

HBR

Hunter Business Review

MAY 2017
VOLUME 13 NUMBER 4
Print Post Approved 100002454

13TH YEAR
OF PUBLICATION

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Jamie Lambert, Breakaway Newcastle.

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Published monthly (except January)
Circulation: 7,000

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 UNLEASHING POTENTIAL



One of the topics discussed in some length in this issue is the Lake Macquarie Transport Interchange, a vitally important infrastructure project for the region.

It has the potential to be a major economic driver and transform the Glendale-Cardiff area into a major employment,

business and housing hub.

After decades of planning, it is great to see the first phase opening in June but more needs to be done. The proposed Pennant Street Bridge is an integral part of the plan and must be completed to harness the economic potential of the area.

This project is basically ready to commence but is awaiting funding contributions from the State and Federal governments to help meet the \$32 million cost. The two levels of Government surely must recognise the importance of this component of the wider project – the economic case is indisputable. It is certainly hoped that no political reasons stand in the way, particularly with both elections being some way off.

It is certainly an exciting time across the Hunter in terms of development.

As we are all aware, there is billions of dollars being poured into the Newcastle CBD that will truly transform the city into a centre we can all be proud of. Our July issue will include a special Newcastle Renewal feature – so watch out for this issue for all the latest.

The V8 Supercars in November will provide a powerful platform to promote Newcastle to a huge audience – introducing the City to some and washing away outdated perceptions from others.

The Newcastle Airport is undergoing another upgrade to provide the capabilities for international flights, with New Zealand, Fiji and Bali being the first proposed locations. Additional direct

domestic flights are also being discussed, including Adelaide and possibly Perth.

There is also a host of other important developments underway or planned across the region.

Our region is truly on the cusp of huge positive changes, particularly if we join in and embrace the benefits instead being fearful of change and focussing on perceived problems.

It is a great time to be in the Hunter!

**

This issue is the **12th anniversary** issue of the Hunter Business Review.

From a 16 page publication in 2005, HBR has grown to be regularly 52 pages and enjoys a wider readership than ever via both the hard copy and online versions.

We would like to thank our advertisers, readers and story suppliers for their support and look forward to serving the region in the exciting years ahead.

I would also like to take this opportunity to extend an invitation for local businesses to contact me with news about their business or thoughts on HBR, We are always happy to receive feedback and information on your successes.

Garry Hardie
Publisher & Editor

COMING ISSUES

June

- Training & Education
- Mining & Energy Update
- Health & Wellbeing
- Business Planning & Strategy

July

- Insurance & Risk Management
- Leadership & HR
- Newcastle Renewal

August

- Hunter Business Function Guide
- Business Technology



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HBR is essential reading for anyone wanting to stay informed on local **business news** and **issues** that affect business.

Newcastle Light Rail goes wire free

Newcastle is set to be the only city in Australia with a majority wire free light rail system.

On 18 April Minister for Transport and Infrastructure Andrew Constance announced the removal of overhead wires from the Newcastle light rail plan as part of a suite of upgrades that will include more public open space.

"This is a game changer for the urban amenity and sustainability of Newcastle light rail, which has been the impetus for the complete revitalisation of the city," Mr Constance said.

Mr Constance revealed Newcastle light rail vehicles will be fitted with on board energy storage as part of the changes, to remove the "spider-web" of overhead wires and preserve the city's heritage.

"Implementing world class light rail technology aligns with our plans for Newcastle to become a major university town and a city known for cutting-edge research and innovation.

"Removing the overhead wires will preserve the aesthetics of Newcastle's heritage architecture and its unique character as light rail breathes new life into the city centre."

Minister for Planning Anthony Roberts said the suite of urban amenity upgrades will allow more open space for outdoor dining, street trees and will connect light rail customers with new activity precincts including Darby Plaza and Civic Link.

"We're improving the experience of being in and moving around this great city," Mr Roberts said.

Mr Constance and Mr Roberts thanked the Parliamentary Secretary for the Hunter, Scot MacDonald, who has advocated for the changes on behalf of the people of Newcastle.

The upgrades will be delivered at the same time as the light rail to minimise disruption, with construction expected to start around mid-2017.



Newcastle Light Rail artist impression



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Home-grown national law firm recognised

Locally founded law firm, Nexus Law Group, has been named a 'Business of Tomorrow' in the Westpac Businesses of Tomorrow Program – featuring as the only law firm to be included.

To celebrate their 200th anniversary, Westpac wanted to support Australian businesses who had a clear vision for tomorrow. They received almost 2,000 applications and awarded only 200 businesses who they believed have the potential to shape Australia's future.

The businesses were independently assessed by Deloitte and chosen by a high profile judging panel including representatives from Westpac, Cochlear, IAG, kikki K, UNSW Business School, Australian Business Review, Microsoft and Reinventure Group.

Nexus founder, Marcus McCarthy, said it was great recognition of the ground-breaking work of Nexus to be selected as a Business of Tomorrow.

"Everything we do is about innovation and looking to the future, rather than the past," Marcus said. "We're a full-service law firm like no other, as we've created a more efficient and effective service by pioneering the embedded contractor model."

"As part of this process we've even had to commission our own unique cloud-based practice management platform, OpenLaw. This system enables independent lawyers to come together under a single platform and compete collectively for work, driving collaboration and unified service delivery for clients.

"Nexus is one of the few 'NewLaw' businesses offering positive industry disruption, while preserving the position of lawyers in society instead of undermining it," Marcus concluded.

The diverse group of recognised Businesses of Tomorrow gathered at a Summit in Sydney on 7 April to hear inspiring speakers, network, share knowledge, and collaborate on the future of Australian business. Some of the speakers included



Marcus McCarthy

Marc Randolph, Netflix Co-Founder, former Australia Wallaby John Eales AM and leading social commentator Bernard Salt.

The selected businesses will also have access to LinkedIn Learning, offering online business courses and the opportunity to gain business skills or insights, creative, education and tech skills from passionate industry experts.

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One step closer to direct international flights at Newcastle Airport

Direct international flights to and from Newcastle Airport are a step closer with work beginning the first week in May 2017 on the internal fit-out of border processing areas.

Hunter-based construction firm, Kingston Building, will carry out works on the \$1.9 million project, which is partly funded by the NSW Government's Restart NSW Fund, and set to create more jobs for the region.

This project involves the installation of the necessary security technology, IT technology, passenger screening equipment and furniture for the border agencies.

"This is a significant investment from the Airport and the State Government in the future of our region," said Newcastle Airport's CEO, Dr Peter Cock.

"With this upgrade comes the potential to provide greater connectivity for our residents, greater tourism opportunities for our businesses and the new employment and economic benefits that follow," he said.

The 2015 terminal expansion project provided the Airport with the dedicated space required by the border agencies to service future international flights.

"Our discussions with the airlines to start direct international services to and from Newcastle Airport in the past two years have been hampered by the fact that our terminal infrastructure simply wasn't ready to accept international flights," said Peter.

At the end of this project Newcastle Airport will have prepared the infrastructure as far as we can in readiness for international services.

"While completing this project doesn't guarantee international flights will start from Newcastle Airport in the near future, it does mean that from an infrastructure perspective we have done everything we need to do to prepare our terminal for international flights," said Peter.



"When this project is finished, we will be one step closer to being ready for international flights," said Peter.

"In the meantime, we will continue to lobby the airlines to provide the air services our region deserves," concluded Peter.

NSW Infrastructure Minister Andrew Constance said Newcastle Airport is recognised as one of the fastest growing airports in NSW and making it ready for international flights is the next smart step. "The estimated population serviced by the airport is 1.2 million people, which could open a major new market to carriers to offer local convenience for people travelling from north of Sydney to overseas destinations," Mr Constance said.

Economic benefits from the upgrade include:

- Up to 180 jobs created in construction phase of the project
- Up to 375 jobs created once the project is completed
- Hunter Region economic output estimated to rise by up to \$147 million
- Wages and salaries boosted by up to \$29 million.

Construction of this project is expected to be completed late 2017.



The Wickham Project

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- www.newcastle.nsw.gov.au/thewickhamproject

HELPING OUR SUBURBS GROW

Wickham is changing from a semi-industrial area to a thriving commercial and residential precinct.

Newcastle City Council is undertaking a range of projects to help ensure Wickham is a great place to live and visit now and in the future.

We have developed a master plan, a local area traffic management plan and will be updating roads near the new Newcastle Transport Interchange. We are also looking at flood risk for low lying areas in the suburb.

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Draft 2013-2018 Delivery Program

Draft 2017/2018 Operational Plan

Draft 2017/2018 Fees and Charges

These three documents are our yearly planning documents and outline our strategic direction, the projects and services we will provide throughout 2017/2018 and our fees and charges.

On exhibition from 1 to 29 May 2017.

For more information call 4974 2000 or visit newcastle.nsw.gov.au/thewickhamproject

For more information and to view the documents visit newcastle.nsw.gov.au



Mining award winners announced

Representatives of the mining industry and supplier businesses from across NSW joined with MPs from across the NSW Parliament on 7 April for the 2017 Industry and Suppliers Awards Dinner.

NSW Deputy Premier and Minister for Skills and Small Business, The Hon John Barilaro, welcomed all to the dinner, praising the contribution the NSW mining industry and its thousands of mining supplier businesses make to the NSW economy and local communities.

NSW Minister for Resources, Energy, Utilities and the Arts, The Hon Don Harwin MLC delivered the keynote address, focusing on the importance of mining in fostering the growth and strength of regional communities.

Minister Harwin also highlighted the critical importance of the mining industry to the NSW economy.

The Industry & Suppliers Awards, presented by Minister Harwin, recognised excellence in the sector and emphasised the continued importance of the supply chain to the industry.

"Our Industry and Suppliers' Awards highlights the vital role mining plays in NSW, particularly our economic contribution. We had some outstanding entries for the awards this year, reflecting the quality of our State's world class mining sector." NSW Minerals Council CEO Stephen Galilee said following the Awards.

"Whether it be those working directly in mining, or others employed in the many mining supplier businesses across NSW, tens of thousands of people rely on our industry for jobs and the economic opportunities it delivers."

The winners were:

Small Business Achievement -
Mine Subsidence Engineering Consultants (MSEC)

Outstanding Supplier -
PJL Group Evolution - Cowl Gold Mine

Young Achiever -
Murray O'Keefe, Acting Mining Superintendent, Whitehaven Coal, Maules Creek

Outstanding Contribution to Mining -
David Moulton - Managing Director and CEO, Centennial Coal

Exceptional Woman in Mining -
Kirsten Molloy - CEO, HVCC

Exceptional Young Woman in NSW Mining -
Chloe Piggford, Environment and Community Manager, Glencore Integra Underground Mine

Outstanding NSW Tradeswoman/Operator/Technician -
Jemma Callaghan - Mobile Equipment Operator/Trainer Assessor, Rio Tinto Coal & Allied, Mt Thorley Warkworth Mine

Gender Diversity Champion in NSW Mining -
Fiona Robertson, Non-Executive Director, Heron Resources



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Forster town centre plans to go on exhibition

Plans to support a vibrant town centre in Forster can proceed to public exhibition, following a Gateway determination issued by the Department of Planning and Environment.

Monica Gibson, Director Regions, Hunter and Central Coast, Department of Planning and Environment said the proposed changes would enliven the area with a cinema, hotel, shops and restaurants, in proximity to the waterfront.

"The proposal also includes a library, community space, a supermarket, childcare centre, a gym, and a visitor information centre for tourists," Ms Gibson said.

"These plans could see the creation of 260 new jobs for the town and would also provide 145 homes for seniors."

"This planning proposal has enough strategic merit to be publicly exhibited by Mid-Coast Council which will allow the community to have their say," Ms Gibson said.

"If approved, this planning proposal would amend the council's Local Environmental Plan by increasing the maximum building height limits and floor space ratios at the corner of Lake and West Streets.

"A separate development application (DA) would need to be approved before any development can actually take place on the site.

"The council intends to prepare and exhibit a DA alongside the planning proposal to give the community the full picture of the proposed changes to Forster town centre.

Upper Hunter Innovation Hub

Loxton House in Bridge Street, Muswellbrook is now the home of the Upper Hunter Innovation Hub. The building dates back to the 1830s and is considered to be the oldest building still standing in Muswellbrook.

Council's Manager Property and Building Services, Matthew Lysaught said "This is the next stage of Council's plans for the Upper Hunter Innovation Hub following the launch in December last year and an official opening planned for later this year once renovations are complete."

Working in collaboration with the University of Newcastle, Loxton House will be one of the University's I2N network of innovation hubs across the Hunter Valley.

The Hub will feature office pods, shared meeting facilities and the latest technology in audio-visual services to support innovative businesses in the Shire.

Current tenants include local business Final Form Regen and Conservation Volunteers Australia.

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THE ART OF PERFORMANCE



"When I started, I was just following my nose. Retrospectively, I realise I am an innovator because innovation is anything working towards change in any industry and it is everywhere"
Rachael Sheldrick

Necessity was the driver for one Hunter businesswoman's innovation that has disrupted the automotive after-market industry.

When Rachael Sheldrick used her corporate marketing skills to drive a run-down mechanical workshop into a thriving business, she never imagined it would lead to her launching a business in North America.

However, five years down the road, Mrs Sheldrick expects to launch The Workshop Whisperer by the end of May into the US and Canada.

The Workshop Whisperer is based on an eight-week business transformation mentor program for self-employed mechanics; she describes it as "a survival to success strategy".

Mrs Sheldrick knows it works because it was the process she used to take her husband Glen's new business, GS Mechanical, from zero to profit in three months and the profit has continued to double every six months.

As the word of the success spread, other mechanics started to ask Mrs Sheldrick for advice. As she started to mentor and educate them on how to run a business, Mrs Sheldrick realised she needed a one-to-many business model.

Her vision was a training platform to increase their efficiency and productivity by a minimum of 25%; to improve their cash flow cycle; and increase profitability for their individual businesses by 10 to 20%.

From scratch, she created an automated system that was easy to use, mobile responsive and user friendly as well as engaging. It also used personalised responses based on previous information.

Building this bespoke software was expensive, however, Mrs Sheldrick took a punt on herself, believing that one day it would pay off.

A chat with Lisa Kernes of Ignite Alliance saw Mrs Sheldrick receive Federal Government assistance through its Research and Development Tax Incentive. By meeting the eligibility criteria of being a company, and spending more than \$20,000 on R&D in a financial year, Mrs Sheldrick was able to claim back 45 per cent of the platform's costs against the 2015/16 tax liabilities and received a cash refund. In 2016/17 she will be able to claim again.

With her expansion into North America, Mrs Sheldrick has also accessed the Export Market Development Grant. After spending more than \$15,000, she will be able to claim 50 per cent of any additional expenses.

Mrs Sheldrick said she had no idea these types of grants were available.

"They have allowed me to invest again in the business' direction, especially the North American program and its marketing," she said.

Like many business owners, Mrs Sheldrick associated R&D and innovation with the high-tech sector.

