developer supposed to work from?

4. Constantly evolving and regularly updated content

Improving your SEO ranking is becoming less and less about keywords and more and more about content – how often it is changed, updated and shared.

Your web marketing plan needs to be perpetual.

Of course your website needs to be optimised for SEO but above all, it needs to be optimised for people – and in particular, your prospects and customers.

Your website needs to be seen as a source of educational, entertaining and conversational insights to attract visitors to want to purchase your products or services. By posting regular blog and social media entries plus newsletter mailouts that all link back to your website, you will increase your visitation and allowing visitors to comment on your website means they are changing the content for you. Search engines love regularly updated content!

Prospects are far more informed than they once were and marketing automation experts, Marketo, have documented that 50-90% of sales are made before a prospect ever talks to a salesperson. This shift in how prospects discover, share and act upon content means you must mainly focus your marketing plan on:

- Search engine optimisation
- Social media sharing
- Newsletter subscriptions

All of these are designed to bring traffic back to your website where you can put calls to action in front of your prospects to capitalise on the emotional buying decision and striking while the iron is hot.

So where's the proof?

- 46% of daily Internet searches start with research on products or services (source: Google)
- Companies that blog generate 67% more leads per month than those that don't (source: Hubspot)
- The more optimised pages you have in your website, you improve the chance of getting found and ranking high in search results (source: Hubspot)
- Organisations that blog have +90% more inbound links than those that don't (source: Optify)
- Delivering high-quality, relevant & valuable content to prospects & customers drives engagement, action & revenue (source: Content Marketing Institute)
- Consistently creating great content is the key to getting inbound links and there's just no substitute (source: SEOMoz)

5. Change is good

It is commercial suicide to treat your Web Profile like a new TV and allow it to become obsolete as long as it still functions. You have to try to stay ahead of the game if you're going to be competitive – and that means change.

You need to be willing to evaluate emerging technologies and practices to see how they could benefit your business. This takes time and some expertise, so it is worthwhile considering help.

Old world thinking could put your business back to Year 0.

6. Your Website is only part of the solution

Who would you normally turn to for your new web solution? And how would you ensure that they are all on the same page when it comes to what's best for your business? How much of your precious time would be involved in briefing each of the following?:

- Web Developer
- Branding, Positioning & Messaging Strategist
- Content Writer | Editor
- Marketing Communications Expert
- Social and New Media Platform Counsellor
- Online Marketing Consultant
- Lead Generation Producer | Manager
- Ongoing Content Creation & Content Marketing Partner
- Graphic Designer
- All of the above

Each one of these specialists' knowledge is usually limited to their chosen discipline, so how will you put all the pieces together by yourself? To save time and money, you need to turn to someone with a proven track record of integrating these disciplines to achieve successful business outcomes.

7. The brochure site is dead!

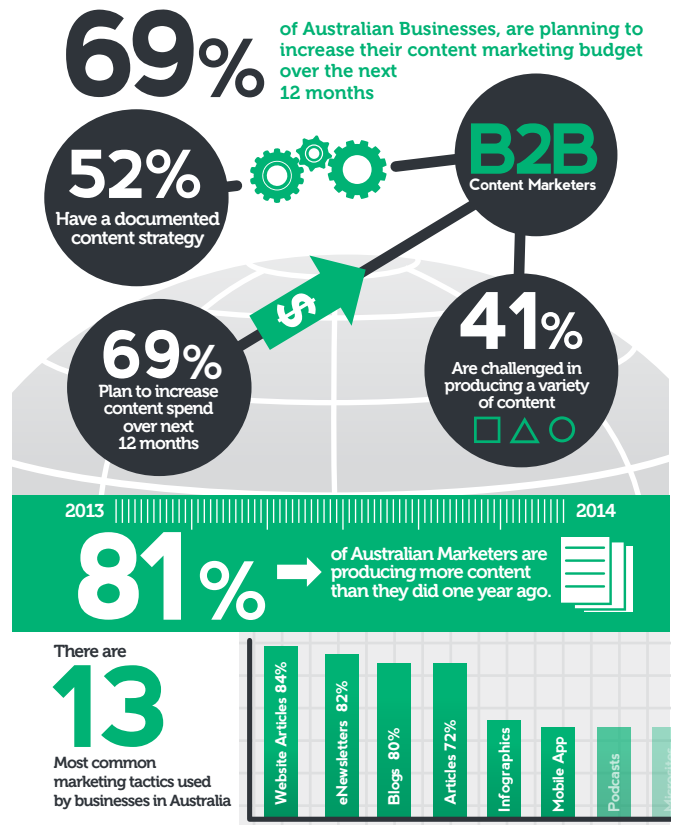
You may be thinking of building your own website because all you think you need is a Home page with pretty pictures and contact details.

But if you're not being part of the conversation that's going on constantly in the online world, you may as well be a mannequin in a super-model competition. If you're going to do it – don't do it for the sake of it – play to win!

