

# HBR

Hunter Business Review ■

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**Who has changed your life?**

There are four people that have changed my life: Tony Robbins, Scott Douglas (my CEO of SiDCOR and Yogurtland), Gavan Reynolds (my property advisor) and Tim Ryan (my business coach).

**What does wealth mean to you?**

At the beginning wealth meant making money and plenty of it.

My relationship with money is that I will just keep making it. Wealth does not equal money for me now.

Wealth for me means appreciation and gratitude. Appreciation for what I have and gratitude for what life brings and offers each day.

It is about enjoying life with my wife and kids, life experiences, giving to my family and closest friends.

**What investment have you made the most return?**

My business. This is the biggest asset I have and it provides the cash flow for everything that I do in my life, both personally and when investing. Commercial property has been kind to me as well.

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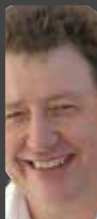
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GARRY



SANDIE



JASON



SHARYN

- 4** From the Editor
- 5** Business News
- 18** Let's Talk With
- 19** Business Advice
- 22** New Appointments
- 24** Property
- 30** Kooragang Service Centre
- 34** Business Technology
- 38** Innovation in the Hunter
- 48** Eating Out
- 49** Business Services Directory
- 50** Funny Business

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With the Federal election approaching the 2016 Federal Budget was economically responsible, highlighted by significant tax changes for small to medium businesses and a lack of short term vote buying expenditure measures that we are accustomed to in the lead up to most elections.

The small business company tax rate will reduce to 27.5% from 1 July and the annual turnover threshold increases from \$2 million to \$10 million. The threshold increases each year up to \$100 million in 2019/2020.

These changes acknowledge the importance of small to medium businesses for the Australian economy and will encourage them to innovate, employ and grow.

There is much more work required on our tax system to help make our nation more globally competitive but the budget represents a great start for the Australian economy. It is hoped that comprehensive tax reform will finally be addressed after the election.

The lack of electioneering spending should be praised. Previous pre-election spending initiatives have substantially contributed to the current deficit and the longer-term economic focus is a welcome change.

For the Hunter, it was disappointing, however, that additional funds were not allocated for local major infrastructure projects such as the Glendale Interchange or the M1 to Raymond Terrace link. It is hoped that our region doesn't have to wait much longer for these and other vital local infrastructure projects to receive the funding they deserve.

As far as the election campaign goes, the Federal Budget will not be a big issue. Indeed, I would suggest that it was forgotten by most of the electorate within a day or two.

Although opinion polls are currently tight, history suggests that a change of government is unlikely, particularly with a relatively new Prime Minister who has not upset too much of the electorate.

It will however be interesting to see what tack the major parties take in the election campaign. Hopefully it will offer some vision for our country rather than the negative campaigns that we have had to endure in the lead up to recent elections.

**Garry Hardie**  
Publisher & Editor

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  
+ Defence

### AUGUST:

2016 Hunter Business Function Guide + Business Technology

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## Hunter graduate tops the state

Javier Parent (Hunter TAFE ADAE Graduate), Jon Black (Managing Director TAFE NSW), Greg Dean (TAFE NSW Higher Education Course Coordinator), Sam Lightfoot (Hunter TAFE ADAE Graduate).

For Hunter student Javier Parent receiving the TAFE NSW Managing Director's award for excellence was the unexpected icing on the cake to his graduation.

Javier graduated from the Associate Degree of Applied Engineering (ADAE) along with 216 fellow students across the state at TAFE NSW's Ultimo Campus on Wednesday 23 March. Graduands from the class of 2015 completed one of ten degree level programs offered by TAFE NSW.

At the ceremony, Javier Parent was recognised for his academic achievement and was awarded the inaugural TAFE NSW Managing Director's Award for the ADAE program. The Awards are presented to the best student in each course and students must have obtained a minimum Distinction average throughout their degree.

"Receiving this award was not something I was expecting with so

many good peers in my course, so it was very encouraging for me to receive this award," said Javier.

Originally from Spain, Javier and his family migrated to Australia in 2010 with his work as a Factory Manager at a ceramic tile manufacturer in Maitland.

Previously he had completed qualifications in rural engineering in Spain and in 2014 decided to pursue his long-term passion and interest in renewable energy technologies by enrolling in the associate degree delivered at Hunter TAFE's Newcastle Campus.

Javier is now working on using his new qualifications to transition into a career in the renewable energy sector. He also plans to further his qualifications at university. As a graduate, he is able to apply for direct entry into the third year of the Bachelor of Technology (Renewable Energy Systems) at the University of Newcastle.



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## AMP Advisory Group recognised

The AMP Cancer Council Pro Bono Program is a joint initiative with the Cancer Council to assist cancer patients and those close to them, in dealing with the financial impact of diagnosis of and treatment for cancer.

Advisory Group has been recognised as assisting with the highest number of Pro Bono cases since the AMP Cancer Council Pro Bono Program was launched in 2010.

"Being able to give back is something the team at Advisory Group is passionate about and as a professional organisation we have a responsibility to deliver public service to those in the community that are in need" said Brad Luke, CEO of Advisory Group.

The work that Advisory Group does makes a real difference to individuals and their families whose lives are touched by cancer. It also clearly demonstrates the value of financial advice within our local community. The client and family may not know about life insurance attached to super, or their ability to get early release of super in cases of terminal illness. Advisory Group help with budgeting and cash flow, help arrange insurance claims, and deal with credit card payment issues.

"We are able to provide an opportunity for those affected by cancer to get financial advice that may not have been available to them previously, and it is great to take the weight off the shoulders of the family who otherwise need to be focusing on caring and attending to someone who is a cancer sufferer", said Brad.



## East End development approved

The Joint Regional Planning Panel (JRPP) approved UrbanGrowth NSW and The GPT Group's East End development application on 29 April subject to conditions. The Joint Regional Planning Panel made its determination after considering a report from Newcastle City Council recommending the conditional approval. Council's report followed a public consultation period late last year.

UrbanGrowth NSW CEO David Pitchford said the approval provided the development framework needed to attract investment in Newcastle's city centre.

"UrbanGrowth NSW and The GPT Group worked very closely with Council to develop a concept that responded to community feedback and struck a balance between what Council and the community wanted and what would encourage investment and jobs growth in the inner city," Mr Pitchford said.