It was not until she spoke to Mrs Kernes and local innovation expert Christina Gerakiteys, she realised her disruption on the industry.

"The mentor program is the only one of its kind. Then we created the industry's first non-competitive community where best practice is shared."

To date more than 3000 workshops have benefited from being part of The Workshop Whisperer community.

"When I started, I was just following my nose. Retrospectively, I realise I am an innovator because innovation is anything working towards change in any industry and it is everywhere."

"My advise is be the change that you know needs to happen. Don't wait for some one else to do it – jump in and be the maker and builder."



BUILDING BETTER PLACES FOR PEOPLE



HDC AREA OF OPERATION

Hunter Development Corporation (HDC) is a State Government agency working to stimulate economic growth and create thriving communities in the Hunter.

HDC encourages new investment in homes, businesses and public spaces for the community by undertaking land preparation activities such as remediation, mine subsidence grouting and provision of infrastructure and services.

HDC's area of operation includes the ten local government areas in the Hunter.

**For further information
phone 4904 2750**

www.hdc.nsw.gov.au



**Hunter
Development
Corporation**

Rail corridor title transfer another step in Newcastle's revitalisation

The official transfer of former heavy rail corridor land from RailCorp to Hunter Development Corporation (HDC) was recognised in the Government Gazette on 31 March.

Revitalising Newcastle Program Director Michael Cassel said the land transfer is an important milestone in Newcastle's revitalisation.

"The NSW Government is committed to transforming Newcastle's city centre, growing local jobs and attracting entrepreneurs to build innovative urban spaces and create a more livable city.

"This land transfer helps us deliver what the majority of the community told us they want – new open public spaces and commercial, retail and job opportunities," said Mr Cassel.

"The transfer will allow Revitalising Newcastle to explore more exciting urban renewal initiatives like affordable housing for key workers and the expansion of the University of Newcastle city campus."

Former heavy rail corridor land will be used by light rail between Newcastle Interchange at Wickham and Worth Place.

Opening up the land east of Worth Place for new and exciting uses will complement the urban renewal that light rail will bring to Hunter and Scott streets and help bring the city centre to life.

"Newcastle has an exciting future and we are looking forward to transforming the city with new activities, more students, better connectivity through more active and public transport and attractive open spaces," said Mr Cassel.

"We are doing this in a way that respects and enhances Newcastle's unique character.

"I'm looking forward to a Newcastle celebrated for its innovation, culture and tourism on a local and international stage.

The official transfer of the land marks the final step in the land transfer process that commenced in 2014.

Newcastle Airport ranked as the best in Australia and New Zealand

In a recent global airport benchmarking survey, Newcastle Airport's passengers ranked its check-in processes and wayfinding as the best in Australia and New Zealand.

Newcastle Airport also ranked overall first in six sub-categories when compared against participating airports in Australia and New Zealand.

Airport Service Quality (ASQ) is a world-renowned global benchmarking passenger survey that measures passengers' airport experience whilst the passenger is at the airport. It is used in 84 countries and is available in 40 languages.

In the 2016 quarter-four results, when compared against participating Australian and New Zealand airports, Newcastle Airport ranked overall first for:

Check-in, which measured satisfaction with:

- check-in wait times
- check-in efficiency, and helpfulness of check-in staff.

Finding your way, which measured satisfaction with:

- finding your way through the terminal
- the flight information screens, and walking distance inside the terminal.

Newcastle Airport ranked amongst the top three airports for courtesy and helpfulness of airport staff, feeling of being safe and secure, value for money of restaurants/eating facilities, and for cleanliness of airport terminal, and cleanliness of washrooms.

Funding for new port projects

Minister for Planning and Housing, Anthony Roberts has encouraged local groups to apply for funding for new community infrastructure projects around the Port of Newcastle.

Mr Roberts said the Newcastle Port Community Contribution grant program was now open for applications for projects valued between \$10,000 and \$500,000, with \$1.173 million available in this round.

"Administered by the Hunter Development Corporation, the program makes at least \$1 million each year available under the terms of the long term lease of the Port of Newcastle," Mr Roberts said.

"This program is an important way of ensuring community facilities are improved as the Port of Newcastle grows. The Port has been a big part of the Hunter's growth over the years and has contributed to the Hunter being the largest regional economy in Australia.

"It is a key gateway to the Hunter region, an economic engine room and a focal point for community recreation.

"This program has already funded some fantastic projects around the port which will significantly enhance community amenity, preserve heritage and also boost activation and tourism."

Projects funded in the last round included:

- \$500,000 for the historic Carrington Hydraulic Engine House;
- \$500,000 for Stage 2 of the Nobbys Lighthouse redevelopment;
- \$170,000 to the historic steamship William the Fourth;
- \$50,000 for the 2017 Winter Heat Festival; and
- \$45,000 to the Carrington Community Council for construction of new cricket nets.

Groups eligible to apply for funding include community groups, not-for-profits, local councils, state government agencies, or other organisations that own, manage or occupy land subject to a lease or license within the designated area around the Port.

The designated area is outlined on a map on the HDC website www.hdc.nsw.gov.au

For more information or to apply go to the HDC website. Applications for funding close on 15 June 2017.



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 The City of Newcastle

28/26/AF17

Williamstown Innovation Hub due to open in September

As part of its Integrated Innovation Network (I2N), the University of Newcastle (UON) is adding another hub to their innovation ecosystem. The Williamstown Innovation Hub is in the final design stages and will be located at Williamstown Aerospace Centre (WAC), opening in September this year.

The Williamstown Hub follows last year's opening of UON's Three76 Hub in the Newcastle CBD and UON's Pro Vice-Chancellor (Research and Innovation), Professor Deborah Hodgson, said there are significant benefits of centralising entrepreneurial activities in the one space.

"Innovation hub spaces are breeding grounds for ideas," she said. "They bring together diverse stakeholders, where close proximity spurs collaboration and uncovers opportunity."

The new space is aimed at taking UON's research technology applications and translating them into the commercial and defence markets.

"The hub will provide a launch pad for these technologies to break into the market," Professor Hodgson explained.

The Williamstown Innovation Hub will also offer corporate desks, meeting rooms and breakout spaces ideal for small-to-medium defence organisations and commercial enterprises. Desks will also be allocated to UON PhD students and UON researchers working on defence projects, bringing together ideas, research and industry. A suite of networking events and seminars will feature regularly at the new space, offering opportunities for engagement with local and national companies in the defence, security, IT and transport sectors.

Professor Hodgson recognised the new hub's enabling infrastructure and its support of the University's current initiatives.

"The Hub builds on UON's acknowledged strengths in cyberspace, control systems, autonomous vehicles, simulation

modelling, and propulsion and energy storage.

"We are very excited to be opening a hub in the Port Stephens LGA and to forging stronger ties with local industry", Professor Hodgson said.

Newcastle CBD buses on the move

On the 5 April Revitalising Newcastle Program Director, Michael Cassel announced plans for bus stops along the light rail route to be relocated ahead of light rail construction.

The proposal involves moving bus routes off Hunter and Scott Streets, and onto King Street or Honeysuckle Drive and Wharf Road.

"Changing city centre bus routes once, ahead of light rail construction, will give customers certainty about where and when to catch their bus," Mr Cassel said.

"This is a far better outcome than changing bus routes every few weeks during construction, which would cause confusion and be more disruptive for customers.

"A lot of work has been happening behind the scenes to figure out the best solution for Newcastle; the proposed new bus routes have been tested and will work well given Newcastle's traffic conditions and road network.

Under the plan, 14 bus stops will be relocated. King Street, Honeysuckle Drive and Wharf Road will receive nine new stops, and five school bus stops will be converted to full time bus stops.

Mr Cassel said the proposed change has the potential to provide a few extra car spaces along Hunter Street.

"Depending on how Newcastle City Council would prefer to use the kerb space, this change could actually result in a net increase in parking spaces in the city centre.

Mr Cassel said a customer information booklet will be available well in advance of any changes, to help customers adjust to their new bus stops.



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\$45 million hotel and residential development for Honeysuckle

The Hunter Development Corporation (HDC) has announced a new \$45 million four-star hotel and residential development will be built at Honeysuckle, adding new homes and a much needed tourism asset to the city centre. The project site is at 42 Honeysuckle Drive, next to the Hunter Water building.

CEO Michael Cassel said HDC was driving the development by undertaking mine subsidence remediation works for the site and was keen to see a development application for the project within four to six months.

"This project means much-needed new hotel accommodation in the city centre and around 60 ongoing jobs to run it," Mr Cassel said.

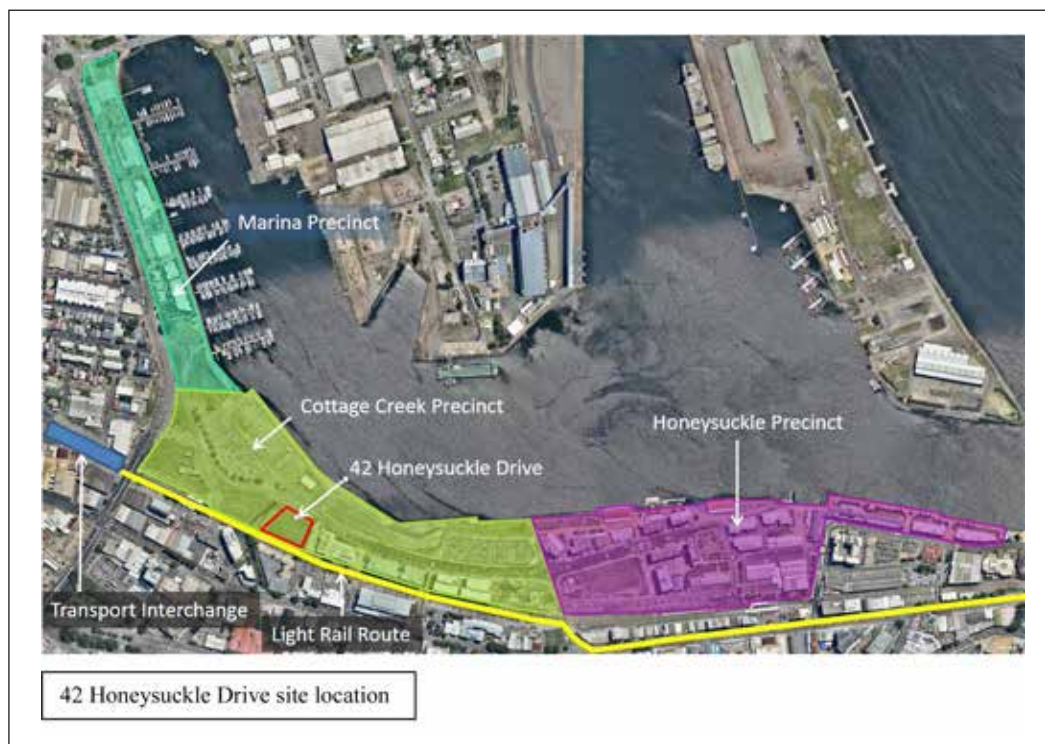
"It also means 62 new homes in the city centre, helping to sustain a vibrant economy.

"Newcastle's revitalisation has been gathering momentum for quite some time and this project is further proof of a city really maturing into a diverse, attractive place," Mr Cassel said.

"This is hardly surprising given the \$500-plus million investment being made by the NSW Government in the Revitalising Newcastle program."

Mr Cassel said the Hunter Development Corporation had selected the Doma Group as preferred proponent to deliver:

- A 149 room '4 star' hotel
- 62 residential apartments
- five serviced apartments



- 1020 sqm of commercial/restaurant area to support the hotel
- Hotel car parks that have scope to be made publicly accessible

Mr Cassel said the selection of the hotel proposal followed a Call for Proposals process conducted by HDC that attracted a range of high quality proposals.

"As part of the purchase, the Doma Group will contribute to the landscaping of the adjacent public domain which spans the Cottage Creek stormwater channel.

"This means the development will enable high quality landscaping of public open space for community enjoyment."

Mr Cassel said construction could commence as soon as mid-2018, dependant on the necessary planning approvals.

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1000 jobs in Cessnock possible following Blackhill rezoning

An industrial precinct that could provide up to 1000 jobs in Cessnock is a step closer, following the rezoning of land at Blackhill.

The Department of Planning and Environment has finalised a planning proposal to amend Cessnock's Local Environment Plan (LEP) to rezone around 300 hectares of land.

Marcus Ray, Deputy Secretary, Planning Services, said this site will play an important role in the future supply of employment land in the region.

Nearly 200 hectares near the junction of the M1 Motorway, Pacific Highway and New England Highway will be zoned for industrial land, 64 hectares will be zoned for 'environmental living' to help maintain the rural character of the area to Blackhill Road, and 40 hectares will be zoned for environmental conservation.

Community views raised in almost 10 weeks of consultation in 2014 and 2016, as well as a meeting with community members, were considered in the Department's assessment.

"This rezoning is the best option to provide the right balance of conservation, employment opportunities and continued environmental living opportunities for this important strategic site," Mr Ray said.

"The rezoning will also help to support local employment opportunities in the future."

A Development Control Plan will be prepared for the site and will set out in more detail matters such as buffers, traffic requirements and infrastructure. A development application to the council would also be needed for any future development on the site.

dwp completes full merger with dwp|suters

Award winning international design partnership dwp is expanding in Australia, having completed a full financial merger with dwp|suters, bringing with it a new dynamism to the design industry in Australia.

This fully establishes dwp design worldwide partnership as a global firm with its heart in Asia, serving an increasingly diverse client base in the Australian market, notes.

Since its founding in Asia by Scott Whittaker, dwp now has more than 450 staff in 12 global studios, including Newcastle.

The merger is the 'next evolution' in the transformation of the design house, after dwp and Suters Architects announced their commitment to work together as a fully integrated design solution in 2013.

"As the Australian and dynamic Asian markets become increasingly integrated, and investment flows in both directions, dwp will bring a new level of architecture and design sensibility to our clients," CEO Leone Lorrimer says.

"This move brings dwp's now world-renowned design expertise to our Australian studios and expands our reach into new markets, bringing skills in hospitality design, luxury residential, and tall building architecture."

dwp's extensive client base includes global brands and Fortune 500 companies such as Mercedes Benz, Accor, Mandarin Oriental, and HSBC.

At the forefront of the reinvention of the design industry, dwp is driven by 100% cloud based technologies bringing world-class collaborative design tools such as Virtual Reality and BIM to clients in Australia and Asia. Ms. Lorrimer notes that dwp has already integrated these leading design technologies extensively on the Star Casino project at Sydney's Darling Harbour.

"We are excited to bring a new Asian sensibility and creativity to Australian design projects as a significant point of difference for our clients."

Throat Scope wins silver at Edison Innovation Awards

Holland Healthcare, based in Toronto, has become the first Australian female led company to win silver at the Edison Awards in New York City for their medical device, Throat Scope.