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66% of Australian marketers rate a lack of time as their biggest challenge in content marketing

48% of Australian companies outsource content creation

* Data from 2014 Australian Benchmarks, Budgets and Trends from the Content Marketing Institute

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SMEs not capitalising on smart printing to reduce carbon footprint

The pressure on businesses to go green is huge. While the majority of businesses are doing something to reduce their impact on the environment, new data shows they are missing a cost effective solution.

According to Konica Minolta, although 99% of Australian SMEs have taken some steps to reduce their environmental footprint, one in three admit to unnecessary printing.

Eliminating unnecessary printing is a very easy way to save paper and money and has a big impact on businesses' bottom lines as well as their carbon footprint. However, investigation into office printing habits has shown that:

- We still print out 95% of our documents
 - Paper comprises 70% of office waste with 10,000 A4 sheets used for every Australian worker each year (equal to 10 million trees)
 - An average of 19 copies are made of each document filed
 - 65% of printouts are binned within one day
 - 33% of businesses admit to 20% unnecessary printing
- With years of customer experience, Konica Minolta has



discovered that by adopting MPS (print management system) organisations can save up to 30% of their print costs, by monitoring and then reducing unnecessary printing.

It advises businesses to combine the latest in printing technology with a review of print behaviour, demonstrating that the hardware and software now available makes it easy to reduce print waste.

Get the essentials right

- Set double sided printing as default
- Select two-siding on multi-page documents whenever possible

Employ the Print Preview function to ensure you only select the pages you need to be printed
Use the latest technology

- Use Follow-me printing to discourage users from printing documents and others picking them up
- Employ cost-tracking software and make costs public
- Scan hardcopies with MPFs to digitise paper file – we are more inclined to share digital files than distribute hardcopies
- MFDs can easily be set up to allow users to scan-to-email or scan direct to their PC, reducing the need for printing
- The latest print management software provides an audit trail of all printing, copying and network scanning activity

Millions of your customers are mobile. Are you?

Just because you can see your desktop website on a mobile phone doesn't mean it's mobile-friendly.

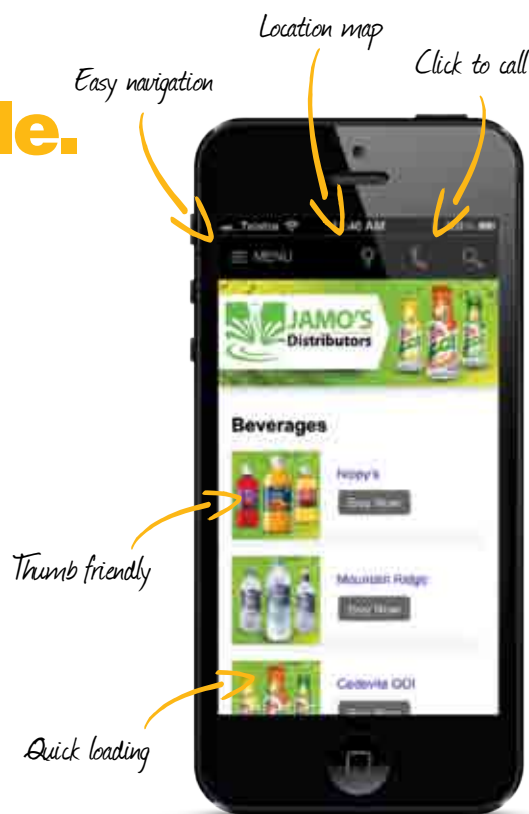
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Why the property bubble doesn't actually "burst"

Mark Scott
JSA Property

In recent times I've heard about how the property bubble is about to burst. Now as a person who constantly looks at property market movements there's a couple of things in these 'stories' that really get up my nose. The first is there is no such thing as THE property market and the property market bubble doesn't burst at all. Now I probably need to explain what I mean by that so here goes.

You know 'THE' Australian share market is made up of a whole collection of different shares. Well 'THE' Australian property market consists of millions of properties that can be grouped into smaller property markets. Like each state, each region, each suburb. Even one street could have several property markets (the end near the beach vs the end near the highway). But when you hear about THE property market then the sub market referred to is often Sydney. The news right now is all about the inner to outer west of Sydney showing some significant price rises. Around 10% in a few months. This triggers the bubble, scare stories.

So should you be scared if you're in that Sydney market? If you have a house or looking to buy one there then you should be at least interested. However if you've got property in Hobart there's probably little need to stress about bursting bubbles as the houses prices there haven't moved at all and probably won't for a while.

Onto the other bit that bugs me – 'the bubble bursting'. Now I'm talking about residential property here and averages but hopefully you get the idea. I'll use an example

that many of readers will recognise, Newcastle. If you can cast your mind back to the period from 1999 to 2003 most markets in the Newcastle region saw significant price rises. Prices doubling, or more, over that period were the norm. Then the whole thing stopped. "The bubble burst". So in black and white figures that meant the prices dropped by 11% between 2003 and 2009.