"Today's approval means this project can proceed and act as a vital catalyst for revitalisation, investment and jobs growth in Newcastle's East End."

The approved development application includes:

- Approximately 500 apartments
- 4,900sqm of retail floor space
- 2,700 sqm of commercial floor space
- A total of 55,400 sqm gross floor space
- A total of 491 residential car parking spaces.

Under the plans, Hunter Street Mall will return to being the premium retail address in the East End.

The proposal encourages the redevelopment of the historic former David Jones building to feature boutique retail on the ground level with loft-style apartments above while retaining the significant heritage components of the site. There will be no height added to the former David Jones building at the corner of Hunter and Perkins streets. The plan includes a 12-level development on the corner of King and Perkins Streets and a nine-level development on the corner of King and Newcomen streets.

Future Development Applications will be required for all work on the site but this approval provides certainty on key planning controls. The community will be consulted on each individual stage through the formal planning process undertaken by Newcastle City Council.

Mr Pitchford said the organisations would continue to work with Council as the project progressed and he expected the East End project would be seeking private sector involvement within the next six months.

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# Overcoming barriers to seeking financial advice

Research conducted by StatePlus, formerly State Super Financial Services, has revealed the key barriers associated with seeking professional financial advice among public sector employees – with trust, cost and value for money ranking as the top areas of concern.

In a comprehensive survey of 2,500 of the nation's public sector employees – including nurses, teachers, police, and central government employees – over one quarter of respondents (26%) not currently seeking financial advice said they would be very interested in seeking professional advice if they could find a dependable planner.

Almost 30% perceive fees for advice as being too high and just over one quarter (26.7%) don't understand the value of advice from a financial planner. Other hurdles include not knowing where to go (20.1%) and perceived issues with trustworthiness (17.4%).

Jason Andriessen, General Manager, Financial Planning and Marketing at StatePlus, said public perceptions of financial advice were concerning and called for the financial planning industry to commit to improving trust and value perceptions through better professional standards.

"Quality advice changes lives, and the earlier advice is sought the better the outcome. Even more important is to seek advice from a financial planner who is an expert in retirement planning and the superannuation environment.

"This research along with our commitment to improving access to financial advice has helped inform our recent business transformation and name change to StatePlus. We wanted to

make getting advice easy, but at the same time ensure that the high professional and ethical standards our planners are known for were maintained," Mr Andriessen explained.

Mr Andriessen went on to say that overcoming the barriers to getting professional advice is absolutely crucial if more Australians are to have a financially secure retirement, although simply having enough money should not be the only consideration.

"There's no question that having enough money to live on in retirement is crucial, but retirement planning is about so much more than money. It's also about planning to live a richer life on all levels, and that's why our planners take a holistic, rather than the traditional one-dimensional view," Mr Andriessen said.

In November last year StatePlus adopted the Financial Planning Association's (FPA) rigorous Professional Practice program. With 17 StatePlus' regional offices, including Newcastle, accredited to the program, this makes StatePlus the financial planning group with the highest number of FPA Professional Practices.

Newcastle Regional Manager, Peter Hogg, said that professional and personalised advice is not only crucial to helping clients meet their financial goals, it also benefits the wider community.

"Navigating the complexities of retirement planning can be challenging, and Australians in regional areas can sometimes feel disadvantaged with limited options and access to expert financial advice.

"StatePlus has supported its regional planners by giving them the tools to assist clients either face-to-face, online or over the phone, which means our clients can access local planners easily, and in a way that best suits them and their needs."



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**Royal Institute for  
Deaf and Blind Children**  
— Changing Lives in the Hunter —

## \$130 million dual tower mixed use building for Newcastle



A Development Application has been lodged with Newcastle City Council for the construction of this multi-storey, mixed use building at 464 King Street Newcastle. Occupying 4585 sqm, the development integrates contemporary city apartment living with architectural design excellence, in dual towers to be known as Verve Residences.

Offering a diverse range of residential apartment types, sizes and configurations Verve Residences has city living options available to suit a range of budgets; from 1, 2, 3 bedroom residences through to 5 bedroom sub penthouses and penthouse. With 197 residences in total, these are said to be the most spacious, stylish and diverse homes in the sky ever offered in Newcastle.

Verve Residences feature an integrated building management and concierge service. Generous communal garden spaces will assist to maintain a sense of community and allow for easy socialisation with visitors and other residents. The inclusion of the development's retail and commercial spaces will add diversity to the area and the proximity of Verve Residences to a major transport hub promotes exceptional live/work opportunities. The location will also provide extreme shopping amenity to residents with Marketown nearby.

Verve Residences features two fan shaped towers, linked by an internal 'podium' space with private recreational areas and gardens.

The developer, Miller Property Corporation, has extensive development experience and a strong history with Newcastle, dating back to 1974 with the development of The Castle Tavern but most recently with The Darby (Darby Street, Cooks Hill) and Eclipse (Union Street, Cooks Hill).

The architectural design is a collaborative effort between the teams of local firm CKDS Architecture and Hill Thalys Architecture + Urban Projects and has been developed with extensive consultation with Council's Design Review Panel and the Government Architects appointed Design Excellence Panel. The design is a considered response to the scale and character of the site and the area's urbanity.



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## \$39 million boost for NSW walking and cycling projects

Minister for Transport and Infrastructure Andrew Constance has announced a \$39 million boost to deliver new cycleways and walking upgrades across NSW.

The funding will see more than 300 projects delivered across the state, including the Hunter.

"It doesn't matter if you live in the city or the bush, this funding is great news for communities and will support the growing number of people who walk and/or cycle to get from A to B," Mr Constance said.

"These projects will help build new routes to connect growing communities, provide better access to new walking and cycling paths and help link people to transport hubs, schools, shops and regional centres.

"This is vital funding and is another demonstration of this government's commitment to delivering better infrastructure for local communities."

Transport for NSW and Roads and Maritime Services will now work with local councils across the state on the delivery of each project.

For further information on projects to be delivered, visit [rms.nsw.gov.au/cycling](http://rms.nsw.gov.au/cycling)

Projects selected for walking and cycling programs are identified through a nomination process open to Councils and the NSW Government.







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## Award-winning law firm opens office in Newcastle

Award-winning law firm, Australian Business Lawyers & Advisors (ABLA), has opened an office in Newcastle to provide on the ground support for businesses in the region.