Jennifer Holland, founder and CEO and the inventor of Throat Scope accepted silver on 21 April in New York City at the prestigious Edison Awards. The awards, named after inventor and entrepreneur Thomas Edison, are internationally renowned awards for innovation. Throat Scope won the award for Health and Wellness Patient Care.

An excited Jennifer Holland said, "I always wanted to invent something that would have a positive impact on the world. Now I know that will become a reality. We are going to create a movement that will lead to people using Throat Scope for early detection of Oral Cancer. Now we have an Edison Award behind us, I know we can go out there and potentially save lives."

The Edison Awards attract 1000s of nominations. More than 3000 senior business executives and academics from marketing professionals, scientists and engineers join past winners to review the nominations. They vote to award the Gold, Silver and Bronze medals.

This award comes with a lot of "firsts". While only a couple of Australian companies have been honoured with an Edison Award since their inception in 1987, Holland Healthcare is the first Australian female led company to be recognised. It is also the first Australian medical device to win with other awardees operating in the digital space.




Can you help make a child's future brighter?

Is your organisation looking for ways to make a difference in the lives of children with vision or hearing loss living in the Hunter?

RIDBC Hunter Sight and Sound for Kids corporate sponsorship program helps businesses make a difference in their local community. Your organisation's support will help Hunter children get the best possible start in life by giving them access to RIDBC's expert education, therapy and cochlear implant services.

For more information on how your organisation can get involved, call [Darren Parmenter on 02 4979 4016](tel:0249794016) or visit ridbc.org.au/superhero



Royal Institute for Deaf and Blind Children
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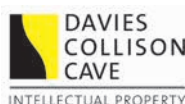
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Hunter-based startup recruiting local to head up UK expansion

A Hunter-based startup expanding into the UK and Ireland wants to recruit an Aussie to be its UK manager.

Founder and CEO of Camplify, the "AirBNB for caravans and camping", Justin Hales, said the UK was a logical expansion point, given the similar culture and the current 15 per cent annual growth of caravanning and camping in the UK.

Camplify links people wanting to hire a caravan or RV with private owners anywhere in Australia. Mr Hales said there are lots of city dwellers in the UK looking to caravan or camp. The UK has around 850,000 RVs (compared to Australia's 500,000) and 60 million camping nights.

The expansion into the UK comes after continued business growth and an injection of capital from newly ASX listed motor home group Apollo Tourism & Leisure.

Camplify has selected Hunter-based recruitment firm, Forsythes Recruitment, to undertake the national search. Forsythes Recruitment consultant James MacDonald said the successful candidate will need to be entrepreneurial, comfortable working in a digital business, able to take a business to scale as well as being a connector of people and able to tell the Camplify story to UK and Irish residents.

"We see this role as suiting someone who is self sufficient and looking to prove themselves as capable of being in a senior role," Mr MacDonald said.

"The candidate will train in Australia before moving to the UK to work from the exciting English tech city of Bristol where the position will be based," he said.

Camplify set up in 2014 with backing from the NRMA motorist's organisation and Artesian Capital. It is a success story from the Slingshot Accelerator program. It was born out of Mr Hales' childhood love of caravanning.



Justin Hales

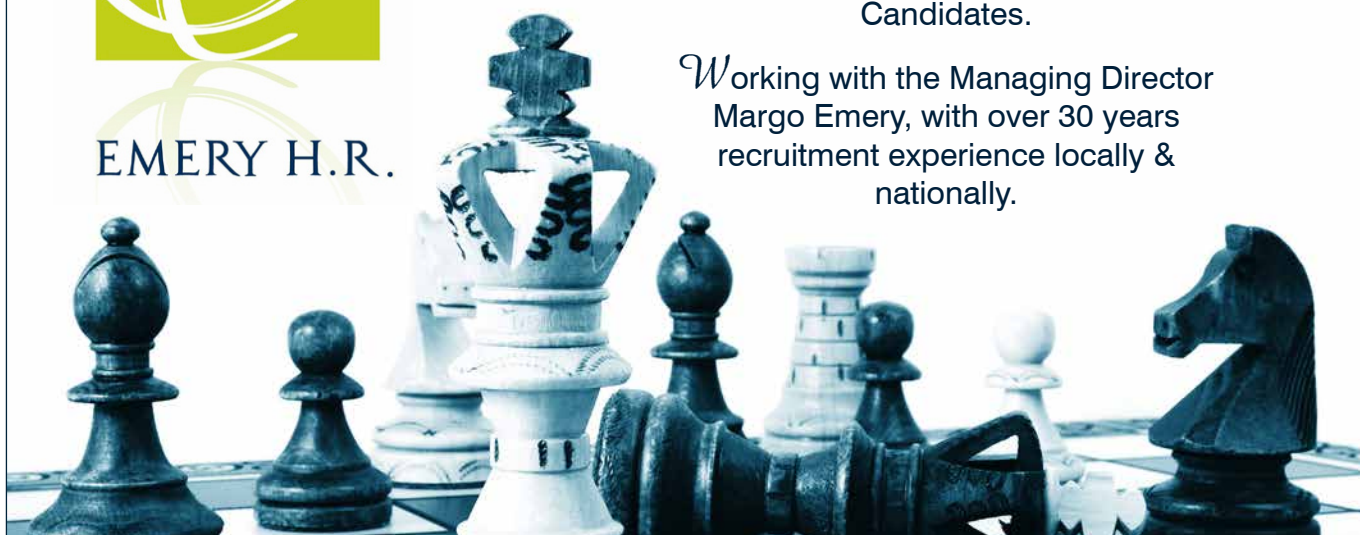


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1. In a few words tell us about your current role.

I am founder and Chief Pilot of Airspeed Aviation. We operate Charter flights from the Hunter Valley and Sydney Basin throughout the Eastern states, and all over Australia. We also run flying schools in three locations. I am responsible for the usual business owner things plus statutory compliance with an enormous and growing mountain of Civil Aviation regulations. More importantly, we hold some really high-end safety accreditations that take some serious maintenance. I am also President of the Scone Chamber of Commerce, which means I speak to business owners large and small across Scone and ensure our collective needs are represented to the various Government bodies that affect our livelihoods. Small business is such an integral part of a town that changes that negatively impact small business can derail the social wellbeing of the whole community. Politicians and public servants in Macquarie Street seem to forget that.



Let's Talk With.....

BEN WYNDHAM

2. How have you reached this point in your professional life?

I grew up in Sydney until I was 18, but I have spent all but two years of my adult life in the Hunter Valley. I went to Newcastle Uni and did the Science/Aviation degree there while learning to fly in Cessnock. After two years in the Kimberley I came to Scone as a flying instructor. I never planned to own a business - like most young pilots I thought or hoped I would end up in the airlines. The collapse of Ansett and the September 2001 terrorist attacks were very de-stabilising for the airline industry in Australia and I took an underground job with a drilling company I had been flying for, and studied Law and Workplace Safety while the dust settled. It took five years. That led to a Safety Management role at Aeropelican and then an opportunity to start my own business providing Charter flights to mining companies during the mining boom. The combination of airline safety management experience and eight years of mining safety culture turned out to be a great combination and it has resulted in a successful and growing business that I had never imagined.

3. When you're not at work, where can we find you?

Like most small business owners I spend too many hours at work and not enough with my family. You will usually find me at a Chamber of Commerce meeting or function, or if I'm lucky I will be spending time showing visitors around an Upper Hunter pub or restaurant or (ideally) kicking back next to a creek or river somewhere with my wife and daughters.

4. Where do you find inspiration?

While I was at Newcastle Uni in the 90's I worked for Randolph Molvick at Paymaster's Cafe and Neil Slater at Scratchley's on the Wharf. I learnt so much from Randolph and Neil about excellence in customer service and bringing your "A-game" to work every day. Even now, 25 years later they are model employers for me. Every employer I had ever since has been measured against their example and whenever I have a staff management issue as an employer I draw on the example that they set when I worked for them. As a business owner I will ask myself "What would McDonald's do?" Love or hate their food, they have built an incredible business model based on a very consistent product and a consistent way of operating their businesses day to day. Consistency works. As the owners of small businesses I think we need to copy that consistency, and apply it to whatever it is that we do.

5. What advice would you give to someone just starting out in your field?

That old saw about "our people are our most important asset" is not just a cliché - it is completely true. You need a team of supporters. Recruit well, train well, establish a culture of high standards at the start - because your staff need to know exactly what you expect of them. You must be the best example you can be to them, every

single day, otherwise you can't ever correct them and maintain your credibility and authority. I am also often reminded that the lowest standard displayed by the boss is the best you can reasonably expect of an ordinary employee. So, make sure you hire extraordinary employees who will have your back and catch your mistakes - because every boss has bad days and makes mistakes.

6. What's something most people don't know about you?

Most people don't know that I am an open book - I really don't have secrets and I am really not able to hide anything. I don't have the discipline or the memory to carry lies or secrets. Life is too short.

7. How would you like to see the Hunter evolve over the next decade?

Newcastle as a city could be built into a civic utopia. It has the bones but lacks the political will. As for the rest of the Valley; mining has fed me for most of my life, one way or another, and I loved my time in the mining industry. That said, the Hunter Valley and the Upper Hunter in particular MUST look to a future that is less about open-cut mining and more about tourism, manufacturing, farming. Small business and Community will be critical. We have to look at the alternatives to mining NOW, so that we are preparing for the economic transitions of the future.

The end of coal is inevitable. Liddell and Bayswater power stations are slated to close in the next 15-20 years. What then? Coal mining is moving further west towards Mudgee and Narrabri as the Hunter's resources are exhausted - what now? What then?

What if that never happens? Well....we've just created a more prosperous and diverse regional economy. That's not a bad outcome. What do we do here, or make here, that is world-class? Is there a new industry or an existing workforce that we can capitalise upon? Is there a refugee workforce that could inject new skills or expertise to the region? These are the things we need to expand on.

8. What's your favourite Hunter restaurant/café/bar?

There are too many to choose from - in Scone we have an outstanding selection of cafes and restaurants. "The Cottage" on Kelly Street in Scone is outstanding and for Cafe's I am torn between 5 excellent choices (but I spend more time in Kerv Espresso Bar than the others). When the Thoroughbred opens later this year we will have an even bigger dilemma.

9. Are you reading anything at the moment?

New and re-written aviation legislation. It never stops coming. It's awful.

10. Do you have a favourite sport or team?

Matt Hall Racing at Lake Macquarie Airport - I'm a big fan.

11. What's the best line from a film you've ever heard?

Basically the whole script of Top Gun. It's tragic and clichéd - but I could probably recite most of it.

Responsibility: Using the 'R' word in business

Scott Douglas
SiDCOR Chartered Accountants

Responsibility is a word that is used a lot in business, and one that I am sure I use every day. What do I mean though by responsibility? We all give the word different meaning, but I simply mean responsibility as it sounds; our ability to respond.

The context I hold is that we respond from our values, and we react from our feelings. An example we can all relate to is when we hear criticism from another. Next time this happens notice how you feel when you hear it. Do you feel grateful for the feedback or are you angry, hurt or resentful? If it's the latter, that's okay, as you have simply given the feedback a meaning about you, and as a result taken it personally. Basically you have fallen into the common fear that we are not enough.

Now that you are noticing how you feel though, try not to react. Take time out if need be to work through that feeling. Try and find the meaning that you have given the comment so you can understand what it is about for you. Know that you are enough, and connect to the truth in the comment and the gratitude of the lesson in you moving forward.

Having not reacted, you can now respond. As mentioned you respond from your values, which is in essence how you choose

to be. If you want to be authentic, grateful, empathetic and kind, respond from that place. This will shape your behaviour to be aligned to how you want to show up, as opposed to reacting from your feelings of hurt or resentment.

Having a business where you respond rather than react to those around you will have you operating as a true leader, and develop a culture aligned to who you really want to be.

For further information contact SiDCOR on 1300 743 267, email scott@sidcor.com.au or www.sidcor.com.au



Scott Douglas, the CEO at SiDCOR Chartered Accountants, has over 20 years' experience in accounting and taxation, having begun his career with international accounting firm KPMG. With extensive experience in a variety of industries and with all types of businesses from local entrepreneurs to national organisations, Scott is perfectly suited to provide solutions needed to minimise tax and maximise wealth. Scott has a Bachelor of Commerce from Newcastle University and is a member of the Institute of Chartered Accountants.

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Entries are now open and will close for judging on Friday 28th July 2017.

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Retail leasing – Changes to legislation in NSW

Tina Kealy
Moray & Agnew Lawyers

The Retail Leases Amendment (Review) Act 2017 No. 2 (NSW) (the Act) was assented to on 1 March 2017 and significantly amends the Retail Leases Act 1994 No.46 (NSW) (RL Act).

The Act was the result of statutory review and considerable discussion between the NSW Government and retail industry bodies following the release of a discussion paper, "2013 Review of the Retail Leases Act 1994" which identified a number of issues within New South Wales' retail leasing regime.

The purpose of the Act is to amend the RL Act to:-

- improve the standard of conduct of both the Lessor and the Lessee;
- implement protection mechanisms to reinforce certainty of negotiated lease terms; and
- clarify the existing processes for efficient operation of retail leasing in NSW.

The key amendments to the RL Act are as follows:

- Lessor Disclosure Statement: The Act amends the prescribed disclosure form to simplify the procedure. Lessors must make full disclosure of the Lessee's obligations in a Disclosure Statement, including the Lessee's contribution to outgoings which cannot be recovered if such outgoings are not clearly disclosed.
- Lessee's right to compensation: The Act allows for a Lessee to be compensated for reasonable costs incurred (such

as fit-out costs) where a Lessee terminates due to failure by the Lessor to provide a Disclosure Statement within the first 6 months of a lease term or where the Disclosure Statement is false or incomplete.

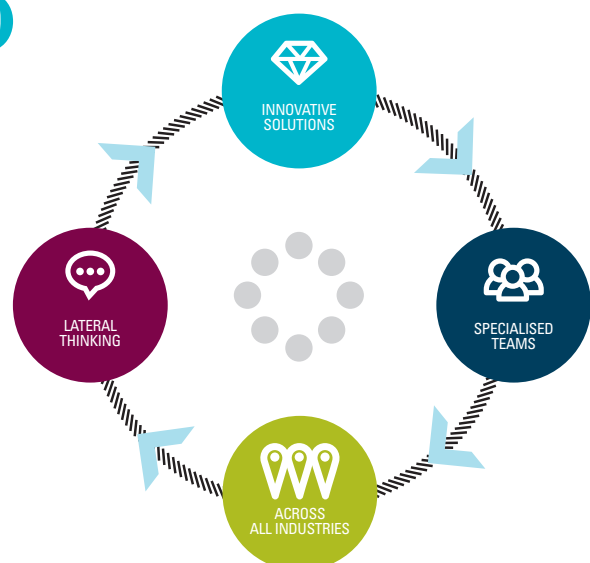
- No minimum term: The requirement for a Lease to be a minimum term of 5 years (allowing for short term leases less than 5 years) has been removed.
- Registration of Lease: A Retail Lease must be registered if it is for a term of 3 years or more and a Lessor is obliged to lodge the Lease for registration within 3 months of return of the executed Lease by the Lessee. (The Act permits some delays such as delay due to obtaining the mortgagee's consent or requirements arising under the Real Property Act 1900 that are beyond the control of the Lessor).
- Executed Lease issued to Lessee: A copy of the executed Lease must be provided to the Lessee within 3 months (instead of 1 month) of the executed Lease being returned to the Lessor.
- Bank Guarantee: A Lessor is required to return a Bank Guarantee to a Lessee within 2 months after the Lessee has performed all of its obligations under a Lease.
- Jurisdiction Limit: The monetary limit for claims arising under the Act within the jurisdiction of the Civil and Administrative Tribunal has been increased from \$400,000 to \$750,000.