I don't think the numbers above should be referred to as a "burst". Sure a slow-down, shrinking, easing, pausing, retreat, but not burst. The thing is residential property prices are very unlikely to burst, plummet or crash because 70% of participants in the various property markets are not investors. If you own a home ask yourself this, "When the GFC came along did you consider selling the house you live in?" Probably not. Neither did any other home owner hence no sharp drop in prices. Some speculators, the ill-informed and the unlucky will lose money when things slow in Sydney again, while my clients will be making money.

For further information contact Mark Scott on (02) 4908 0999 or email marks@jsagroup.com.au

Mark Scott is a Director and Senior Consultant of JSA Property. Mark joined JSA in 2013 bringing with him 25 years of property investing experience. He successfully ran his own licenced property advising business for 10 years before joining the JSA Group

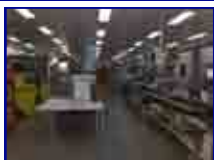


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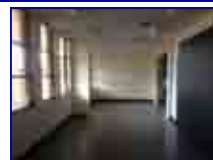


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Newcastle Property Market Report

According to the latest Property Market Report for Newcastle from the Property Council, the Newcastle CBD commercial office market is living up to Newcastle's moniker of "See Change". While the vacancy rate for A Grade office space in Newcastle (5%) remains at nearly half the national average, there has been a modest increase of 1.6% over the past twelve months. Total vacancy increased from 6.7% to 9.2% over the same period.

Chair of The Property Council's Hunter Chapter, Edward Crawford, said the research showed the changing face of Newcastle's CBD and a local economy adjusting to the end of the mining infrastructure boom.

"In the East End in particular, we are seeing pockets of run down office space being earmarked for residential development – that includes everything from stylish studio apartments through to boutique student accommodation"

"Investors are now happy to take that risk as the inner city becomes more liveable and the financial returns more certain."

"When the city reconnects with the waterfront and light rail becomes a reality, the demand for inner city housing will increase and we'll see the commercial hub march west towards the new transport interchange at Wickham."

The other main factor for the increase in office vacancy is the completion of major infrastructure projects. The mining sector is wary of further expansion at the moment and construction of the Hunter Expressway is all but complete.

"That has seen a downsizing of businesses servicing those projects and the result is negative demand for office space."

"Throw into the equation the one-off relocation of NSW Health Support Services to Charlestown, freeing up over 4,000 sqm of office space in King Street, and the rates are unsurprising."

"However, there is no new space due to come online in the short to medium term and that creates a significant undersupply."

Mr Crawford said the Government needed to keep pushing ahead with its urban renewal strategy so the opportunities for investment and jobs growth were not lost.

Grade	Vacancy, Jan 14 (%)	Vacancy, Jan 13 (%)	Net absorption, 12 months to Jan 14 (sq m)	Net absorption, 12 months to Jan 13 (sq m)
A	5.0	3.4	-1,293	-1,974
B	7.0	3.5	-2,980	1,755
C	16.5	11.7	-4,209	2,157
D	10.2	24.0	1,379	-813
Total	9.2	6.7	-7,103	1,125

Strong property investment forecast

A recent survey by Newcastle Financial Planning revealed that nearly a third (28.75%) of respondents plan on making a property transaction in the next 12 months. Over half (51.5%) of those transactions are indicated to be property investments and at a minimum nearly half (45.5%) of the property investments made are likely to be in the Hunter region.

The second biggest source of funding for these property investments is likely to come from superannuation. Over a third (36.36%) of respondents indicated that superannuation will be a significant source of funding.

Newcastle Financial Planning has launched a service, called Property Thru Super (www.propertythrusuper.com.au), which facilitates the entire process involved in setting up an appropriate super fund to purchase direct property, to the ongoing management and administration of the fund.

The survey also indicated that there will be a lot of activity for mortgage brokers, banks and lenders in the area, with nearly three quarters (72.73%) saying they will be engaging a loan/finance to contribute towards their purchase.

New website guides for would-be real estate agents

Few people buy a house so often that they know all consumer, legal and investment elements of the transaction. It's also an emotional decision – a time when experience counts for a lot.

Buyers and sellers rely on a real estate agent for expertise and guidance for the remainder. The same applies to property management, whether a single unit or a large investment portfolio.

That's why agents and agency managers have a constant need to consider their professional development and skills – and those entering the business need to be up to speed as soon as possible.

Real Estate Academy was established to ensure the highest level of professionalism for those entering a real

estate career through to the experienced agent in need of a technique refresher and knowledge update.

Operating for almost 17 years and serving franchise networks as well as independent agencies across Australia and New Zealand, the Academy conducts about 10 two-day sales courses a year attended by up to 150 agents and managers, as well as leadership conferences, and numerous workshops on particular aspects of the industry.

To meet the demand for extra sales staff in real estate, the Academy has launched www.getajobinrealestate.com.au to help plot a path into a real estate career. A business partnership has also been established with the website JobsInTheHunter.com.au, where hundreds of jobs in the Hunter Region are advertised each week.

Healthy workers = happy (and productive) workers

We all know that regular exercise, foods of various colours and goodness, and limiting alcohol and other activities that could pose health risks, makes us feel better, live longer, and just generally happier. However it's not always easy to stay motivated to lead a healthy lifestyle, and it often takes a backseat when our work life juggle, isn't balanced.