Working in collaboration with the NSW Business Chamber, ABLA offers a unique service that reaches beyond legal advice to include genuine and lucrative business support and connectivity.

The local ABLA team in Newcastle office is headed by one of Australia's leading and most experienced work, health and safety lawyers, Jeremy Kennedy. Jeremy and his team of local lawyers (Suzie Leask, Kate Thomson and Madeleine Tiedeman) offer on the ground support to business in the region in the areas of IR, employment, WHS and corporate and commercial law.

At a gala opening on 6 April, dozens of the region's leading businesses heard from guest speaker, Dr Rod Harrison, former Deputy President of the Industrial Relations Commission who said ABLA's specialised niche service to local business is helping to build the region's economy.

ABLA CEO, Nigel Ward, said the firm's regionally focused approach made opening an office in Newcastle a must.

"Our approach has always been 'think local – act global' so we knew that to make a real difference and to further drive and strengthen the local economy, we had to be here at the coalface," Mr Ward said.

"We are business advisors, not just lawyers. We harness our relationships and connections for the benefit of our clients and the benefit of the local communities in which we work.

"We believe in making our client's lives simpler by delivering effective solutions and practical advice in language that is understood by business, for business.

"Our service is relationship driven. We see ourselves as an additional cog in the wheel of business so our clients can get on with running and building their business.

"We are proud to be part of the Australian Business Solutions Group and value our partnership with the NSW Business Chamber."

## Upper Hunter Economic Indicators released

While Hunter Research Foundation's (HRF) latest Upper Hunter Economic Indicators show a steady in business performance, the Region's economic recovery will rely upon business investment, innovation and global stability.

HRF CEO Dr Brent Jenkins said that it remains to be seen whether the Upper Hunter economy closes the gap with the rest of the Hunter and the State.

"While the recent indicators point to a slow transition to non-mining activity in the Upper Hunter, it may plateau at a 'new normal' of decreased economic activity," he said.

"Although the data has not deteriorated any further in the last six months, and business looks on balance to be doing a little better, confidence is still very low among householders."

In the second half of 2015, there were further signs of recovery in the broader Hunter labour market, and some recovery in the three Upper Hunter local government areas (Singleton, Muswellbrook and Upper Hunter Shires), albeit at a much slower rate.

However, while consumption nationally has been buoyed by increased employment and low interest rates, this is not reflected in the Upper Hunter. Concerns about job security and the likelihood of lower wages in the jobs now becoming available have weighed on consumer confidence and the outlook for consumption in the Region.

Some bright spots exist in a spike in 'other' dwelling approvals in Muswellbrook in the December quarter and non-residential construction activity includes a new piggery and a new meat goods business, both likely to provide jobs beyond the construction phase. Real estate prices have also steadied in the Upper Hunter but on very small volume.

The Upper Hunter Economic Indicators was released at the Upper Hunter Economic Breakfast at Muswellbrook RSL on 5 April and is available from [www.HRF.com.au](http://www.HRF.com.au)

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# TOLL

## Development strategy for Muswellbrook town centre

Muswellbrook Shire Council has appointed leading Hunter architectural and planning consultancy firm dwp/suters to prepare a Town Centre Strategy for the Muswellbrook CBD.

Mayor of Muswellbrook Martin Rush said: "It is timely for Council to review recent development and investment in Muswellbrook's CBD, and to establish a clear strategy for future development, which will stimulate economic activity and job creation. Council has been an active player in the town centre and is keen to encourage new private investment to see the CBD grow in its role as a regional centre for the Upper Hunter community."

This project will build on the development of the 2014 Muswellbrook Urban Design Framework. Since that time there have been a number of significant decisions that have impacted upon the town centre, including the completion of the Tertiary Education Centre and the upgrade of the Campbell's Corner building.

Council will consider a range of opportunities to encourage mixed use development including residential units in and around the CBD. The study will also look for opportunities to provide public art, open space, public domain improvements, and aspects such as building heights and floor space ratios. The consultants will also review traffic and parking needs.

## \$63 million control system project for AGL Macquarie

AGL Energy Limited (AGL) has approved a \$63 million project to install a Distributed Control System (DCS) at AGL Macquarie's Bayswater power station in the NSW Hunter Valley.

As part of the project, AGL has executed a contract with Siemens Australia to deliver and maintain the DCS and a simulator training facility.

AGL Macquarie General Manager, Mr Ian Brooksbank, said this is an

exciting announcement for the future of Bayswater power station and a significant investment which is a boost for the Hunter economy.

"The new DCS will enhance safety, improve power station reliability and enable the plant to operate more efficiently.

"It will transform how we operate the plant and perform as a business.

"Our employees will be using world-leading technology to operate one of Australia's largest and most important power stations," Mr Brooksbank said.

The capital and maintenance investment was first identified in 2014 at the time AGL purchased Macquarie Generation.

Installation of the DCS is expected to start in September 2017 during a major maintenance outage on Bayswater Unit 1, and continue on successive planned unit outages until late 2019.

Bayswater power station was commissioned in 1985-86 and consists of four generating units with a total capacity of 2,640 MW. Bayswater produces approximately 15,000 GWh of electricity per annum, or enough to power two million average Australian homes.

AGL Macquarie's Bayswater and Liddell power stations combined supply approximately 30% of electricity demand in NSW.

## Hub Advisory Group launched

Larry Urdarov, Director of Urdarov Accountants and Gavin Murray, Director of HUB Wealth Solutions have partnered together under one name HUB Advisory Group. The group offers accounting and business services, self-managed superannuation fund audits, financial planning advice and lending.

When asked why the name change, Larry Urdarov responded: "Gavin and I have been partners in HUB Wealth Solutions for two years now. It just makes sense to simplify and use one name, HUB Advisory Group. Our team and services have not changed only the name. Our accounting, business services, and self-managed super fund audits will continue to be provided by Urdarov Accountants. For financial planning, all financial advice will continue to be provided by Gavin Murray of HUB Wealth Solutions."

## Have your say Newcastle!

### NOW ON PUBLIC EXHIBITION



Every year we update our four-year delivery program, yearly operational plan and fees and charges.

The documents outline our strategic direction, the projects and services we will provide throughout 2016/2017 and our fees and charges for the next 12 months.