STAYING AHEAD OF THE CURVE

Moray & Agnew is a national law firm with 590 people including 90 partners. As one of the Hunter Valley's leading law firms, the expertise of our Newcastle legal team of over 40 lawyers extends to:

- Commercial Dispute Resolution
- Construction and Infrastructure
- Corporate
- Insurance
- Property
- Planning and Environment
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- Mortgagee consent expenses: A Lessor is no longer entitled to recover expenses to obtain a mortgagee's consent to a Lease from a Lessee.
- Demolition of Premises: Termination of a Lease due to a proposed demolition will only be permissible when demolition requires vacant possession of the Premises.
- Exclusion of uses: Leases for certain uses of a Premises have been excluded from the Act. Some of those uses include ATMs, vending machines, communication towers, public telephones, children's ride machines, internet booths and self-storage uses.
- Agreements for Lease: The Act will apply to Agreements for Lease in the same way it applies to Leases (where relevant).
- Market rent determinations: A party may apply to the Registrar of Retail Tenancy Disputes to appoint a specialist retail valuer to determine the current market rent of a Premises.
- Permanent retail market places: The Act applies to permanent retail market stalls which are defined as an "assemblage of stalls, styled or described as a market

that are predominantly used for retail businesses" operating in a permanent building or other permanent structure.

Further information about the changes to the RL Act can be obtained from Fiona Nelson (Partner) and Tina Kealy (Associate) of Moray & Agnew Lawyers on (02) 4911 5400 or email newcastle@moray.com.au



Tina Kealy regularly advises on all aspects of property law matters, including residential and commercial development projects as well as commercial and retail leasing. Tina also acts for vendors and purchasers in the sale of businesses plus share sales and purchases and is known for her attention to detail and commitment to see difficult matters through to the end.

Leadership to lead, not just maintain

Lyndell Fogarty
performHR

Any business, whether you are a startup, scale up or mature, needs the right leadership team to set you up for success. The definition of success is contextual, based on where the organisation is in its life-cycle and what its strategy is for the coming years.

After 8 years of building performHR from a napkin concept, it was time to strategically assess the leadership structure required to allow us to double and then double again over the coming 5 years.

We had the basis of a great leadership structure, however, we had grown (significantly) and my fellow shareholders and I knew it was time to check in on what we needed to reach our strategic goals (or as we call them, our Jimmy Choo goals!) We not only looked at the leadership structure in terms of the roles required, but also made decisions around the skills and qualities in the people that would be a best fit for the newly created roles.

As an organisation grows, this regular 'check-in' around the right roles and the right people in those roles is critical. You need to respond to the growth, and be adaptable in order to try to stay ahead of what your clients' see as important to them.

When you are in a scale up phase, like we are at performHR, having leaders with vision, drive and the ability to balance short range needs with medium-term goals is imperative. Energy, vision and innovative thinking, with the additional ability to execute on day to day operational requirements was critical to the selection of our new leaders.

We wanted our next leadership team to have a future focus - creating, inspiring and driving forward. But this needed to be balanced with the now - the development of our internal teams and the quality and execution of client deliverables.

I believe that having a title of a leader, and, consciously deciding to lead are not one in the same thing. To be an effective leader, you need to choose it. Otherwise, when it's time to have a tough conversation with a 'friend' who was, or still is, a peer, you probably will avoid it, rather than own it.

So the outcome of this review, was the decision to expand our operational leadership team. To introduce four additional leaders to work with Kirbie (our Operations Director), Darren (our Corporate Services Director) and I to continue to grow performHR sustainably, without compromise on our value proposition to our clients. After one month in their new roles, Rosalind Loxton (ER Services Director) and Gabrielle Hancock, Karen Ansen and Tahnee McWhirter (Client Service Directors) are demonstrating to me what true leaders look like.

They are already having a significant impact on the future strategy of performHR and are challenging, inspiring and driving us forward. After 8 years, it is so energising to look back on that napkin concept and see how far we have come, and yet how true we are to what we originally set out to do.

For further information contact performHR on 1300 406 005, email lyndell@performhr.com.au or visit www.performhr.com.au



Lyndell Fogarty is the founder and CEO of performHR. With over 20 years in both internal HR and consultancy roles, Lyndell has a wealth of knowledge and experience for her team and clients to draw on.



performHR

performHR has announced the appointment of **Tahnee McWhirter** as Client Service Director. Tahnee is focused on ensuring that HR strategies support business strategy and operational needs. Tahnee's projects have broadened her involvement into the global insurance industry, finance, technology and an executive role in the aged care sector. Tahnee prides herself on her client-focused, 'no cookie cutter solutions' approach to strategic problem solving.



PKF NEWCASTLE

PKF Newcastle has appointed **Luke Storey** as Assistant Manager for the Business Advisory Services team. Luke has the experience and knowledge of being a small business owner and has more than seven years' experience in chartered accounting from his time at Bishop Collins Chartered Accountants. He is also a representative for Chartered Accountants Australia & New Zealand.



PKF NEWCASTLE

Sarah Scott is the new Business Development and Marketing Manager at PKF Newcastle. With over 14 years of experience from across the globe (Sarah is originally from Wales), she has worked for companies such as Curwoods Lawyers, DibbsBarker and BDO. Having travelled over 19 countries, Sarah's move brings her husband, her 10 month old daughter and herself to Newcastle.



performHR

performHR has announced **Gabrielle Hancock** as Client Service Director. Gabrielle joined performHR in 2014 as a HR Business Partner. A true generalist, Gabrielle has experience across the functional areas of HR including organisational development, employee relations, learning and development and workforce planning.



RDA HUNTER

Regional Development Australia (RDA Hunter) has announced **Susan Wilson** as its new CEO. Her business, government and public/private sector R&D experience includes the establishment and expanded role of Innovation & Science Australia; advisory and governance of the National Innovation & Science Agenda; leading NZ's \$10B Bioeconomy economic development portfolio and mentoring start-up to scale-up entrepreneurs through DIIS, CSIRO, Austrade & Slingshot programs/accelerators.



PKF NEWCASTLE

Lauren Simpson has been appointed as a Senior Accountant for the Business Advisory Services team at PKF Newcastle. Her previous experience include such companies as Holman Hodge and Deloitte Private (SA). Lauren recently moved from Adelaide to Newcastle.



RAPID SOLUTIONS

Belinda Smith has been appointed Chief Executive Officer of national insurance and training company Rapid Solutions. Belinda is a business professional with a 20-year career in the construction, education and not-for-profit sectors. Specialising in business growth, service delivery innovation and leading organisations through constant market disruption, Belinda is recognised for her ability to deliver results through relationships, building sustainable partnerships and strong company culture.



performHR

performHR has appointed **Karen Ansen** as Client Service Director. With over 15 years' experience in both Workplace Law and Employee Relations, Karen is an expert on the legal principles that govern employer-employee relationships, including the Fair Work Act, Workplace Health and Safety Laws, counselling and mediation.



performHR

Rosalind Loxton has been appointed as Employment Relations Service Director at performHR. Ros has 10 years' experience working as a HR Generalist as and in-house HR Manager. Ros worked in the construction industry where she dealt with a variety of complex employment and payroll issues. Ros assists performHR clients with workplace investigations, enterprise bargaining, award interpretation, performance management and restructures.



PROSPERITY ADVISORS GROUP

Prosperity Advisers Group has appointed **Daniel Ryan** as Associate Director, Business Services and Tax, based in Newcastle. Daniel joins Prosperity after working in a series of complex roles for Scenic Luxury Cruises and Tours, supporting the group's growth plans across Asia. Building on an impressive track record with Deloitte and in the UK for Clifford Chance LLP and Morgan Stanley, Daniel offers strategic business advice and planning across all areas of accounting, financial management, governance and taxation.

Think before you move

Steve Dick
Raine & Horne

This month, Raine & Horne Commercial Newcastle took the momentous decision to move offices for the first time in 10 years.

In the end, our decision to shift to a new commercial location proved easy, with the NSW Liberal Government forcing our hand with its desire to be seen to be creating activity in the city of Newcastle. This commotion resulted in the loss of our car park for a light rail track. For a real estate office servicing properties across the entire region, our staff require ready access to their cars.

Therefore, the move was a no-brainer, yet there was something of a vocational silver lining as it reacquainted me with the pain and cost involved in changing commercial addresses. As a commercial agent, I have warned tenants threatening a move unless a rent reduction was conceded, to be careful of what they wish for. As a rule of thumb, a tenant can expect to pay the equivalent of a year's rent to move to new premises, whether they're paying \$20,000 or \$500,000 annually.

My trusty rule of thumb is well short of the mark! It's significantly more than a year's rent to move, especially if a fit out is necessary. So, what lessons did I learn from the recent move?

1. Set your Timetable

Your existing lease will have deadlines that you can respond to in a timely manner. These include options and the date that your lease will expire. Armed with these dates, you can create a timetable, which includes a deadline for finding a new location. The timetable should also include fitout milestones and your intended moving date.

2. Choosing your new premises

Your key staff are a valuable source of counsel and research, so talk to them to gain ideas and to discover their expectations for a new location. At the same time, make sure the key people have some ownership of the move and changes. Other suggested steps to ensure your staff collaborate in the move include:

- Appointing a team to coordinate the move and the decisions
- Establishing what type of location creates a balance between staff and customers
- Determining what location suits your suppliers
- Verifying the location that best matches the council zoning required by your business operations
- Listing your top five criteria for a new office, and weighing each in line with their importance
- Agreeing with your financial advisors or upper level management about the rent you can afford to pay. This will help you zero in on the size of the premises.
- Resolving the size of the location you need. A Raine & Horne Commercial agent can email you a copy of our space calculator to help you determine an appropriate size.
- Discovering whether your company has a policy that predetermines space per employee. This is a question for your firm's head office.
- Determining what features do you need such as:
 - a. Number of offices or open space
 - b. Amenities for staff including a lunch room, kitchen, toilets, showers or a changeroom
 - c. Car parking – how many spots and who gets what.

Warehousing is another factor. If this is required, you'll need to determine the shape and configuration of the property, the height, number and size of access doors, the size and number of cranes it can cater for, power supply, yard space, car parking, and whether gas is required. Finally, don't overlook internet speeds and how much data you need.

3. The Lease negotiations

Lease negotiations are a very important aspect of all commercial moves, and it's safe to say we had it well covered. For years, I have been negotiating leases from a landlord's perspective, protecting their interests. Therefore, negotiating a lease from a tenants perspective I relearned several lessons including:

- The importance of reading the lease yourself as a business owner
- The significance of asking questions of your solicitor
- The possible impact each clause could have on your business.

The changes I made to the proposed lease were enormous – and professionally helped put me in the shoes of the tenants we work with, which proved a fabulous reality check. I was also reminded that you should make sure you gain permission for the fitout during the lease negotiations. As the owners of our previous premises, we could do whatever we wanted. That is not the case now.

4. The Fitout

Again, we were reminded to be careful in relation to installations and redecorating. The old rule of thumb for a suitable office refit was \$700 per square metre. We discovered it to be up to \$1,000 a square metre. So, for a 200-square metre office, this could mean \$140,000 to \$200,000 for a refit. If the rent is \$40,000 to \$60,000 p.a., the fitout costs can be enormous – (3) to (5) times your new rent.



Therefore, it's critical to determine what you require from a fitout. Here are some tips I've developed based on the recent fitout of our new office at 92-94 Darby Street Cooks Hill.

1. Plan your layout – many of the commercial fitout companies will provide free indicative designs to get you started.
2. Choose a company to run the fitout for you, otherwise you'll be distracted away from your business trying to supervise tradespeople.
3. Don't forget your premise is just another piece of tooling. Therefore, its functionality is of the utmost importance. You have the chance to design how this tool works and you can't just replace it if it doesn't work!
4. Be prepared to make numerous decisions on the run – so have a clear vision of the look and function of the premises.

You'll need to decide on:

- a. Carpets, tiles, linoleum – colour and quality
- b. Paint – colours
- c. Wall finishes, glass, metal, brick, concrete, wall paper
- d. Ceiling tiles and colour – and whether you need or want fixed ceilings
- e. Power outlets and lighting – how many points and lights and where they should be located
- f. Data outlets – how many – engage with your computer technicians early so they are fully aware and working to the same timetable
- g. Telephony – I bet you'll be told your phone system is out of date! And it probably will be.
- h. Desks and chairs – who sits where and who gets an office.

Other considerations include the location of reception and security. You should nominate who has access if there are restricted areas. Also, don't overlook staff amenities, including the quality of the finishes in the kitchen area, whether a dishwasher is required or not and down to the size of fridge. Do you need a freezer? Don't laugh these are decisions and some won't agree with you. Air conditioning can be one of the biggest bugbears in any office.

If you're moving equipment, bring the removalist in early and provide them with the timetable too.

5. The Move

We found that we had so much clutter and gear that had built up over the past 10 years. There were two tonnes of shredding

for example, and antiquated equipment tucked here there and everywhere. So, the fundamentals for a commercial move should be:

- a. Clean out and be ruthless.
- b. Take your staff through the new premises especially before the fitout starts – listen to their concerns as change affects people in different ways.
- c. Take your staff through the new location during the fitout to excite them with their new working environment.
- d. Take your staff through just before the end of the fitout – and show them their area or if you are hot desking, walk them through how it will work.
- e. Provide one box for personal effects each.
- f. Set clear policies about how workspaces should look. If the policies are tough, you can always relax them down the track, but it's hard to get tougher later.
- g. Have each person pack their own work area files.
- h. Mark which furniture is to go where, and where each file box is to end up.
- i. On the day of the move, provide your staff with lunch and drinks and at the end of the day make it a little celebration.

When all is said, and done, moving is an expensive exercise for any business and can cause plenty of stress especially for the owner-operator. So, make sure the need to move, and the rewards, are greater than the cost.

For further information contact Steve Dick on 0425 302 771, email steve@rhplus.com.au or visit www.rhplus.com.au



Steven Dick has had a varied background with experiences in geotechnical engineering to hospitality and catering. He also represented at NBL Level Basketball. His expertise, experience and analytical skills have seen him involved with a number of companies at board level. He has also attained the highest level of recognition in the LJ Hooker and Raine & Horne Commercial Organisations.