But if workplaces supported and facilitated their employees leading a healthier lifestyle they would find the benefits make good business sense.

According to the Department of Health, businesses that encourage a healthy lifestyle in their employees are also more productive and have employees who are more engaged.

Estimates show that healthy employees are three times more productive than their colleagues; take less sick leave; and are less likely to injure themselves at work. In fact, loss in productivity due to obesity through absenteeism, attending work when sick and premature death is estimated to cost \$6.4 billion a year.

So how does a business go about creating a healthy workplace? The Department of Health recommends beginning with a workplace health program; an activity or a range of activities that aim to support and promote the health of employees.

It doesn't need to be expensive; it can be as simple as providing fruit at work or opportunities for exercise during meal breaks. They provide further information and straight forward advice about creating a workplace health program on their website www.healthyworkers.gov.au that both

employees and employers will find useful.

There's also a Workplace Health Savings calculator that can be used to measure potential savings associated with implementing a successful workplace health program by measuring absenteeism and staff turnover in the workplace. If anything's going to get a company interested and motivated to invest in the health of their employees, that will!

It's a win win situation. Just as we're more likely to continue with an exercise commitment if we join up with a friend, if businesses consider themselves their employees' health buddy, they'll soon reap the benefits of our increased productiveness, enthusiasm, and general pleasantness around the office.



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How is your New Year resolution going?

It is New Year's Day. It is a public holiday and you have a rare opportunity to relax. Your thoughts wander to the coming year. A new year, a new beginning and you make some well-meaning resolutions for 2014. But how are those resolutions going now it is February? Not so good.

Does this sound familiar? If so, you are certainly in good company.

Research by the University of Scranton in the USA into New Year resolutions has brought up some very interesting findings. Although this is not a local study, I would suggest that the figures in Australia would be quite similar.

In this study only around 38% never made New Year resolutions. The most popular resolution was to lose weight. Other health related resolutions, such as staying fit & healthy and quitting smoking, also appeared prominently in the top ten.

But the figure that really stands out is that only around 8% are successful in their resolutions.

Whilst the resolutions are usually made in good faith, particularly those not done when heavily affected by alcohol, the challenge is to not lose them in the noise of everyday life and have the willpower to see them through.

The good news for health-related resolutions is that it is never too late to start and even moderate changes can produce significant improvements to your wellbeing.

If like most of us you find it difficult to make drastic changes to your lifestyle, then take it step by step.

When considering your diet, consider having slightly smaller servings and try to replace some of the unhealthier foods with other options. You can still have some of the

unhealthier foods, just make it less often.

Likewise with exercise, even relatively small changes can produce positive results. Perhaps you should dust off that gym pass or take out a new plan. But even just a few regular walks a week can help.

So if you are like many others that haven't kept their health related resolutions, then don't just think you have failed and give it up.

Consider the many options that are available to make you healthier. The benefits can be far reaching, with the impacts reaching many aspects of your work and personal life.

Why not give it a go?

Businesses profit by promoting a positive attitude to mental health

One in five Australians will experience mental illness in any given year and around 45% of Australians between the ages of 16 and 85 will experience a mental health issue in their lifetime, so it makes sense that businesses have a mental health plan in place, and that they understand the importance of the mental health and wellbeing of their employees.

SuperFriend, a national foundation aimed at improving the mental health and well-being of industry superannuation fund members, employers, and staff, recently conducted a survey of super fund executives, group insurers, and corporate HR employees.

CEO of SuperFriend, Margo Lydon, said "Workplaces need to realise it is far better to support employees and keep them in work irrespective of whether they are living with a mental illness or not."

Within the group that were surveyed there was a high level of support and understanding of the impacts of mental health problems, which Ms Lydon said was encouraging.

Research supports that providing a positive work environment increases staff productivity, reduces staff turnover, absenteeism and presenteeism, and overall company morale improves. The survey results back this research; 43% of the group believed morale and job satisfaction to be the main benefit of ensuring Australian workplaces promote positive mental health and well-being, while 30% viewed increased staff productivity was the second main reason.

Ms Lydon suggests that there are a number of ways employers can nurture a healthy workplace, including simple measures such as having an R U OK work event, and encouraging workers to connect with colleagues. She also said that workplaces benefit from training staff in early detection of mental illness and on supporting employees while they seek assistance.

"SuperFriend recognises Australian businesses have a multitude of priorities and that it is a difficult task to juggle all of these. However, businesses need to understand that people are their greatest asset and there are a range of benefits from creating a mentally healthy workplace which impact both the culture and the profitability of the company," said Ms Lydon.

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Vaccinate early - it could save your business time and money

With the long summer days continuing it may seem that the flu season is something we won't have to think about for months, however research suggests that early vaccinations can make a big difference. During the flu season employees can be unwell for more than a week, and this can have a costly impact on businesses.