These documents are:

**Draft 2013-2017 Delivery Program**

**Draft 2016/2017 Operational Plan**

**Draft 2016/2017 Fees & Charges**

The documents are on public exhibition until **Monday 30 May 2016**.

For more information and to view the documents visit [newcastle.nsw.gov.au](http://newcastle.nsw.gov.au)





## WHO Printing supports Environmental Award Winner



Grace Liley and Helen Ogle

Grace Liley has won the prestigious WHO Printing Environment and Sustainability Award in the 2016 NSW/ACT Young Achiever Awards.

Grace won the award from a strong field of nominees and was one of seven category winners announced on 1 April at the Gala Awards night held at the SMC Conference and Function Centre.

Helen Ogle, Director of WHO Printing, presented the award to Grace at the awards night with over 300 guests in attendance. Grace was later announced as the overall 2016 NSW/ACT Young Achiever of the Year, chosen from seven category winners.

Grace Liley, 23 of Blakehurst is the NSW Coordinator for the Australian Youth Climate Coalition, volunteering up to three days and two nights each week. During 2015, she coordinated a program called 'Youth Decide', facilitating large groups of volunteers to educate 5,000 school students on sustainability and climate change. Grace was also manager of the youth section for Sydney's People's Climate March, constituting a crowd of 45,000.

Sponsorship of the award is part of WHO Printing's ongoing commitment to the environment. Along with the recycling of materials used in the printing process and constant evaluation of sustainable business practices, WHO has recently installed an 80 kW solar system on the roof of their factory in Mayfield West that reduced their power consumption by 30%.

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## Council welcomes Yarraman abattoir proposal

Muswellbrook Mayor, Cr Martin Rush, has welcomed plans for a feedlot and abattoir near Denman in the west of the shire.

FJT Australia has lodged an application with the Department of Planning to construct an export abattoir at 'Hollydene' 8 km west of Denman and a feedlot at 'Yarraman' near Wybong.

If approved, the facility will create 500 full time equivalent jobs locally. Council has also welcomed the company's commitment to hiring local workers in the first instance.

"The need to intensify agricultural production in the Shire has been a focus for Council as part of its diversification efforts and this single development has the potential to really move the dial insofar as intensive agricultural diversification is concerned. The creation of 500 new jobs will be a substantial economic boost for the Shire and will have an enormous flow on effect for housing and housing construction in Denman, for local cattle and sheep graziers, retailers in our urban centres and suppliers of construction inputs" said Cr Rush.

It is proposed the abattoir will process both sheep and cattle, with 1400 head of sheep and 1000 head of cattle processed six days a week. The product produced will be sold domestically as well as to China and other foreign markets.

The proposed feedlot would be for beef cattle targeted at a 25,000 head capacity with an annual throughput of around 100,000 head.

"This is a really exciting development and the company is to be commended for the way in which it has worked with Council in the early planning stages to ensure maximum community benefit – not only in the creation of local jobs but also leveraging good economic outcomes for other industry sectors and ensuring that the development makes strong environmental commitments to renewable energy and vegetation connectivity," Cr Rush said.

## 2016 Hunter Manufacturing Awards Nomination period opens

The launch of the 2016 Hunter Manufacturing Awards Inc. (HMA) nomination period was held on 6 April. The event was hosted by Major Sponsor, Downer at their Cardiff site and guests were invited to tour the maintenance facility.

HMA is urging manufacturers in the region of the Hunter, Central Coast and mid north Coast to make application into the various categories available for submission.

HMA Chairman, Bob Cowan said, "The HMA is a wonderful opportunity for manufacturers to be profiled and promoted and encourages companies to use the HMA as a platform to be recognised. The current climate is challenging, however, the companies that are succeeding are the ones that are adapting to change from traditional manufacturing methods to become more innovative and are showcasing their products and services."

Registrations into the various categories also opened and will close on 15 July.

Nominations will be received until the 19 August. Interested manufacturing companies can access Registration and Nomination forms at [www.hma.org.au](http://www.hma.org.au)



HMA Chairman Bob Cowan with representatives from WearX – the winner of the 2015 Manufacturer of the Year award.

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**NOMINATION PERIOD: April 6-August 19**

For Registration Form and to access Application Forms please go to:  
[www.hma.org.au/Nominate](http://www.hma.org.au/Nominate) or phone 0438 242 899



Department of Industry



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## Greater Building Society to become Greater Bank

The Hunter-based Greater Building Society will change its name to Greater Bank in May after receiving approval from its regulator, APRA.

Chairman Wayne Russell said the new name will help The Greater better explain what it does and position it for further growth to benefit all customers. Mr Russell stressed there is no change to ownership structure.

Unlike the major banks, Greater Bank will still be customer owned, not shareholder owned. It will remain focussed on supporting customers and local communities.

He said research shows an increasing number of people don't understand the term 'building society' so they don't know all the financial products and services The Greater offers and how safe and strong it is.

"Using 'bank' takes the work out of explaining what we do

as it is well understood and makes sense to customers of all generations," Mr Russell said.

"Greater Bank will be Newcastle and the Hunter's only locally headquartered bank," he said.

CEO Scott Morgan said Greater Bank will be a different bank, offering a greater way of banking in person and online in a simple and honest way.

"The name change is part of continuing changes we're making to our products and services to remain a viable challenger to the big banks for local people," Mr Morgan said.

"As a customer owned bank our focus on customers and community will remain the same," he said.

The name change was approved at the Greater's AGM last November. The Greater has changed its name a number of times in its 90 year history.

" I HAD A FAMILY. I WAS EMPLOYED.  
I HAD A CAR, A MORTGAGE. AND  
THEN A FEW YEARS AGO I LOST  
MY JOB AND MY WORLD DISSOLVED."

- IAN, 56

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# LET'S TALK WITH...



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

Managing Director – Enigma

I get up every day to solve problems for my clients on how they can grow their business and sell more products to reach their goals. I'm also the leader of 60 talented creative people across both our offices in Newcastle and Surry Hills.

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

I started an advertising and marketing company in 1992. Over the past 24 years I have solely focused on growing Enigma and I'm as focused and challenged by that in 2016 as I was then.

My goal of growing regionally the largest and most creative agency in Australia has never changed. Today we have a team of 45 in our head office Newcastle and a team of 15 and growing in our Surry Hills offices opened mid 2014.