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Local Knowledge - National Strength

High demand for housing on the fringe

Latest ABS figures on new home building approvals indicate that activity across the outer fringes of the Lower Hunter is performing well, reported the Housing Industry Association, the voice of Australia's residential building industry.

"In the 12 months to February 2017, a total of 3,760 approvals were issued for new dwellings in the Hunter region, with 1,333 or 35 per cent occurring in the local government areas of Maitland, Cessnock and Singleton. This is a significant increase over the 23 per cent proportion that these local government areas accounted for in the previous year," reported Craig Jennion, HIA Executive Director for the Hunter region."

"The increased pipeline of new dwelling activity over the past year is a welcome development, and contributes to the long-term prospects for the Hunter region," Mr Jennion said.

"The strategic direction of new housing within the Hunter is embodied within the recently released Hunter Regional Plan 2036. Should the average Hunter region building approvals of the last five calendar years continue for the life of the plan than the aim of 70,000 additional dwellings will be exceeded by 10%," explained Mr Jennion.

"Considering the average of 410 building approvals over the past five years Cessnock in particular appears to be a council that is on track to not only meet the projected dwelling projections of the plan, but exceed it by 29%. Following a 45% increase in the 2016 calendar year it is currently the Hunter council with the greatest percentage increase in approvals in the 12 months to February 2017, up 44%," Mr Jennion said.

"A hotspot for Cessnock has been the new Huntlee project that had an estimated 106 dwelling approvals in 2016. The approval of this and other greenfield projects in recent years has ensured there is not as large a problem of land supply bottlenecks that

occurs in other locations in the Hunter, ensuring better outcomes in this area," Mr Jennion pointed out.

"Looking forward a key component of the Hunter's success will be how well local government areas away from the coast can deliver increased dwellings in both greenfield and urban renewal locations. If councils can perform as well as Cessnock currently is by reducing DA timeframes and working with the development community we will see increased housing affordability for local residents and a further decrease in unemployment figures on the back of both new dwelling and renovation work".

"Whilst the performance of the new housing element of the sector is mixed across the Hunter, should conditions endure on the fringe then there will continue to be many opportunities on the horizon for 2017/18," concluded Mr Jennion.



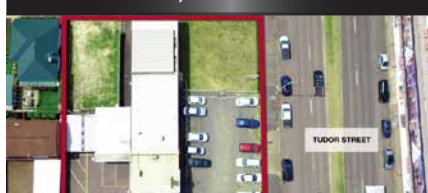
RECENT SALES



107 Ocean Street, Dudley **\$1,300,000**
A mixed use investment, two-storey mixed-use building, with three retail tenants occupying four shops on the ground floor plus three apartments on the first floor.
BUYER: N/A
SOLD BY: Brett Sinclair - Knight Frank Newcastle



9/30 Shipley Drive, Rutherford **N/A**
Well presented high exposure property with prospect of growth in Rutherford area.
BUYER: Newcastle based investor
SOLD BY: Michael Maffey - Starr Partners Maitland



114-116 Tudor Street, Hamilton **\$3,000,000**
Former Newcastle Taxi site - prime inner city residential development site with three street frontages
BUYER: N/A
SOLD BY: Brett Sinclair - Knight Frank Newcastle



Greenway Street, Wickham **\$555,000**
Strata unit that is split into two tenancies - popular café called Dark Horse and a hairdressing salon.
BUYER: Local hairdressing firm
SOLD BY: Jason Morris - Raine & Horne Newcastle Commercial



8 Fleming Street, Wickham **\$1,282,000**
Refurbished mixed use warehouse conversion, a four bedroom apartment & commercial suite with parking.
BUYER: N/A
SOLD BY: Brett Sinclair - Knight Frank Newcastle



481 Pacific Highway, Belmont **\$590,000**
Refurbished commercial building on highly visible corner site. Ample on-site parking with good access
BUYER: N/A
SOLD BY: Brett Sinclair - Knight Frank Newcastle



5 Belford Street, Hamilton **\$950,000**
Comprising a fully leased, two-storey mixed-use building, with a ground floor Café & an upstairs residential apartment.
BUYER: N/A
SOLD BY: Brett Sinclair - Knight Frank Newcastle



4/321 New England Highway, Rutherford **N/A**
Located in Rutherford's original industrial precinct complex, located close to the main highway & easy access to the Hunter Valley.
BUYER: Local Business Owner
SOLD BY: Michael Maffey - Starr Partners Maitland

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- Strategically located in the hub of Cessnock's busy professional hub
- Rear verandah
- Alarmed premises
- Built in 1924 with 2017 appeal

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\$25,000PA + OG**QUAINT CENTRAL MAITLAND SPACE WITH
CAR PARKING ON-SITE**

This c.1890's terrace makes for the ideal office space.

- Two levels of totally renovated space
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**THE WARNERS BAY PLACE**This brand new Business Park focusing on children, families, wellness and like-minded commercial businesses has only (8) of (23) commercial suites left available for lease from 92m². With (2) state of the art child care centres at either end of the complex, full disability access these last remaining suites will go quick.**STEVEN DICK 0425 302 771**

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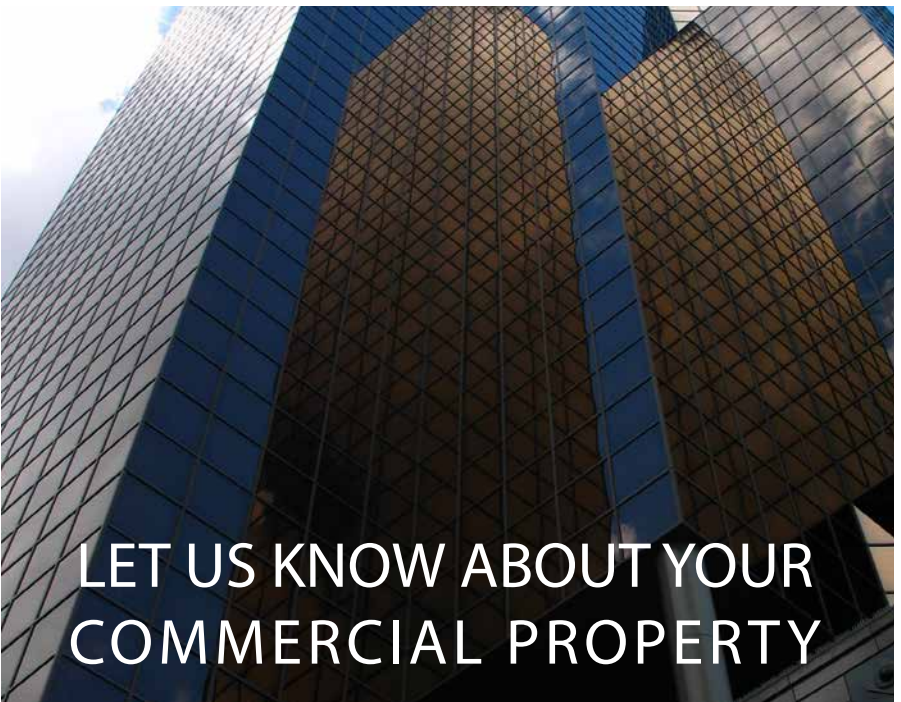
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LAKE MACQUARIE TRANSPORT INTERCHANGE FOCUS



Lake Macquarie Transport Interchange: A transformational infrastructure project for the Hunter

The Lake Macquarie Transport Interchange is the much-anticipated project that promises to transform the Glendale-Cardiff area into the new employment, business and housing hub of the Hunter.

After years in the planning, the first phase of the Lake Macquarie Transport Interchange (LMTI) is coming to fruition. Stage One, Section One is set to open in June, providing a direct link between Main Road, Cardiff and the Glendale retail, entertainment and sports precinct.

While the new road is designed to provide access to the interchange, residents and commuters will also notice the difference immediately.

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Lake Macquarie Transport Interchange - Accelerating Growth in the Lower Hunter

Glendale - Cardiff



Hunter's second largest employment zone



21,000 workers



Rail and road gateway to the Hunter



Shovel ready - construction of Section 1 due to be completed in early 2017



Improving connectivity to National road network



Regional infrastructure priority



Relieving traffic congestion in the employment hub



Catalyst for significant retail and industrial job creation

Growth potential:



4,900 residents



3,800 jobs



2,750 dwellings

Development potential:



90ha employment land



300,000m² commercial/industrial space

Traffic improvements:



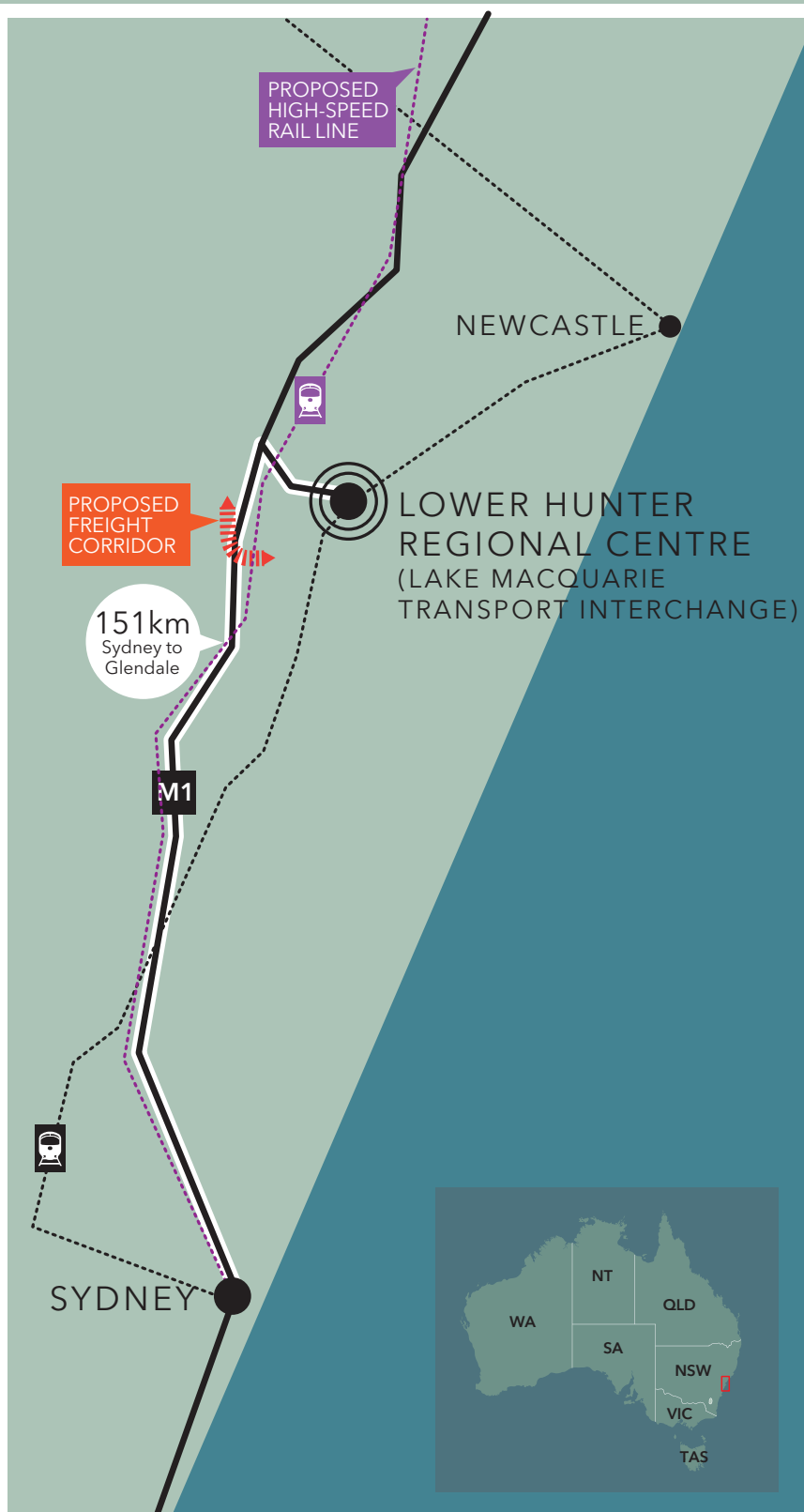
16,000 vehicles/day benefit



1,500 heavy vehicles/day benefit



15 minute savings/trip



“ The long-awaited Lake Macquarie Integrated Transport Centre at Glendale could be a model for the rest of the country. It would encourage public transport use and provide economic and community benefit to thriving outer suburbs. A direct link between Glendale and Cardiff to relieve traffic congestion is a first priority. ”

Kyle Loades, President NRMA

Lake Macquarie Transport Interchange's clear economic benefits make it an ideal opportunity to consider innovative funding models

LAKE MACQUARIE TRANSPORT INTERCHANGE FOCUS

Journeys between surrounding suburbs will be faster and smoother, and traffic congestion will ease significantly around pinch points like the Crossroads and the Lake Road roundabout adjacent to Stockland Glendale Shopping Centre.

The work has been jointly funded by the Australian Government, the NSW Government through the Hunter Infrastructure Investment Fund and Lake Macquarie City Council, with construction carried out by local firm Daracon.

However, these improvements are just the beginning of what could see this strategically located part of Lake Macquarie become the economic engine room of the Hunter Region.

The Glendale-Cardiff area, known as the Lower Hunter Regional Centre, is already the second largest employment zone in the Hunter, with about 11,000 people working in businesses and industries that serve local, regional and national markets. The area sits at the gateway to the Hunter, with direct proximity to both the M1 and Great Northern Railway transport corridors and unmatched access to other parts of the region.

Importantly, it has room to grow, with more than 90 hectares available for business and commercial development as well as land that could provide thousands of affordable homes in an area with fantastic lifestyle attributes.

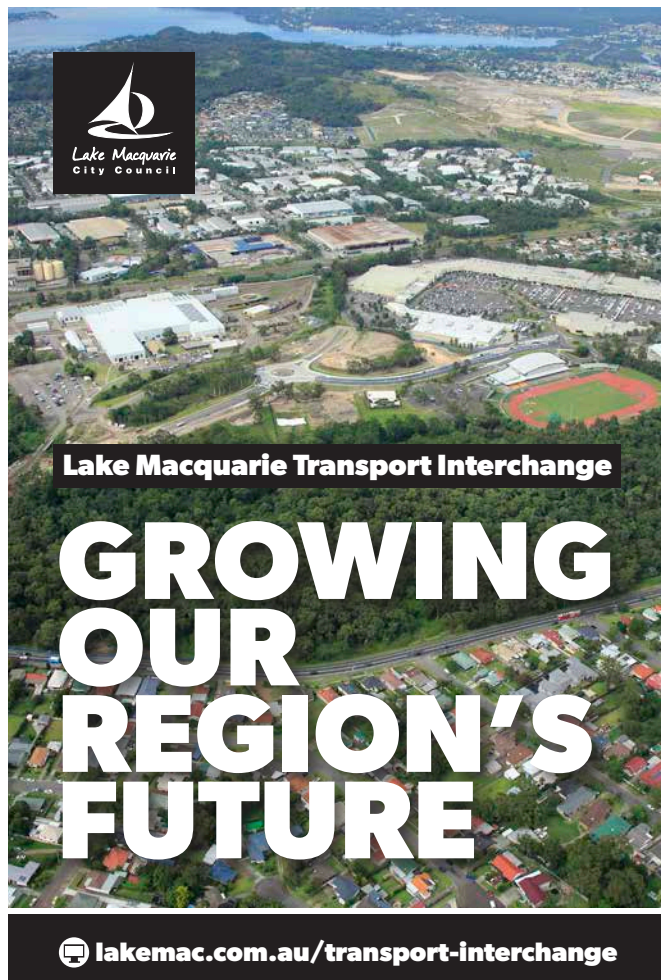
The LMTI is the essential infrastructure that will allow this vision to be achieved. With the opening of the first section imminent, Lake Macquarie City Council is intensifying its bid to secure government support for the crucial next phase of the project: the Pennant Street Bridge.