Research from Direct Health Solutions Absenteeism Survey 2011 indicates that organisations lose on average \$385 per day/employee in lost productivity when a staff member is away sick and that 90% of Australians have gone to work with flu symptoms potentially infecting a number of colleagues.

The Influenza Specialist Group urges Australian businesses to promote flu awareness to their employees in the lead up to flu season and consider offering flu vaccinations to staff members, which could save an organisation substantially in lost productivity. Vaccination during March or April is wise, prior to outbreaks beginning.

Influenza can easily spread throughout the workplace. Employees with the flu may not be aware they are infecting others around them as people can be contagious one day before getting significant symptoms and up to five days after becoming ill.

Studies also show that each year, influenza causes more than 18,000 hospitalisations and costs the Australian healthcare system \$85 million. More alarmingly, on average, influenza is responsible for around 1,500 deaths, similar to Australia's annual road death toll.

People can minimise the spread of the virus during

the influenza season by practising good flu etiquette, which includes good general and personal hygiene, avoiding close contact with others, and covering your mouth and nose (with the inside of your elbow) when coughing or sneezing.

Influenza viruses change slightly each year and so do vaccines so annual vaccination is important. Contrary to popular belief, influenza vaccination does not result in contracting the flu, this is a myth. In rare cases, a person's immune system reacts and they may feel a little off-colour and get minor symptoms during the 24 hours after the vaccine. But this is not influenza.



Influenza accounts for 10% of workplace sick leave¹



Fast Flu Facts

- About 20% of all Australians are infected by the flu virus each year.
- The flu vaccine is the best method to protect against infection.
- Early Autumn is the best time to have a flu shot.
- You can't get the flu from a flu shot.
- An annual flu shot is needed to protect against changes to the virus each year.

With absenteeism costing Australian business an estimated \$7 billion annually², a flu vaccination clinic is the most effective way to help avoid an outbreak spreading through your workplace.

**Call CS Health today
to protect your workers from the flu.**

- Flu vaccination clinics are held between March and June.
- Our Registered Nurses will visit your workplace, or individual appointments can be made at our CS Health offices.
- Contact us to arrange a clinic at a date and time that suits you.

Visit www.cshealth.com.au

1. National Institute of Clinical Studies Influenza, 'Flu Facts' 2008.

2. PricewaterhouseCoopers and Medibank, 'Workplace Wellness in Australia' 2010.



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Speers Point NSW 2284

Singleton
T. (02) 6571 9900

1 Civic Avenue
Singleton NSW 2330

Local workplace heroes recognised

Workplace stress can have a devastating impact on relationships, families, friendships, workplaces and communities.

Short term stress is OK, but longer term stress has been linked to chronic physical and mental health issues. In 2010 Lifeline conducted a National poll which found 43% of respondents were suffering from unhealthy stress levels with work cited as the main cause.

Concerned with unhealthy stress levels, particularly in local workplaces, Lifeline Newcastle & Hunter created the Workplace Lifesaver Award.

This award gives local businesses, large or small, the opportunity to recognise employees or colleagues who go above and beyond to improve staff morale, and create a stress-free, productive work environment, people who, in their own way, make a significant contribution to the mental health and well-being of work colleagues.

Since 2007 Lifeline Newcastle & Hunter had been promoting Men's Health awareness through an annual luncheon, and following the national survey on workplace stress, this evolved into the Workplace Lifesaver Award in 2010 and has been an annual event ever since.

As well as celebrating local heroes and promoting exceptional mental health practices in the workplace these luncheons raise vital funds. Past guest speakers at the event have been Business and Life Coach Peter Bliss, Australian Coal Association CEO Dr



Kay Chapman CEO Lifeline Newcastle & Hunter (centre), pictured with 2013 winners Erin Marney, Hunter Business Chamber and Rodney Cade, Hunter Water Corporation.

Nikki Williams, Red Bull Air Race Champion Pilot Matt Hall and Medical columnist and TV/Radio Personality Dr John D'Arcy.

In 2013 there were two recipients of the Workplace Lifesaver Award, Erin Marney from the Hunter Business Chamber, and Rodney Cade from Hunter Water Corporation. They were honoured for their efforts in cultivating a harmonious, productive, and caring work environment in their respective workplaces.

ResCo Services, a major sponsor of the awards, and Lifeline Newcastle & Hunter have also joined forces to target suicide prevention in the mining industry with the 'Mind Your Mates Toolbox talks' delivered to businesses where participants learn to recognise the signs of depression and suicide in workmates, how to approach the topic and what to do if their suspicions are confirmed.

The Lifesaver Award is held mid-year; if your business is interested in nominating someone you can contact Lifeline Newcastle & Hunter on 4940 2000 for details.

New medical centre and revamped squash courts for Cardiff

The corner of Ada and Macquarie Roads Cardiff is set to receive a facelift shortly designed to create an "integrated one stop health centre". The existing Cardiff Squash centre at that location was purchased last year by ATUNE Health Centres.