A combination of organic growth based on reputation from our work, referrals from our clients and a series of small and large acquisitions/mergers over the past 10 years and has been a deliberate and important part of our growth.

There have been many highlights and tough moments along the way, though I have never seen myself doing anything but what I do now, I really love it and I love working alongside the people around me. In some of my darker moments you may hear me say, "that's it I'm opening a shoe store it's got to be easier" ... but I never have.

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

At home or travelling to check out what's new with my husband Philip and son Marshall. We undertook a large renovation of our home in Newcastle a few years ago so I love looking for pieces for the house and I always seem to have some interior decorating project on which takes a lot of my personal time. Last year for instance we renovated just over 1200 sq. metres of space for Enigma in both Newcastle and Sydney and that took a lot of spare time outside of normal business hours (I'm still going...) Recently Marshall has taken up junior soccer so now you'll find me on a soccer field at 8.30am every Saturday, so this slows you down a bit for the right reasons.

## **4. Where do you find inspiration?**

My inspiration has always come from surrounding myself with more creative and cleverer people than me, it drives me forward. When I sit in a room and we work on ideas and concepts I am always blown away by the enthusiasm, energy and passion of the team we have gathered at Enigma. There is a massive energy the moment you hit the door each morning.

In my personal life my immediate family and closest friends are all very business focused and each have big ambitious careers and such passion for what they do. There is nowhere to hide.

I also regularly buy biographies on successful people – this year I have added to my bookshelf Donna Karan- My Journey, Diane Von Furstenberg – The Women I wanted to Be, Hegarty on Advertising – Turning Intelligence into Magic and just last week I picked up The Road to Ruin – on the Abbott & Peta Credlin partnership. There is always something to learn.

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

I've been lucky to have around me talented self-made and smart business people who have been more than supportive and interested to help me through some of the twists and turns of business. Growing the business out of a regional footprint into Sydney took a leap of faith, and I made sure I spoke to as many like-minded people I could prior to this decision in the spirit of getting it right.

Probably the best advice I have been given along the way, and I'm not sure if I was told this or I've just learnt it, is that the trick to getting where you want to go is to have a very clear vision of what the goal is and quite frankly go to work. Be consistent and patient and you will get where you want to go. I know it's not sexy, but you can't get where you are going without hard work.

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

I'm a country girl at heart – it's who I am. Born in the small NSW town of Balranald on the Victorian border, I later moved and grew up in the beautiful country town of Gloucester. Most of my closest friends today come from these years. I completed high school at Maitland Girls High and have spent my life since enjoying living and working in Newcastle.

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

What a big question with the challenge of only 1000 words in total for this article.

We need to resolve our brand, who we are as a city, what we stand for and why.

There have been some passionate attempts at this over many years and we have made some headway. But a few energetic people and a local council budget can't solve this one alone.

One of the biggest challenges is to resolve the relationship between Newcastle and its neighbouring cities. To be successful there can be only one client; one focused regional strategy and one clear brand.

I've been watching places like the Gold Coast, Adelaide and even recently Bendigo. They are all doing it well and it's all about one brand and one vision.

When asked why Newcastle? I say well why not? I live in one of the most beautiful spots in Australia, surrounded by world class beaches, a vibrant community, great education and health care for my family, there is a fantastic creative community emerging, housing you can afford and I don't sit in traffic more than 20 minutes a day! Wouldn't you like some of that?

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

LURE. Wests Groups newest restaurant focusing of fresh seafood.

## **9. Are you reading anything at the moment?**

Thrive by Arianna Huffington & The Captain Underpants series with Marshall.

**10. Do you have a favourite sport or team? I live in a NRL household and can safely confirm the Newcastle Knights... 2017 here we come!**

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

"I'll have what she's having" the classic line out of all time favourite When Harry Met Sally.



## Business planning: Getting the right people on board

**Paul Siderovski**  
SiDCOR Chartered Accountants

Do you do any S-T-R-A-T-E-G-I-C thinking and planning in your business and life? So what do I mean by strategy? After all, it is the new buzz word for accountants and advisors. Is it this magic box of tricks that will unlock the potential in your business and life that you were looking for? No. Not at all.

Strategic thinking and planning is where you are looking at the business from a helicopter view point and planning for the future. It's not muttering and spluttering about what little Johnny did on the job yesterday nor is it about what is or isn't working. Rather, it's setting a vision and direction for all the decisions the business needs to make.

How do you do this I hear you ask? You can't do it yourself. You need good strategic thinkers to make up your ADVISORY board. Nothing formal but a person or persons that you spend time with monthly or quarterly to discuss the strategic direction of the business and key projects to undertake to achieve the vision. This is also a time to deal with any threats and weaknesses that hamstringing your business performance and more so your own performance.

I have four people as part of my advisory board and it truly is a game changer. I sit on many other advisory boards and these meetings vary from monthly, bimonthly to quarterly and even six monthly. It just depends on the needs of the business.

So how much does it cost to have strategists assist in your business? Anywhere from \$15-50k per year. The complexity and diversity of the business determines this price. If you don't have a strategic advisory board to help and guide the direction and future of your business you are leaving money on the table and suffering alone in dealing with the day to day challenges.



**For further information contact SiDCOR on 1300 743 267, email [paul@sidcor.com.au](mailto:paul@sidcor.com.au) or visit [www.sidcor.com.au](http://www.sidcor.com.au)**

**Paul Siderovski** is the founder and Managing Director of SiDCOR Chartered Accountants, has 20 years experience since starting as a chartered accountant with PricewaterhouseCoopers in 1995. Paul started Newcastle-based SiDCOR in 2002. Paul has a Bachelor of Commerce from the University of Newcastle



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# Inclusivity – The Overlooked Resource of Change Management

When rearranging work structures, introducing new technology or moving office change management is often seen as the silver bullet, however this costly (and often ineffective) process could be avoided if staff were consulted earlier.

Sydney business strategist Sean Redmond said successful change isn't determined by policies, procedures or a change agent's ability to use the latest change management jargon, but a function of staff motivation.

"If an organisation does not understand how the individual framework of an employee, or the team's collective framework functions, the chances of success drop dramatically," said Mr Redmond.

"The cost associated with staff not engaging with the change, or who resist it, can extend far beyond any budgeted amount and can undermine projected savings," he said.