The bridge will provide the "missing link" between the busy Glendale retail precinct and the sprawling Cardiff business and industrial park across the railway line. This will open up untapped land reserves, increasing opportunities for new and existing businesses.

"Building the Lake Macquarie Transport Interchange will allow us to realise the huge potential of this area – to grow new industries, create new jobs and build new homes," the Mayor of Lake Macquarie, Cr Kay Fraser, says.

"Building the Lake Macquarie Transport Interchange will allow us to realise the huge potential of this area – to grow new industries, create new jobs and build new homes,"

***Mayor of Lake Macquarie,
Cr Kay Fraser.***



"With the Pennant Street Bridge we can potentially double the number of people working in the area and provide access for around 3,000 new homes.

"That will have wide-ranging benefits, not only for the people of our city but throughout the Hunter Region."

Stage Two, a future project, would see a full transport interchange constructed at Glendale, including a new train station, to serve the growing population of residents and commuters who will live, work and shop in the area.

The LMTI has attracted widespread support, including from the NSW Parliamentary Secretary for the Hunter, Scot MacDonald, local state and federal MPs, the NSW Property Council, NRMA, Hunter Business Chamber, Regional Development Australia, Urban Development Institute of Australia and Hunter Councils, which considers the project to be "the number one infrastructure priority for the councils and communities of the Hunter Region".

Property Council Hunter Director, Andrew Fletcher, says the LMTI is important to realising the NSW Government's vision for the Hunter, which identifies the Glendale-Cardiff area as an emerging strategic centre.

"This infrastructure project has the potential to establish Glendale-Cardiff as the Hunter's new employment super-hub and regional transport interchange," he says.

Mr MacDonald says the interchange is "recognised as a key infrastructure link by the NSW Government".

"Lake Macquarie City Council is in discussions with the State to make the case for funding," he says. "Strong representations have been made by local MPs. I will continue to back Council as I believe the interchange will prove to be a significant economic driver and improvement in transport for the region."

Lake Macquarie City Council is seeking \$13 million in funding from each of the state and federal governments towards the \$32 million cost of the Pennant Street Bridge. The project is shovel-ready and could be completed in 2018 if funding is secured this year.

"That will have wide-ranging benefits, not only for the people of our city but throughout the Hunter Region."

***Mayor of Lake Macquarie,
Cr Kay Fraser.***

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LAKE MACQUARIE TRANSPORT INTERCHANGE FOCUS



The Council has also sought funding support from the Federal Government for a \$7 million, 700-metre extension of Munibung Road that will directly link Boolaroo and Cardiff, adding to the capacity of the LMTI to unlock development potential and improve transport connectivity.

An economic assessment prepared for the Council predicts the Pennant Street Bridge and Munibung Road Extension will, combined, generate four dollars for every dollar invested. It says the infrastructure could be the catalyst for up to 3,800 jobs and 3,000 new homes, creating a new road link that would be used by 16,000 vehicles each day.

NRMA President Kyle Loades believes the LMTI could be a model for the rest of the country.

"It would encourage public transport use and provide economic and community benefit to thriving outer suburbs," he says, adding that building a direct link between Glendale and Cardiff is the "first priority."

Hunter Business Chamber CEO Bob Hawes says the construction of the Pennant Street Bridge will "provoke a wave of redevelopment and renewal in the locality and wider region."

"The eventual addition and integration of bus and rail connections over time will seed the growth of a vital transport hub serving one of the fastest-growing districts in the region," he adds.

Says Cr Kay Fraser: "With funding support we could transform this area within two years. The opportunity is there to be seized."

"The construction of the Pennant Street Bridge will provoke a wave of redevelopment and renewal in the locality and wider region."

Hunter Business Chamber CEO
Bob Hawes

ELC Pty Ltd – Eco Logistics Co



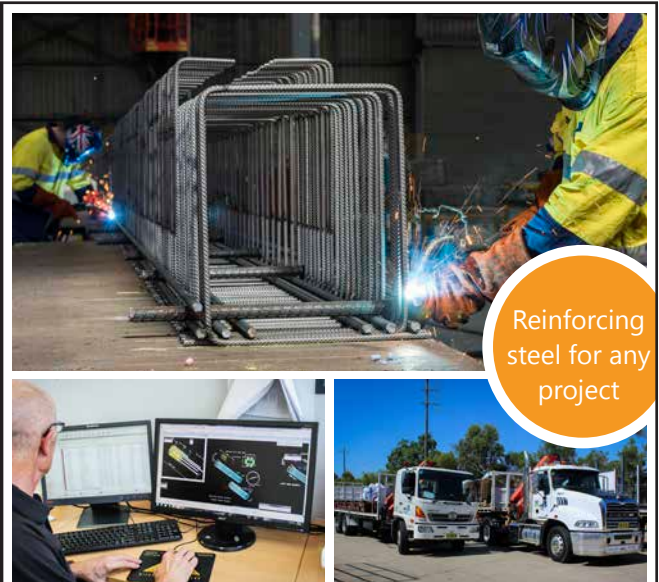
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Public art and the Lake Macquarie Transport Interchange

Public art will be a prominent feature of the Lake Macquarie Transport Interchange (LMTI), reflecting the area's significance as a human hub: a place where people work, live, shop and play.

"The LMTI will be a gateway to the City and region so we are using art to create a sense of 'arrival' and tell the story of the area," explains Lake Macquarie City Council Manager, Cultural Services, Jacqui Hemsley.

The centrepiece of the first section is a striking sculpture comprising three interlocking rings rising from the roundabout at the intersection of Pennant Street, Stockland Drive and Glendale Drive. Created by urban design artists Barney Collins and Brendon Farrar, from EJE Architecture, the 26-tonne steel sculpture is titled The Hub and celebrates the linking of Cardiff and Glendale.

"Each ring represents a suburb with its use of colour, red being Cardiff, green being Glendale and yellow to represent Lake Macquarie City Council," Mr Collins says.

"The use of colours also flows down onto the surface of the roundabout with blue and green tying in with the yellow ring to complete the Council logo."

Exciting young contemporary artist Elliott 'Numskull' Routledge has been commissioned to create a modern 450-square metre artwork along the boundary wall of the new link road. The influential artist's abstract murals have enlivened streetscapes in Sydney, Hobart, Fremantle and Newcastle, among other places.

"His artwork will reflect the history and identities of Glendale and Cardiff and make the process of travelling along the road an experience, with a distinct beginning and end," Ms Hemsley says.

"These artworks are deliberately bold and eye-catching – they are designed to be noticed, not blend into the background."

"The LMTI will be a gateway to the City and region so we are using art to create a sense of 'arrival' and tell the story of the area".

***Lake Macquarie City
Council Manager,
Cultural Services,
Jacqui Hemsley.***



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Make the most of the \$20k tax incentive before it is too late!

Paul Martinovic
Pinpoint I.T Australia

As a small business owner, if your business turns over under \$2 million dollars a year, you can claim immediate deductions on business assets that cost less than \$20,000, and invest that extra cash in your business.

How does it work?

Businesses or sole traders purchase the items outright and then get the money for the item back as a tax write-off.

What does it mean for you?

Traditionally, small business owners have had access to a small write-off threshold, allowing them to invest a nominal amount in capital and immediately claim it back on tax. The threshold was previously set at \$1,000 – now it is 20 TIMES HIGHER!

This rule is in effect until 30 June 2017. This gives businesses the ability to take advantage of a rare opportunity to invest aggressively in their future growth.

What can I purchase?

Any item that relates to your business is eligible. This includes IT hardware such as desktop computers, laptops, tablets, printers and scanners.

An eligible small business can also claim an immediate deduction for the cost of developing software for use

exclusively in its business where the cost is less than \$20,000. An exception applies if the entity has previously chosen to claim deductions for in-house software under the software development pool rules.

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Cloud in the field boosts efficiency

A decision by Lake Macquarie City Council in New South Wales to prioritise putting tablet technology in the hands of its outdoor staff is proving the benefits of cloud-based storage systems in the field.

Council's Chief Information Officer, Brooke Humphries, said a recent trial that gave outdoor staff access to iPads has led to better documentation of maintenance problems and solutions, and better tracking of service requests through Council's system.

The trial, which was conducted with staff in Council's maintenance, horticultural and civil construction arm, CiviLake, is a key step in removing reams of paper from its field operations.

"Mobile tablet technology gives staff access to the Council's latest procedural documents and service requests remotely, using a cloud-based Dropbox storage system that automatically synchronises then updates across all devices," Ms Humphries said.

In a business process review conducted in 2014, Council identified that paper-based systems were cumbersome and time-consuming for outdoor workers. Site supervisors reported that they were lugging around weighty procedural manuals and outdoor staff were making trips back to base to pick up and deliver hard copy service requests.

"We wanted to try to solve this problem by giving staff iPads so they could access the latest procedures and service requests electronically while in the field," Ms Humphries said.

During the six-month trial, Council issued 12 iPads in rugged cases to site supervisors across all areas of CiviLake's field operations, from gardens, parks and trees to fire mitigation, roads and drainage maintenance.

One of these participants was site supervisor Bob Corse who, despite being a willing convert to a paper-free approach, admits he was a bit apprehensive at first.

"I'd never used an iPad before, but now I'd hate to be without it," Mr Corse said.

Mr Corse has become a 'high user' of his new tablet, which he says is a great tool for supervision of drainage maintenance work.

"The service requests are all there in front of me on the screen and they are even sorted by suburb, so I can get on with the job instead of rummaging through the paperwork.

"It's also given me a camera and access to email in the field, so I can just take a photo and send it to my coordinator when I need to explain something or get quick advice.

"The iPad has changed my job in a good way," Mr Corse said.

His enthusiastic response mirrors feedback from other participants, who have reported that their iPads have enabled quicker problem solving because they put a wealth of searchable

procedural information at their fingertips. This allows staff to deal with more service requests 'on the spot'.

Ms Humphries said she is pleased with the results.

"Council is moving to a more customer-oriented approach, so improving the way we log, handle and respond to service requests is a big focus for us.

"Overall, we found the outcomes of the trial with outdoor workers so positive that we are introducing another 60 iPads this year for use by CiviLake staff.

"I think it's a really important question for local government organisations to ask themselves which staff need new technology first, and in whose hands it will deliver the most value for the community."



Potential for 1 Gbps fixed wireless broadband demonstrated

NetComm Wireless Limited, nbn and Ericsson have completed a series of live LTE Fixed Wireless trials that displayed the potential upgrade path to 1 Gbps broadband speeds for regional Australian homes and businesses on the nbn Fixed Wireless network.

The joint trials are the first to demonstrate a range of 1 Gbps broadband speed tiers that were successfully delivered on a Fixed Wireless network. The trial reached a maximum speed of 1 Gbps downstream; and in separate device trials achieved 400/55 Mbps, 250/50 Mbps and 100/40 Mbps speeds. These results displayed the next potential steps for nbn Fixed Wireless which will be delivered to the regional market as a fully managed nbn 100 Fixed Wireless commercial product in 2018 using Ericsson network technology and the latest

generation of Wireless Network Termination Devices (WNTDs) engineered by NetComm Wireless.

The nbn Fixed Wireless network differs from a mobile network in that it establishes a direct connection between the WNTD at the premises and Ericsson infrastructure to enhance capacity and provide a consistent level of broadband speed and performance, even in peak data demand periods.

The nbn Fixed Wireless network has the capacity to support the future digital demands of regional Australia using Ericsson infrastructure, NetComm Wireless' WNTDs and Qualcomm's Snapdragon X16 LTE modems to optimise transmission bandwidth and the quality of experience for end users as demand for higher speed services continues to grow.

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Newcastle technology solution for medical workforce

A new digital platform, designed by medical specialists for the medical and health industry, is set to revolutionise the nature of work in hospitals and medical practices across Australia.

Newcastle-based tech start-up Mobito is behind CoverMe Medical, a web and app-based service which allows medical professionals to find not only a colleague to cover their shift but the opportunity to seek out shifts at more suitable times or in an area of interest. The platform also allows for medical professionals to communicate with each other on important details relating to their work.

The technology isn't limited to just individual medical professionals, it also allows practice and hospital managers, who often manage large teams, to ensure all shifts are covered in their departments. A feature of the service for managers is that it allows for multiple calendar views, which assists with workforce planning and is set to save them plenty of time.

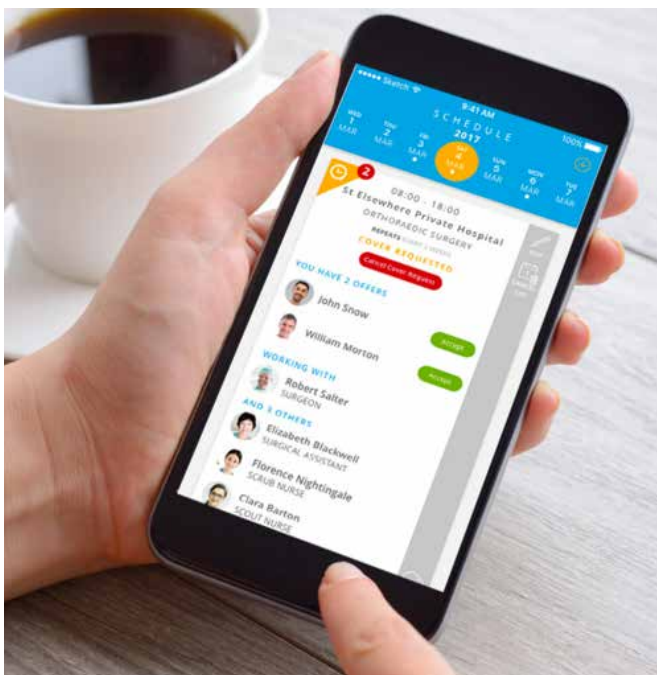
CoverMe Medical is the only one of its kind on the Australian market that caters to the more than 600,000 people in the medical and allied health industry across 14 different professions. The service is suitable for all types of practitioners including casual, part-time and full-time staff, those seeking flexibility, others who are wanting more shifts and even graduates who are looking to gain experience and build connections.