Work will begin with the upgrade of eight of the existing squash courts. Hunter squash centres have taken a bit of a battering in recent years, six courts were demolished at Bel Air in January last year and in May plans were withdrawn to build a \$40 million sports centre at Broadmeadow that included courts. The revamp of the Cardiff courts will see major squash events returning to Newcastle this year.

On receipt of council approval for the medical centre development the remaining courts, gym and hydrotherapy pool will be renovated and converted into an integrated medical centre.

ATUNE Managing Director Simon Ashley says the aim is to refresh the body, revive the mind and restore the spirit through collaborative

mainstream and complimentary medical care.

This centre will incorporate specialist and general medical practice, allied health services and complimentary medical care. The long term development also includes a hydrotherapy pool, rehabilitation gym, educational facilities, health food store and an organic cafe.

As part of the significant expansion in health service provision ATUNE will be launching an integrated oncology unit (first in Newcastle), integrated mid-wifery unit (first in Australia) and integrated sleep clinic (also a first in Australia) early this year.



Business activity improves bottom line

Chris Hicks
Newcastle University Sport

If recent forecasts of economists are right employees and employers will face significant challenges in the near future.

Inadequate retirement savings adversely affected by the GFC will see mature workers consider if they work past their chosen date of retirement. Given the average Australian will now live well into their 80's, retirement savings need to cover a significant period in people's lives. This will only continue to rise as life expectancy is anticipated to be 90 years by 2070.

For employers, the continuing drop in the participation rate of Australians over 15 looking for work may see shortages in many occupations in years to come. At a macro level, fewer people in the workforce equates to lower household income and tax receipts, leading to constrained economic growth. The effect on business may result in staff shortages and an inability to maintain levels of operation or growth.

So on the face of it, a simple solution might be for businesses to encourage older workers to remain in the workforce to cover potential employee shortages. But what happens when employees' health is declining and they are not able to continue to work indefinitely?

Many of the factors that can limit a person's ability to continue work can be traced back to society's sedentary lifestyle. Health issues including high blood pressure, arthritis, heart disease and diabetes can be reduced through the introduction of exercise regimes which are as simple as walking for just 30 minutes a day.

With a view to the future, many employers are looking to promote the benefits of exercise to employees and incorporating this philosophy within their workplace.

In the Hunter we know that some innovative businesses have made easy adjustments such as replacing "seated" meetings with walking meetings outside. Many have also introduced gym memberships, social sporting activities and personal or small group training sessions for employees.

Aside from the physical benefits of such a program, a basic exercise regime can also assist in the minimisation of mental health issues such as anxiety and depression as well as provide team bonding opportunities.

There is a range of initiatives that can be accessed to improve the health of your employees and these include general health checks (which test the primary risk factors for heart disease), corporate activity days, corporate gym memberships and wellness seminars.

Getting people physically active can add great value to your business bottom line.

Chris Hicks is the CEO of Newcastle University Sport (NUsport | The Forum). Beyond its two fitness centres at University and Harbourside, The Forum actively promotes the role of sport and recreation in the business and wider community.



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Sneaky movement tactics to boost your energy and performance at work

Lisa Mills

Did you know that you can do more for your energy levels, performance and overall wellness if you incorporate a few sneaky movement tactics into your day on a consistent basis, as opposed to heading to the gym or for a run a couple of times a week?

Not to say you need to ditch the exercise all together, however regular movement during the day does more to impact your blood sugar levels, mood and mental alertness... which is a good thing considering most of us find it hard to fit exercise in amongst everything else happening in our week.

So here are a few sneaky movement tactics that can help you and your staff get moving more...with the bonus that some of them can be fun and even a little competitive!

- Wear a pedometer and have a competition in the office to see who can clock up the most steps in the day or the week - a prize for the most (and push ups for the least!)
- Program into your outlook calendar a pop up reminder that appears every hour remind you to stand up and walk around the office for 1 minute
- Dedicate 10 minutes of your lunch break to walking outside - fresh air, vitamin D and blood sugar control done!
- Stand whenever you take a phone call
- Move the printer further away and print single jobs at a time so you have to move more

- Take a walking meeting outside
- If you have stairs in the office, log at least 3 trips up and down a day or make it a competition between staff to see who can get the record for the most trips per day
- Swap to a stand up desk (for ideas see www.lifehacker.com.au and search for standing desks)
- Drink more water...more trips to the toilet mean more movement!
- When you are feeling stressed or have mental fatigue, do a couple of minutes of stretching and deep breathing
- Get social and make the most of the awesome range of get active apps on the market. A great one is called 'HOTSEAT' and uses nudges, social accountability and game play to create easy and fun two minute office activity breaks.

Of course eating food that boosts your energy is just as important. But it does not have to be boring, complex or expensive. If you want to find out more about how to eat for energy, performance and enjoyment, book a 'Lunch and Learn Workshop' for your business...plenty of delicious food tasting, demos, recipes and simple ideas to keep your office productive, happy and healthy.

For more information visit
www.lisamillsinc.com.au and
www.lisainmypocket.com.au

Lisa is a holistic wellness and lifestyle coach, fitness trainer, presenter...and chocolate lover. She believes that simple, everyday routines and rituals are the pathway to gaining more energy, motivation and to revitalising your entire life.