Most studies show a 50-60 per cent failure rate for organisational change projects, according to the Harvard Business Review.

"If we look at 100 strategic plans for a year, 95 per cent will not demonstrate an understanding that businesses must be building an adaptable organisation if they are to survive moving forward. Most so-called strategies plan to maintain what already exists."

"In the last five years we've seen a rapid increase in the rate of change in consumer behavior, industry and technology. This reality must be brought into daily conversations within an organisation enabling the team to consider the implications and constantly adapt."

"It becomes easier to create a responsive environment – rather than ensuring an organisation gets left behind with practices that are clearly outdated."

"It costs a business much more to employ a specialist change management company, than to create an inclusive culture in the first place."

"Inclusivity is a good concept to adopt. Everyone associated with a company has a unique view which means everybody has value to offer."

"Yet most companies don't make use of this resource."

Mr Redmond shared the following tips to build an adaptable organisation:

- 1. Structure:** The hierarchical structure of business doesn't lend itself to creating a dynamic organisation; sports teams embrace an effective model of working successfully which is more complex than just looking at the positions on the field.
- 2. Culture:** Create a culture where all staff believe they can share their view honestly. Before this can occur in the team, it must be present amongst the leadership group.
- 3. Communication:** Effective communication within the company is priceless – this is best facilitated by listening more to staff in order to evoke discussion and different views to be brought up in conversations.

- 4. Strategy:** Develop a plan to build an organisation, which is comfortable with continually adapting. Most companies this year will be simply maintain what already exists.

Mr Redmond said adaptable organisations are far more likely to achieve success in the future because they don't see change as a separate component to operations. They actually see change as part of the business life cycle.

"Online organisations excel at this and are at the forefront of this shift – look at Google or customer relationship management company, Sales Force, for example," said Mr Redmond.

**For more information on how to build an adaptable workforce visit [www.tsredmond.com](http://www.tsredmond.com)**

Sean Redmond has an extensive background working as an executive leadership coach for corporate mining giants.



## HR Professionals Debate – Ditch the Performance Review

If you have found recent business media reports about ditching the traditional performance appraisals to be intriguing, you may have enjoyed a recent session conducted by the Newcastle Chapter of AHRI (Australian Human Resources Institute).

Approximately 50 people rolled up to the University of Newcastle to hear two teams of three speak for and against ditching reviews. It became clear that once you look behind the headlines, most organisations understand that regular reviews and feedback are essential to effectively engaging employees and to driving continuous improvement.

The tools used to support performance reviews are as varied as the approaches to rating and ranking. What is clear is that is the comfort and commitment of reviewers has the greatest impact on the benefits. So it is very much a case of renovating rather than demolishing.

**For further information about AHRI events in the Hunter contact local Convenor, Michelle Crawford on 0432 265 335 or visit [ahri.com.au](http://ahri.com.au).**





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## VARIETY

**Jason Bourke** has joined Variety – the Children's Charity as Regional Director. Jason has spent the past 10 years as the Executive Officer of the Newcastle Permanent Charitable Foundation where he oversaw the Foundation's philanthropic operations. Prior to that Jason was the Executive Manager – Tourism and Promotions for Orange City Council. Jason joined Variety in February in a new role providing leadership and management of Variety NSW regional operations.



## MORAY & AGNEW LAWYERS

**Fiona Nelson** is a Partner at Moray & Agnew Lawyers. Fiona is a senior property and commercial lawyer with experience in NSW and Queensland. Fiona has demonstrated credentials in managing major projects spanning acquisitions and disposals, retail and commercial leasing, staged and mixed use developments and master planned communities. Her experience include General Counsel for Australia's largest master planning community, Greater Springfield.



## HUNTER PLASTIC SURGERY

Hunter Plastic Surgery has further strengthened its expertise and services with the appointment of **Dr Yezdi Mistry**. Specialising in hand and skin cancer surgery, Dr Mistry is a qualified plastic surgeon with experience in both Australia and New Zealand. He is Fellow of the Royal Australasian College of Surgeons (FRACS) and recently worked at John Hunter Hospital's Hand and Micro Surgery Unit specialising in hand reconstructive operations and wrist disorders.



## SHAW GIDLEY

Shaw Gidley, Insolvency & Reconstruction Specialists has promoted **Joshua Robb** to Senior Manager. Joshua has practiced Insolvency law and administration since 2006 having experienced all aspects of both personal and corporate insolvency administrations. Joshua is a member of the Australian Restructuring Insolvency & Turnaround Association and Chartered Accountants Australia & New Zealand.



## EDUCARE SPECIALIST SERVICES

**Dr Caroline Hodge**, Consultant Paediatrician, has joined the multi-disciplinary team at EDUCARE, Charlestown. Dr Hodge has a double specialty in Community Child Health and Rehabilitation. She has worked for Kaleidoscope since 2002 and has also undertaken training in Tasmania, Adelaide and Dorset UK. Dr Hodge also has a special interest in working with children with brain injury, cerebral palsy, children in foster or kinship care, and children with difficult behaviour or developmental concerns.



## HUNTER MAN. AWARDS INC.

**Graeme Vennell**, CEO of Custom Fluidpower has joined the board of the (HMA). Graeme has extensive experience in the Hydraulics and Lubrication sectors. He has experience in business sustainability through challenging economic environments, mergers and acquisitions, consolidation and growth through implementation of business plans and management of company restructures, new business operating systems and nurturing of key vendor and customer relationships.



## HUNTER MAN. AWARDS INC

HMA Director, **Steve Elliott**, has been appointed Deputy Chair. Steve is the General Manager Manufacturing Wire and Tube at OneSteel. He is an experienced business leader with a background in chemical, metallurgical and process engineering industries and currently has manufacturing responsibility for the OneSteel Wire and Tube businesses. He has a passion to see the expansion of manufacturing excellence in the Hunter, where he has lived for over 35 years.



## NEWCASTLE AIRPORT

Newcastle Airport has announced the appointment of **Andrew Gill** as Executive Manager Corporate Services and Chief Financial Officer. After acting in the Executive Manager role since January this year he was formally appointed to the role following an extensive national and international search. Andrew's areas of focus will be financial management, corporate governance, business analytics, legal and compliance, information technology, and work health and safety.