CoverMe Medical is the brainchild of medical specialist Dr Billy Drew and lawyer/engineer Tony Singh. While Dr Drew has an in-depth knowledge of the problems facing clinicians and medical professionals, Mr Singh has a keen sense of how technology can best be used by organisations and individuals to enhance productivity. Mr Singh said the platform meets the needs of Australia's changing workforce.

"Contingent or temporary skills shortages occur on a regular basis but systems to communicate and handle connections are currently very poor," Mr Singh said.

Dr Drew said that in his work in the medical field, he knows first-hand the challenges of finding necessary cover or seeking out new opportunities.

"CoverMe Medical allows those working in the medical profession to fit their work commitments in with their lifestyle or seek out more work if they wish," Dr Drew said.



Newcastle City Library upgrade for the digital age

A major refurbishment to modernise Newcastle City Library began on 28 April ahead of the 60th anniversary of the War Memorial Cultural Centre in which the library sits.

A new digital "makerspace" to showcase the latest

technologies will be built on the library's first floor along with new collaborative work and study areas.

Space to read, research or escape the elements will increase by 85 sqm, and both quiet spaces and a children's zone will be provided as part of the \$1.3 million upgrade.

"Newcastle residents will soon enjoy a library worthy of the digital age," Lord Mayor Nuatali Nemes said.

"The upgrade will provide a contemporary library facility that serves the current and future information needs of the community while maintaining the heritage value of the War Memorial Cultural Centre.

"The original design and layout of the facility catered to manual record keeping of the 1960s and a catchment area of around 150,000 people, so it's a timely upgrade ahead of the building's Diamond anniversary.

"The library now averages between 800 and 1000 visits per day, which is significantly more than anticipated in the original design."

The War Memorial Cultural Centre (WMCC) was last refurbished more than 20 years ago. The building also serves as the central headquarters for all Newcastle's regional libraries. It was opened by His Excellency the Governor of New South Wales Lieutenant-General E. W. Woodward on 26 October 1957.

The upgrade has been funded by a \$200,000 Infrastructure Grant from the NSW State Library and an additional \$1.1 million from Council.

A temporary library will operate on the second floor from 8 May until the revamped ground floor opens in September ahead of the venue's 60th birthday.



Normal operating hours will be in place while the temporary library is in operation. The Local History section of the library will operate as normal.

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Time working at home worth more than money to Australian workers

Australians in search of a better work-life balance are turning to the internet to juggle their nine-to-five, with more than half the nation (51%) willing to forgo a percentage of their pay in exchange for flexible working arrangements.

New research by nbn from the Telsyte Australian Digital Workplace Study 2017 reveals the majority of Australian organisations (84%) have systems in place that allow their staff to work remotely with more than half of the businesses (56%) that allow their staff to work from home, doing so because it increases employee productivity.

The report shows IT and marketing professionals are leading the movement with almost a quarter (24%) of staff from these roles embracing remote working options, followed by sales representatives (20%) and accountants (18%).

Experts say the growing 'flexi-work' movement is spurred by widespread access to fast broadband powered by services over the nbn network, as employees are able to join meetings via video conference, have stable access to their employer's cloud servers and share large files from home.

Social researcher and generational expert, Claire Madden said "Australia is a lifestyle-driven nation and the flexi-working movement, assisted by access to fast broadband, is opening up new opportunities for Australian workers to pursue meaningful careers while also prioritising personal commitments.

"The highest uptake of the new nine-to-five is expected to fall across millennials who are accustomed to playing, learning and working anywhere, anytime. Millennials attraction to flexi-working schemes is deeply ingrained with practicality at the root; with almost half (45%) reporting they're more productive working from home. Gen Z will further drive the flexi-work movement as they step into the workforce, being our most technologically literate and connected generation."

Key insights on the 'flexi-work' trend included:

- **Professionals leading the flexi-way:** IT and marketing professionals are leading the movement with almost a quarter (24%) of staff from these roles embracing remote working options, followed by sales representatives (20%) and accountants (18%). Middle-management and customer service representatives are slower to embrace remote working options (12% and 10% respectively).
- **Gen Z and the 2020 workforce:** This generation is estimated to have more than seventeen jobs across five careers during their working lives, tapping into online channels like YouTube, social media and blogs to generate multiple revenue streams. Unlike their predecessors, Gen Z will value job mobility and flexibility above stability, having grown-up being immersed in the rapidly changing digital technologies, unprecedented social networking and global connectivity.
- **Flexibility vs. pay:** Flexibility trumps pay when it comes to employee values with more than a quarter (28%) of Australians willing to earn 5% less for significant flexibility and one in sixteen happy to forgo 20% of their salary – the equivalent of an entire day's pay in exchange for being able to work remotely.
- **Flexi-working is shaping employment of the future:** The appetite for flexi-working is shared by the majority with the traditional approach of working in an office five days a week preferred by a mere 35%. Work and employment structures will continue to be redefined by the flexi-workforce as employers embrace connectivity and use flexibility to drive productivity and staff retention.



Australian ISPs now required to collect user data

On 13 April, Australia's mandatory data retention scheme came into effect – ISPs are now required to collect and retain their customers' Internet usage metadata.

Collected metadata includes Internet users' names, addresses, phone numbers, sources and destinations of each communication, and so on. Tracking the location of a phone every time it connects to the Internet is enough to establish where the owner of the phone lives and works.

Personal data of millions of Australians will be kept in vast, not necessarily well-encrypted databases, posing a major security and privacy threat in case of a data breach. Similar laws have been adopted in multiple countries - however, based on their experience, metadata cannot effectively help in fighting crime.

"Collecting metadata is technically complicated and expensive," said Marty P. Kamden, CMO of NordVPN (Virtual Private Network). "We still have to see any benefit of data collection - what we see now is a potential danger to users' online security."

As the scheme takes effect, Australians are looking for ways to keep their data private, and many are turning to VPNs (Virtual Private Networks). For example, NordVPN reported that the number of new inquiries from Australia doubled in the two days leading up to 13 April - while they had risen by 300% when the law was passed in 2015.

NordVPN's CMO Marty P. Kamden said: "Such spikes in user interest in VPNs are not unusual - whenever a government announces an increase in surveillance, people turn to privacy tools. We saw similar spikes back in November when UK passed the law dubbed 'The Snoopers Charter' – or most recently, when U.S. ISPs were given the right to collect and sell user data."

A VPN encrypts user data and sends it through a secure tunnel before accessing the Internet. A VPN connects a user to the Internet through an alternative path than an ISP. The only information visible to an ISP is that a user is connected to a VPN server and nothing else. All other information is encrypted by the VPN's security protocol, protecting all Internet activity of a user.

Besides using a VPN, Internet users should regularly delete cookies, install anti-virus and anti-tracking software, and make sure not to enter personal passcodes and credit card information when using open Wi-Fi networks.



Locally developed sales system expanded

Kotara-based Inzant produces business software solutions designed to save time, increase revenue and cut costly spending. They expanded their suite of business solutions on the 26 April with the release of the Inzant Sales Plus system - an expansion of Inzant's principle sales system Inzant Sale'.

Inzant Sales Plus gives managers and owners more control than ever over their business and revenue, with advanced reporting options, task and survey functionality, planograms as well as approved product lists. Inzant Sales Plus teams a proven sales system and a cutting edge CRM into one easy to use professional solution.

Inzant software is not just for business owners and managers, with the release of the accompanying Inzant Sales Plus app being designed to help sales teams boost revenue, upsell and promote new products. The easy to use system has multiple order modes and an intuitive design.

Getting social in business

Brett Lavaring
Enigma Communication

I had a conversation with a business owner recently about social media and how they used it in their business. Turns out they didn't use it because they were frightened of having potentially negative comments posted on their page.

A negative comment will still exist even if you don't have social media, with social media now you know what 'they' are saying about you! Embrace the opportunity to be able to respond to a customer and their gripe, it may be legitimate and allow the opportunity to fix an operational element of your business. There is also the likelihood "fans" of you page will speak up for you.

The fear of the unknown when it comes to social media is a very real prospect for some businesses.

I worked on a campaign for an organisation in which we proposed the development of a Facebook page as one of several tools to use in the campaign. Facebook was the perfect engagement tool as the target audience was women and Facebook is popular with women. The idea terrified the client, we almost lost the account! "I'm not on Facebook" was one comment, therefore the idea was doomed to failure in their eyes. But with some gentle encouragement and some brave steps by our client we stepped boldly into the world of social media. They had an overwhelming response, killed their KPI's and even won an award for 'their' idea and we were delighted for them.

According to the Sensis Social Media report 69% of Australian internet users have a social media profile. Leading the charge in the social media stakes is Facebook with 95% of social media users owning a Facebook profile. While the number of times people access

Facebook hasn't changed that much, 32 times a week, the amount of time spent on each occasion has increased from 17 to 24 minutes.

There are enormous opportunities in social media to engage with your customers, build your brand and even have a conversation with your customers. Forty one percent of social media users will inspect a brand's social media presence before making an online purchase if they have not purchased from their website before.

The secret to a strong Facebook page is regular, high quality posts. Like any piece of communication, the key is in the message. You need to have a strategy around how you will communicate with your social media audience which means having variety of posts such as video, images, helpful content too like tips and advice and don't be afraid to have a bit of fun. It's what we do every day at Enigma with clients who've entrusted their social media pages to us.

Be brave and get social in business.

For further information contact Enigma on (02) 4926 4999, email brett@enigma.net.au or visit www.enigma.net.au



Brett Lavaring heads the PR division at Enigma Communication. He has been with the company for 10 years, prior to joining Enigma Brett worked as a journalist and presenter in both television and radio across Queensland and NSW.



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10 tips to improve your sales performance

Garret Norris
Healthy Business Builder

In Australia the good sales professional has to move faster every day. Very quickly, new competitors pop up out of the blue with products similar to yours and before you know it, the race is ON. No matter what industry you're in, what worked well a few years ago isn't good enough today (Just look at the politics in Australia if you need any proof!!). This is no time for trial and error or order taking; this is a time to sell. Here are some basic steps you can take to improve your sales performance, reduce your cost of selling, and ensure your survival.

1. Clarify your mission

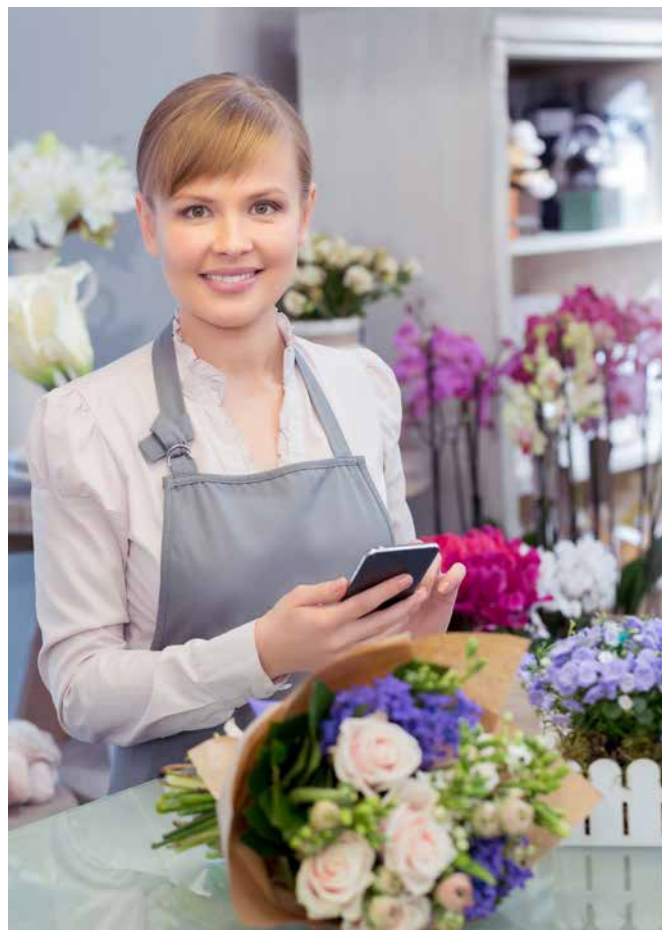
Begin by understanding your business niche. What do you do best? Who needs what you do? How do you best approach these prospects? How much are they willing to pay? If these questions are not answered easily, campaign at the top for clarity and vision.

2. Break the sale into specific goals

Write down the activity goals (calls per day, proposals per month, referrals per call, etc.) that you can control. Set results goals (sales per month, amount per sale, profit per sale, etc.) to measure your progress, and track them closely. Increase your activity and measure the results. Goals focus your attention and energise your action.

3. Sell to customer needs

Always assume your prospects will buy only what they need. How can you convince them of that need? Emphasise the features of your product or service that reduce costs and solve problems for the customer, what keeps them awake at night!



4. Create and maintain favourable attention

Effective marketing, referrals, strong sales skills, and strategic questions are the keys to creating favourable attention. Diligent follow-through and above-and-beyond customer service are the keys to maintaining it.

5. Sell on purpose.

Know both what to do and why you're doing it at every step along the way. Who are you targeting and why? What are you going to tell them and why? What are you going to ask them and why? What is your proposal going to look like and why? When are you going to ask for the order? If you don't feel sure of yourself at every step of the selling process, get some sales training or guidance.

6. Ask, listen, and act

Better than any others, these three words summarise success in sales. Your questions must be creative, planned, relevant, and direct. Your listening skills must be highly developed. You must respond and take action that proves that you listened to the customer and want the sale.

7. Take the responsibility but not the credit

Realise that you are the sales manager. The company looks to you for direction and supports your effort. To build a strong support team willing to go the extra mile when you need it, give your team the credit for everything that goes right, and take the blame when it goes wrong.

8. Work on the basics

Even the best of the best have room for improvement. Make a decision to improve your weaknesses, and set goals to force yourself to do the things you don't like to do. Be more creative in your prospecting, fact finding, and presentation skills. Imagine the perfect salesperson and compare yourself to the ideal. Sales management coaching is a must.

9. Develop your attitude

Your attitude is controllable. Conquer your fears. Change the beliefs that limit your success. Your thought habits control your commitment, enthusiasm, persistence, resilience, happiness, and confidence. Be aware of them, decide which ones are unproductive, and then make a commitment to change.

10. Maximise your time

Focus on your goals. Test every activity for its importance and urgency. Create an ideal schedule, and test your actual time use against it daily. Remember, just one hour a day used more productively adds up to more than six extra weeks of productive time a year. Develop Power Hours.

For further information contact Garret Norris on 1300 833 574, email garretn@healthybusinessbuilder.com or visit www.healthybusinessbuilder.com



Garret Norris is Founder and Principal of Healthy Business Builder. He had broad senior management experience across a range of businesses both in Australia and in the UK. He established Healthy Business Builder in 2011 and heads a talented group of consultants with expertise in a broad range of management skills.