Three common pains and their simple solutions

Jason Bradley
Body Worx Physio

Pain and injury can limit our ability to keep fit as well as impact on our home and work life. Here are three common problems we see patients for and some simple tricks you can use to help resolve your pain.

1. Neck pain and headaches: often related to the strain placed on muscles and joints of the upper neck from poor posture.



Lower back extension to reduce lower back pain

Solution: sitting tall in a supportive chair practice gentle tucking your chin back creating a double chin. This helps strengthen the 'core' muscle of the neck.

2. Low back pain: affects 80% of people at some point in their life. Often related to strain from sitting and a lack of movement. Solution: Lying on your tummy, use your arms to raise your upper body off the floor leaving your hips in contact, hold 1 second then relax. Repeat ten times. For a free copy of '10 tips to beat back pain' visit our website.

3. Shin splints/calf pain: tight calves from training or constant wearing of heels commonly leads to shin, calf and achilles tendon problems. Stretch out the calves by placing your hands against the wall and lunging one foot back keeping that leg straight. Hold 30 seconds and repeat 3 times each leg.

Still having problems? Its best to get your problem checked by your local physio as early treatment generally means a quicker recovery.

For further information call (02) 4952 7033 or visit www.bodyworxphysio.com.au

Mental health research at the coal face

An innovative and timely research project funded under the Australian Coal Association Research Program is examining mental health and well-being in the coal mining industry across New South Wales and Queensland. The project will provide the first ever overview of mental health in the coal mining industry, giving some insight into this issue within male dominated industries.

A recent report published by beyondblue found that there is a distinct lack of research, particularly in Australia, into the extent and nature of anxiety, depression, and substance use conditions within male dominated industries such as agriculture, forestry, and fishing; mining; building and construction; transport, postal and warehousing; and utilities. In particular there is very little research evidence available that could inform workplace interventions.

Leading the Working Well project is Brian Kelly, Professor of Psychiatry at the University of Newcastle. His team has partnered with the NSW Mineral Council and the Hunter Institute of Mental Health and are currently two thirds of the way through the study which is expected to conclude at the end of this year.

There are eight coal mines from New South Wales and Queensland participating in the Working Well project. In stage one all employees will be surveyed with the aim to establish how mentally fit the mine is, and what the existing attitudes are toward mental health issues.

Once the surveys are completed, four of the mines will participate in an intervention phase which will look at ways the mining industry can support the mental health of their workers, including training and support for supervisors who are often the first ones an employee confides in or looks to for assistance. The intervention phase will also

focus on mitigating risk, and building on the current strong OH&S policies that exist in mines. Following this stage, all eight mines will again be surveyed and the results compared.

Professor Kelly said that one mine has already completed the first stage, and the research team were really encouraged by the staff's responsiveness and positivity around the program.

Although this research is focusing on coal mines, Professor Kelly says that's not because there's a bigger issue in the coal industry than other male dominated industries, it's because this sector has recognised the importance of mental health in the workplace, the stresses that can be associated with workplaces, and the critical role that workplaces can play in helping people to manage mental health conditions at all levels.

"So the industry is actually being very forward thinking in that regard. It's a challenging issue and one that still has stigma attached and awkwardness that surrounds talking about it."

Professor Kelly sees this research as the mining industry taking an important step in changing the traditional cultural values that exist around mental health and how it's managed in the workplace.

There's a level of pragmatism, of just getting on with the job in mining, that may have masked issues in the past, but the industry's acknowledgment that mining is a human enterprise and its commitment to safety is positive and is critical to opening the debate on mental health. Professor Kelly hopes that the project's findings are able to provide industry with useful information and that there are opportunities to extend the study beyond coal in the future.

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Kylie Harris
Fitness Junction

The most common error in thinking is that there is a wonder drug, a wonder food or a wonder exercise that will change body shape, reduce fat permanently without changing a bunch of habits. It simply isn't true. In fact, the only thing that works in weight loss and improved fitness is a decent healthy diet of monitored proportions and to move your body to the point of exertion, often and regularly. A lot of people think they "eat healthily" but due to conflicting view points in the media from commercially benefitting experts, confusion is the only outcome. Confused people try a lot of different things, stick to nothing much and get no result.

We're so busy listening to everybody else, looking for an easy miracle to drop a few kilos and feel more vital. We've turned a deaf ear to the one thing we should be listening to. Our own bodies! Think

Why is diet and exercise so hard?

about it. When we over-eat, you would know from experience that your tummy aches, your skin is an off colour for a day or two afterward, it's difficult to sleep when your body is struggling to digest. We have physical discomfort. This happens in varying degrees when we are not listening to our bodies and therefore not giving our bodies what they need.

When should you eat and how much? How many meals per day? How long between meals? Should we take supplements? Should we exercise morning or night? Should we run, swim, walk, cycle, do weights, yoga, pilates, aerobics? Eat when you're hungry, exercise at the time of day when you're energetic and it fits into your schedule and do whatever you love to do. If you hate the exercise you've tried in the past, try something else!