## HUNTER MAN. AWARDS INC

HMA Director, **Dr Brendan Smith**, has been appointed to the position of Public Officer. As the Managing Director and Principal of Courageous Consulting, Brendan is known for his innovative approach that supports leaders and organisations to be their best.



## COLLIERS INTERNATIONAL

**Edward Crawford** has joined Colliers International as Director, Residential and Land, and will work with clients delivering residential projects across the region. Edward has extensive experience in major residential projects, including apartments and land subdivisions, and has worked with major property organisations in an advisory capacity. He is Chairman of the Property Council of Australia Hunter Chapter, and lectures in Property Economics and Finance at the UoN Master of Property programme.





#### HUNTER MAN. AWARDS INC.

(HMA) has appointed **Steven Smith** to its Board of Directors. Steven is the Managing Director of Advitech and has over 30 years' experience in engineering and project management. He has been involved with HunterNet, as both Director and as Chairman, as well as the University of Newcastle as a member of the Course Advisory Committee for the School of Mechanical Engineering and the University of Newcastle Industry Scholarship Scheme (UNISS) Advisory Committee.



#### EDUCARE SPECIALIST SERVICES

**Nicole Smith** has been appointed to the position of Operations Manager at EDUCARE Specialist Services, Charlestown. Nicole has a business and accounting background and brings considerable leadership and HR experience to the practice. She will oversee and manage the multi-disciplinary team of 32 clinical and support staff which includes Consultant Psychiatrists and Paediatricians, Consulting Psychologists, Speech-Language Specialists and Occupational and Behavioural Therapists.

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## Property Council welcomes negative gearing decision

The Property Council has welcomed the announcement by the government that it will not change the existing taxation arrangements for investment properties.

"This is a good decision for the 2 million Australians who own an investment property and the 1.1 million Australians who are employed in the property industry," said Ken Morrison, Chief Executive of the Property Council of Australia.

"This decision is economically responsible and recognises the important role property is playing in Australia's economic transition.

"The Government is doing the right thing by the 1.2 million Australians who negative gear. This includes over 770,000 Australians who have taxable incomes of less than \$80,000 a year.

"Australians understand that owning a property is a way they can secure their financial future. Owning a property means financial security and independence – this is what we should be encouraging.

"Australians already pay \$72 billion a year in property taxes and we are seeing new pressures to increase taxes on property even further.

## Newcastle retail property market report

Newcastle retail rents in the inner city of Newcastle are hot in a few localities according to the May 2016 edition of Month in Review from Herron Todd White.

The Boardwalk within the Honeysuckle precinct remains the most highly sought after retail precinct and consequently, the rental rates are the highest in the city on average on a rate per square metre basis. The older more established eat street precincts along Darby Street, Cooks Hill and Beaumont Street, Hamilton are slightly secondary to Honeysuckle and while still very popular and with very low levels of vacancy, rental rates are lower on average than The Boardwalk. The Hunter Street Mall continues to reflect poor market fundamentals and high vacancy rates. Rental rates along this strip are low and have been falling for many years, though the decline in rents has slowed in recent years.

Suburban retail precincts that are secondary to these three primary retail localities obviously will show lower rental figures. There are a number of factors at play here, including local trade and demographic features and proximity to schools and regional shopping centres.

A strong secondary retail trade area is the Warners Bay precinct along The Esplanade which is adjacent to Lake Macquarie. Research indicates a nominal discount of 25% to 30% in the Lakeside Warners Bay retail precinct from the prime retail harbour side Honeysuckle precinct. This discount is considered typical in the market place for a strong secondary retail precinct. These rental rates are far stronger than say the Hunter Street Mall in the CBD for example.

Generally retail rents have been stagnant or even declining in secondary retail localities, while the prime spots are showing moderate rental growth due primarily to consistently low vacancy rates. This trend is expected to continue in the short term.

## Nelson Bay Woolworths opened

The opening of a major retail facility in Nelson Bay by Woolworths has been well received.

Jane Perrin, Port Stephens Council's Economic Development Coordinator said that the retail facility provides 4000 sqm of commercial floorspace to meet demand in Nelson Bay as the population continues to grow.

"Nelson Bay also experiences a population increase of some 15% to 20% during holiday and seasonal periods, where the demand for groceries is an important factor for families when considering a holiday destination. With 99% local employment this development will provide flow-on effects for the local economy in terms of wages, salaries and additional consumption in the area - a big plus for businesses in Nelson Bay," she said.

### The economic impact of the Woolworths development includes:

- Additional employment (employing in excess of 200 people inclusive of 100 full-time positions and 100 part-time positions. The balance will be employed on a casual basis as required during peak periods);
- Additional local shopping needs met with the provision of a wider range of food and consumables shopping facilities for local residents with a major full-line supermarket. This reduces travel time for the existing and future population as well as the provision of additional choice and price competition in Nelson Bay;
- Provision of a parking facility to meet demand for persons seeking access to shopping facilities.

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## BELMONT

- Prime location, situated on ground floor of soon-to-be completed Belle apartments Complex
- Ideally suited to café or medical use, professional offices or retailing of services
- Areas of 78m<sup>2</sup> (approx) & 100m<sup>2</sup> (approx) plus 3 allocated & undercover car spaces each



## FOR LEASE



## BEAUMONT STREET

- Retail spaces in heart of popular Hamilton eat street
- Suitable for a range of uses including retail, café or restaurant
- Net lettable areas of 65m<sup>2</sup> & 72m<sup>2</sup> (approx)
- In close proximity to major banks, Australia Post, cafes, restaurants and chemists



## FOR SALE OR LEASE

## HAMILTON

- Quality modern fit-out with Stunning original 'Flour Mill' features including exposed wooden beams
- Reception area, adjacent boardroom & open plan general office area with 4 built-in workstations
- Private courtyard, kitchen & ducted air-con
- Net lettable area of 168m<sup>2</sup> (approx)



## FOR SALE

## RUTHERFORD

- Situated just off the New England Highway and slightly west of the bulky goods precinct
- Land area of 7,770m<sup>2</sup> (approx)
- Zoned IN1 - General Industrial and in major need of refurbishment or demolition & redevelopment
- Includes large sealed car park