How to create the perfect PR and marketing campaign

Kristen Elloy
PR.Marketing Angel

Brand reputation and exposure is paramount in the success of any business. 'A brand can take years to build and seconds to destroy', and in this age of technology is so much more apparent with the ever evolving digital world moving messages and content faster. As technology evolves, the roles of public relations, marketing and advertising have merged where offline strategies integrate online strategies to create an effective PR/marketing campaign mix.

Leaving your marketing, content or communications to chance is like giving a child a sharp object. Taking control of messages verbally and visually as much as possible is choosing to manage your brand and deliver it to the right audience at the right time that impacts your business positively. It also allows you to handle any negative feedback and provide correct responses, ideas, products and services to your customers.

Before creating a winning PR and marketing campaign there are four important aspects that need to be gained, updated and reviewed at least annually and quarterly if not monthly.

- Know and understand your brand, products and services.
- Know and understand your competitors, point of difference and your marketing position.
- Be clear about the business, brand and PR/marketing goals and intentions (S.M.A.R.T – specific, measurable, achievable, realistic, timed).
- Do your market and segment market research and analysis.

Create that winning strategy

No PR or marketing campaign and its distribution method should ever leave the idea pool without the consideration of the brand and business capabilities. It should also include the back-end and response solutions before the launch is initiated. Not doing so can set up the campaign for failure or even worse... destroy a hard earned brand reputation and losing customers.

When designing the winning strategy you should be mindful that timing is everything, keep it real and integrate opportunities. The perfect strategy will...

- Find the compelling angle...everything has one!
- Have sticky headlines, slogans or titles
- Touch, move and inspire the targeted audience by getting related in their world
- Stand out from your competitors with creativity using visual techniques
- Use suited online and offline solutions simultaneously
- Create leads collating lists of email addresses and other customer details
- Funnel customers into their product or service interest and direct them through the buying channel.
- Be consistent with the underlying message relating to your brand

Being 'proactive to be reactive' is a better position to be in when managing positive or negative external or internal responses. Remember the feedback may not just come from PR and marketing agendas but also industry related environments and issues at any time.

Your basic media and marketing tool kit should include...

- Business collateral – brochures etc.
- Business website
- Social media pages
- Media outlet lists
- Media Kit
- Press releases (various angles and topics)
- Audio and visual library (hi-to-low res images, broadcast and online quality audios and videos)
- Testimonials

- Recent media coverage articles audios, and visuals
- Product samples
- Media monitoring

A huge mistake many businesses make in PR and marketing is not communicating to internal departments. It takes various roles and people to have a business work, so staff should have knowledge of the campaign, its intentions and how it is to operate internally.

For further information contact Kristen on 0435 634 524, email kristen@kristellententerprises.com or visit www.prmangel.com



Kristen Elloy is a highly experienced and qualified media, PR and marketing professional with over 16 years of specialised public relations and marketing experience in diverse sectors encompassing, transport, media, not-for-profits, entertainment, publishing, fashion, sport, health, medical, workplace relations, industrial and food.

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Information visualisation: why infographics work

Andy Meier
Strategic Mind Communications

An infographic is defined as a visual representation of information or data. In practice it can be a static image displayed on print items, websites, social media or animated into fairly complex explainer videos. In today's media saturated world people don't have the time or inclination to read reports or long paragraphs of text. Half of our brains dedicated to visual function and 90% of information transmitted to the brain is visual.

We are wired for visuals and as Big Data is becoming more critical in business the best way to communicate that data is by turning tables into visuals, statistics into videos, and reports into presentations. Researchers might be experts at the methods, but skilled designers will know how best to communicate the information clearly, concisely and creatively.

I've seen infographics produce excellent results in a marketing context through content we've created for Newcastle-based charity Compassion Australia. Infographics were excellent in explaining the independent research findings on the effectiveness of Compassion's global child-sponsorship program in a way that not only made a very lengthy (but positive) report highly engaging, it also achieved excellent sponsor retention. At Strategic Minds we're also creating infographic content for Australia's leading research firm McCrindle who really excel in data and research visualisation. We are in agreement with McCrindle's belief that symbols are universal while languages are not; that pictures and not statistics connect across the generations; and that "What gets visualised gets understood.

What gets shared gets acted upon." In terms of communicating research results, no matter how excellent the statistics and findings, if they're not communicated effectively much of the impact can be lost.

Ten considerations for effective infographics:

- Quality is better than quantity - Invest in a quality designer/ agency and make it awesome.
- Show, don't tell - Use fewer words and more images and take the audience on a journey.
- Don't make it too busy - Reduce your information to the essentials only and ensure a visual hierarchy.
- Use symbols that are relatable and metaphors that are understandable - Test if necessary.
- Unless your topic is really serious, have some fun - Make people smile and use clever representations.
- Video can be very effective but is more labour intensive than static images - But the ROI can be worth it!
- With video ensure that your story has a strong narrative - Make it friendly, speak to the audience personally.
- Ensure that infographics are part of a wider strategy - They are great to get backlinks to your website, but still need SEO and an integrated marketing strategy to be most effective.
- Support the infographic with a strong promotion strategy - You want people sharing them across various channels, so maximise PR opportunities, bloggers and influencers.

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Reach people.

I've seen infographics produce excellent results in a marketing context through content we've created for Newcastle-based charity Compassion Australia.

- Increase brand awareness by including your company logo and website - You'll be seen as the 'expert', establishing credibility with your audience.

When it comes to infographics, a picture really does say a thousand words. Think about how you might build your brand by investing in information visualisation today.

For further information contact Andy Meier at Strategic Minds Communications: email andy@strategicminds.com.au, call 1300 85 15 83 or visit www.strategicminds.com.au



Andy Meier is Director of Strategic Minds Communications; a Charlestown based integrated marketing company with key specialisations in marketing strategy, brand identity and online video content. Infographics in the form of static images and videos are part of the solutions available at Strategic Minds, helping businesses achieve their objectives from brand awareness, to customer engagement and increased sales.

How small businesses can do social like the big companies around the world

Emily Wilson
Rumble Social

Time, resources and funds are often hurdles between marketing success and small businesses. Thanks to the internet and social media more specifically, businesses now have access to resources that weren't even considered ten or fifteen years ago, making these hurdles look smaller. I like to think that in the realm of social media, businesses can be on the same playing field, no matter their size. To get to this stage, it does mean thinking about marketing from a different perspective and I've listed a few ideas to challenge and develop this mindset.

Become acquainted with agile marketing

Social media is real time, in the moment interactions with your community. It is on 24/7 and it moves with trends, platform updates and social attitudes. This fluidity means that approaching social media planning as you would a marketing strategy isn't a great tactic. Agility will become a familiar concept and having the ability to move with the flow of platforms and respond to shifts will become a necessary behavior to anyone involved.

The digital space gives you the opportunity to be responsive and to do this, planning and measurement is undertaken at more regular intervals.

Customer Experience

Social media is beginning to play a more active role in the customer service space. Customers demand response from businesses and businesses have to step up and take this seriously. Many organizations are implementing automatic response mechanisms via bots to deliver fantastic, personalized service and manage the expectations of customers. Customers crave ease of use, accessibility, convenience and familiarity of platforms. Facebook among other platforms have provided this connection for businesses and customers. Directly linked to customer experience is customer retention. For many businesses, social has been a retention game changer from an experience perspective.

Social Advertising

More traditional forms of advertising often come with high price tags. Social media has the ability to be highly targeted, tested and optimized at the click of a button. When used within the right strategy, it can be very cost effective and accessible to all businesses present on social.

Tip: Focusing on behaviours and interests rather than just demographics tends to deliver more effective campaigns.

Choose the right channels

There is a smorgasbord of social channels available for businesses to use. Many of us are users of Facebook, LinkedIn and the other social channels. We sign up 'because our friends are on there' and often businesses use the same train of thought when it comes to social media for business – they get advice off a friend of a friend with a 16 year old daughter who said Snapchat is the new thing. Next thing you know, you have a Snapchat, Instagram and Singly account with nothing to show for it. It's unproductive to be ineffective across all platforms. I would recommend you be where you need to be, at the right time and consider quality content over quantity.

For further information contact Emily Wilson on 0403 617 162, email emily@rumblesocial.com.au or visit www.rumblesocial.com.au



Emily Wilson is the flat white consumer and founder of Rumble Social – a local social media marketing firm offering services in strategy development, social management, social advertising and consultation. Rumble Social's services support the following industries: hospitality, retail, recruitment, HR, real estate, tourism/ wine and professional services.

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Lynne Hopson
Hive Marketing

Search engines such as Google have become a large part of all our lives. Each and every day we rely more and more on finding information, products and services via search, increasingly with Google. More searches are made every day on Google globally than other search engines such as Bing and Yahoo.

According to Net Market Share (as of April 2017), 77% of all searches are performed on the Google search engine. This represents over 4.5 billion searches per day!

With statistics like this, Google has become an important media channel in my marketing toolbox.

Advertising on Google is really no different to advertising on television, radio, press or print. It can directly communicate with a person in the moment they are searching for your products or services! And... advertising via Google is completely measurable.

Many clients say to me they are cautious to advertise on Google

as they think Google "will take all my money". This is just so not true. All advertising spend on search engines can be capped and monitored in real time so when set up correctly, your campaigns can never suffer from budget blowout.

More important is the broad range of targeting options available to your business - geographic, demographic, interest based, device based, mobile only, how many times a person may have viewed your video, what page they last visited on your website plus more. Advertising options offered on the Google network are comprehensive too. Search & display campaigns, shopping, video, mobile & call only campaigns are all in the toolkit.

Here are my top reasons for using Google Adwords:

1. Obtain new customers
2. Drive highly targeted leads to your website
3. Cost-effective
4. Measurable & quantifiable, easy to determine ROI
5. Optimisable for specific on site actions or conversions
6. Majority of online users are using Google search
7. Your competition may be using it – so don't lose valuable leads
8. Great for young websites or businesses needing to generate immediate sales or enquiry

Want some real life examples of how Google Adwords has impacted 2 of my clients?

Client No. 1 had a unique consumer product and was just starting out. Upon commencement of an Adwords campaign, sales skyrocketed in the first month and the business generated a 500% return on Google investment in its first year! Today the products are only promoted via the Google network – it has proven to be the most effective channel.

Client No. 2 was a new service business in the cosmetic industry. The launch of a new website in combination with Adwords had leads and enquiries delivered to the client within 1 day of the campaign launch. Advertising on the Google network literally kickstarted the business.

If you are thinking about how advertising on the Google network can assist your business, the many options can appear overwhelming. Contact a Google Specialist to help align a Google strategy to your business objectives.

For further information contact Hive Marketing on (02) 4920 2757, email lynne@hivemarketing.com.au or visit www.hivemarketing.com.au

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Lynne Hopson is a Certified Practising Marketer and a Google Specialist. She has partnered with a wide variety of local, national and international clients offering a diverse range of skills and professional marketing advice and direction.



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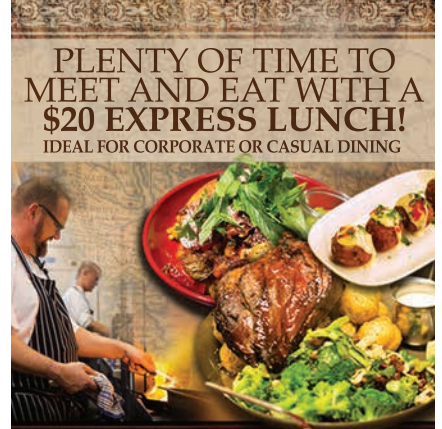
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The king was getting old and did not trust his sons to rule his kingdom after his passing. He decided that he must find a husband for his daughter. This man, who would one day take the throne, had to be the bravest and fiercest warrior in all the land.

The king devised a test. His engineers immediately began work on a massive pit filled with horrors.

On the day of reckoning, hundreds of brave men travelled from all the corners of the kingdom to prove their worth. They stood crowded at the edges of the pit waiting for the event to begin.

The king stood with the princess on the far side of the pit and addressed the crowd.

"Men. I seek the bravest and fiercest warrior to take my daughter's hand in marriage. To do so, simply cross this pit from that side to this and take her hand in yours. Additionally, I will..."

Before the king could finish, one of the warriors went straight into the pit and into a pool of black water. The crowd roared with excitement.

Starving crocodiles immediately swarmed him. After a furious churning of blood and black water the warrior emerged.

As he advanced, a swinging pendulum missed his face by a hair. The warrior ducked, dodged, and rolled past flying arrows, battering rams, spinning swords, and spouts of fire.

The warrior was halfway through the pit when the lions pounced on him. The warrior was quick. He blinded them with mud and lured them into attacking each other. Some he killed with his bare hands.

A few steps later, a giant swung his massive club with a thunderous shout. The crowd watched in amazement as the warrior slowly wore out the giant and broke him down by steadily pelting stones at his head.

Finally, at long last, the giant fell.

The warrior slowly climbed out the far side of the pit, beaten and bloodied. He took the fair princess' hand in his.

"I am truly amazed" exclaimed the king.

"You went into my pit with no hesitation and have valiantly survived every obstacle. You are truly the rightful heir to my throne. However, you likely did not hear the rest of my proposal" said the king.

"Whoever survives the pit will not only take my daughter's hand in marriage, but may also make any request of the king that is in my power to grant. So, do you have a request, brave warrior?"

"Yes" said the warrior.

"Your highness, I want you to bring me the man who pushed me in."



When Beethoven died he was buried near the children of the towns' favourite spot.

One day soon after the funeral the children heard a soft melody coming from Beethoven's grave.

As they got closer to the grave, the music became louder. Frightened, the children ran to the priest and asked him to listen.

The priest came along and listened. He was baffled and called for the town magistrate. As the magistrate listened, the priest gathered the towns people so that they would witness the impossible. After a few moments the magistrate said, "Ah, that is Beethoven's ninth Symphony being played backwards!"

After a few more moments, his eight played backwards, then his seventh, all the way down to his first. The magistrate then said, "Fear not, for it is only Beethoven decomposing."



Once there was a guy whose parents named him Odd. All through school, Odd was made fun of for his odd name.

Eventually, as a grown man, he found a beautiful woman to marry and raise a family with. During a summer day in their 70s, Odd told his wife as they sat in the living room that he had never liked his odd name.


He told her that, when he died, she should just put his birthday and date of death on the grave, without his name. Sure enough, several years later, Odd passed away. His wife did as he had requested, and buried him, putting only his birthday and date of death on the gravestone. But it was futile.

To this day, people still walk by the grave and say: "Isn't that Odd?"

QUOTE OF THE MONTH

"The ultimate test of a finished account executive is his ability to write a sound marketing plan"

- Morris Hite



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A person is surfing on a large, powerful wave. The surfer is wearing a light blue shirt and dark pants, and is crouched low on the surfboard. The wave is breaking over the surfer, creating a massive splash of white water that fills the upper half of the frame. The background is a deep blue, suggesting the ocean's depth.

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