The people we work with have discovered what they love. Some do the same thing day in, day out, week in, week out, year in, year out. Some swim for the season, cycle for a few months, yoga to recover, walk for hours, run fast for short bursts, lift weights for muscle gain or do a lighter weight circuit for cardio and toning combined.

Everyone is different and each individual has a different bunch of preferences. Listen to your body. Start today. Figure yourself out for a stronger, healthier, fitter and longer life. The sooner you start the sooner you'll feel better, lighter, more energetic and possibly even reach your goals.

For further information call (02) 4969 7788 or visit www.fitnessjunction.com.au

Mobile audio, drug and alcohol testing services

Local firm Hayden Recruitment has introduced a new organisation, Hayden Workplace Testing, to provide a mobile audio, drug and alcohol testing service.


Under section 274 of the Work Health and Safety Act 2011, it is now mandatory for businesses to conduct audiometric testing on workers who are frequently required to use personal hearing protectors to reduce the risk of hearing loss associated with noise.

Hearing tests must be conducted within three months of a new employee commencing work and regular follow-up tests must be carried out at least every two years or in some cases every six months. This is determined by noise levels in the workplace.

Testing services will be provided from their mobile van, which houses testing equipment. Employee Callum Hayden said "Part of my job involves ensuring all of our equipment is calibrated and maintained to the strict standards put forward by NATA (the National Association of Testing Authorities). The drug and alcohol testing units we use are the same as those used by the NSW Police Force and the Australian Federal Police." Printed reports will be made available immediately following the tests, and the company stores all results in a secure database.

Hayden Workplace Testing is operated by WorkCover NSW accredited staff who hold Bachelor of Nursing qualifications, as well as audiometrist credentials.

"Some mines, power stations and manufacturers regularly pay their staff extended shift rates and overtime costs just so they can take their audio, drug and alcohol tests. Our new mobile service gives local companies a more cost-efficient way to meet compliance requirements and reduce the risk of their staff on-site," said Hayden Recruitment CEO Stephanie Hayden.

 <p>Also those interested in a career in Health and Wellness, YOR Health is also looking for passionate, motivated, health conscious people to join their team.</p>	<p>Corporate Health and Wellness programs</p> <p>Your team's health is a priority to the success of your business.</p> <p>Program topics include:</p> <ul style="list-style-type: none"> • Healthy eating • Alkalinity • Exercise <p>Benefits for your team include, but are not limited to:</p> <ul style="list-style-type: none"> • Reduced sick days • Improved staff moral • Increased productivity <p>For more information about the corporate programs or to join the team please contact: Daniel Johnson (Executive Board Member) on 0411381869 or Ben Dewson (Team Leader) on 0402118911</p>
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A new manager spends a week at his new office with the manager he is replacing. On the last day the departing manager tells him, "I have left three numbered envelopes in the desk drawer. Open an envelope if you encounter a crisis you can't solve."

Three months down the track there is major drama, everything goes wrong - the usual stuff - and the manager feels very threatened by it all.

He remembers the parting words of his predecessor and opens the first envelope. The message inside says "Blame your predecessor!" He does this and gets off the hook.

About half a year later, the company is experiencing a dip in sales, combined with serious product problems. The manager quickly opens the second envelope. The message read, "Reorganise!" This he does, and the company quickly rebounds.

Three months later, at his next crisis, he opens the third envelope. The message inside says "Prepare three envelopes"

.....

When the store manager returned from lunch, he noticed his clerk's hand was bandaged, but before he could ask about the bandage, the clerk had some very good news for him.

"Guess what, sir?" the clerk said. "I finally sold that terrible, ugly suit we've had so long!"

"Do you mean that repulsive pink-and-blue double-breasted thing?!" the manager asked.

"That's the one!"

That's great!" the manager cried, "I thought we'd never get rid of that monstrosity! That had to be the ugliest suit

we've ever had! But tell me. Why is your hand bandaged?"

"Oh," the clerk replied, "after I sold the guy that suit, his guide dog bit me."

.....

An engineer was crossing a road one day when a frog called out to him and said, "If you kiss me, I'll turn into a beautiful princess." He bent over, picked up the frog and put it in his pocket.

The frog spoke up again and said, "If you kiss me and turn me back into a beautiful princess, I will stay with you for one week."

The engineer took the frog out of his pocket, smiled at it and returned it to the pocket. The frog then cried out, "If you kiss me and turn me back into a princess, I'll stay with you and do ANYTHING you want."

Again the engineer took the frog out, smiled at it and put it back into his pocket.

Finally, the frog asked, "What is the matter? I've told you I'm a beautiful princess, that I'll stay with you for a week and do anything you want. Why won't you kiss me?"

The engineer said, "Look I'm an engineer. I don't have time for a girlfriend, but a talking frog, now that's cool."

QUOTE OF THE WEEK

"You have to put in many, many, many tiny efforts that nobody sees or appreciates before you achieve anything worthwhile."

- Brian Tracy

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