## FOR LEASE



## CHARLESTOWN

- Great opportunity to position your business centrally in a highly sought after area
- Comprising air-conditioning and carpet throughout kitchenette and amenities
- Two allocated, secure car spaces
- Net lettable area of 108m<sup>2</sup> (approx)



## FOR SALE

## TOMAGO

- Two adjoining lots comprising a total land area of 8,726m<sup>2</sup> (approx)
- Huge frontage to Tomago Road of 88 metres
- Zoned IN1 - General Industrial
- Easy access to New England & Pacific Highways
- Neighbouring businesses incl WesTrac & AmpControl



## FOR LEASE

## ADAMSTOWN

- Clear span warehouse with access through high bay roller door
- Situated in secure industrial complex with on-site parking, office space & own amenities
- Centrally located approx 15 minutes to CBD
- Net lettable area of 279m<sup>2</sup> (approx)



## FOR LEASE

## KINGSWAY PLAZA

- Various retail opportunities exist in this established Kurri Kurri community shopping centre
- Anchoring tenants include Richies Supa IGA & IGA Liquor, Priceline Pharmacy & Australia Post
- Net lettable areas from 23m<sup>2</sup> to 109m<sup>2</sup> (approx)
- Great lease incentives available



## FOR LEASE



## HAMILTON NORTH

- Large modern clear span warehouse divided into smaller industrial spaces
- Part A - 18m x 30m - 540m<sup>2</sup> (approx)
- Part B - 12m x 30m - 360m<sup>2</sup> (approx)
- Available now & suitable for a range of industrial and Commercial uses



## Hunter real estate agent ranked highest in regional Australia

The principal of PRDnationwide Newcastle has been ranked as the top real estate agent in regional Australia.

Mark Kentwell secured a position in the Real Estate Business (REB) Top 100 Agents 2016 benchmark report. His ranking is the highest of an agent based outside of a capital city.

The report ranks real estate sales agents across Australia according to a range of 2015 calendar year metrics, including number of sales, sales volume and average sales price. More than 44,000 real estate agents working in more than 10,000 agencies across Australia are eligible to enter for the award. Around half of those agents work outside a capital city.

This award follows on from PRD nationwide Newcastle securing 10th position in the 2016 Real Estate Business Top 50 Sales Offices benchmark report earlier this year.

Mr Kentwell said both rankings are prestigious for a business that is just 11 years old, operates outside a capital city and is competing against agents that have been established for decades.

He said the REB ranking is particularly pleasing as it is one of the most regulated, competitive rankings in Australia. The ranking is based on genuine results.

"As a principal, my role is to help the team to be leaders; to achieve superior results for our clients and for PRDnationwide Newcastle to be the leading brand in our region," Mr Kentwell said.

"So after a year of giving it everything I can locally, it's very nice to be number one in all of regional Australia," he said.

"I'm grateful to the dedicated true believers in our business and the clients who continue to use us and refer business to us.

"Both awards are a team effort and are a result of innovation, a commitment to training, excellent customer service, proven systems and effective marketing."

Now in its fifth year, the Top 100 Agents ranking is an initiative of Real Estate Business, produced by Sterling Publishing.



Mark Kentwell







# BUILDING BETTER PLACES FOR PEOPLE

The Hunter Development Corporation is a State Government agency working to create better places for people to live, work and enjoy.

The Corporation's role is to facilitate private sector investment on State-owned lands that would otherwise remain closed to the public.

It does this by removing constraints that prevent development and by encouraging development that creates public spaces for the community to enjoy. The Corporation's area of operation includes eleven local government areas in the Hunter Valley.

**For further information,  
phone 4904 2750.**

[www.hdc.nsw.gov.au](http://www.hdc.nsw.gov.au)



**Hunter  
Development  
Corporation**

### Mayfield West property sold for \$2 million

577 Maitland Road, Mayfield West has been sold through McNamara Adams for \$2 million + GST.

The property includes a building area of 1,669 sqm and was purchased with a short lease in place by Newcastle Tile Company. The firm will occupy until early 2017.

### Owner occupier purchases Cardiff property

McNamara Adams has facilitated the sale of 10 Torrens Avenue, Cardiff for \$1.225 million + GST.

The property has a building area of 1,760 sqm and was purchased by an owner occupier - Bridge Cabinet Lines - seeking to expand their business to better serve clientele.

### Thornton Investment Property

Proving the commercial market is an attractive investment, Tony Cant Real Estate has sold 2/46 Sandringham Ave, Thornton to a young female investor from Newcastle.

This is her first purchase in the commercial market and supports her investment strategy of diversification from the residential market.

According to Michael Maffey, Tony Cant Real Estate's Commercial Property Executive, this property offered an 8% return which is higher than banks are currently offering for investments.

The property was well suited to a SMSF investor as it offered:

- Lease till 14 August 2018, with 5 year option
- Return of \$28,525 pa nett + GST
- All outgoings paid by the tenant

- Tenanted as office space and warehouse for property maintenance services business
- Includes substantial office furniture, fixtures and fittings



### Aurizon Operations leases at Mayfield North

McNamara Adams has organised a lease at Lot 1, 121 Woodstock Street, Mayfield North for five years plus a five year option to Aurizon Operations Limited which commenced late last year.

The lease was for \$350,000 pa + outgoings + GST.

The tenant occupies 1,000 sqm of office space, 1,000 sqm of warehouse space plus a dedicated secure car parking area.

### Buchanan property leased

Tenancy 1, 1416 George Booth Drive, Buchanan, a workshop of 3,770 sqm with surrounding large hardstand, has been leased for three years by the CIMIC Group for \$200,000 pa + outgoings + GST.

The property was leased through McNamara Adams.

### Maitland property sold to local investor

Lot 7 Cinema Complex, Maitland was recently sold through Tony Cant Real Estate to a local investor who is expanding his commercial investment portfolio. This is his first purchase in the Maitland commercial market. The investor has decided to expand his commercial portfolio in the Maitland area after various commercial purchases in the Newcastle market as the Maitland market is currently providing attractive net yields.

This property offers two quality tenants, one being a not for profit organisation, Castle Personnel Services, who relocated from adjoining premises to expand their business. The other tenant is MAX, a New York stock exchange listed company.

The property is well maintained and is located in Maitland's CBD.



**KnightFrank.com.au**



For sale by expressions of interest closing Thursday, 2 June at 4pm

## Office / retail or mixed use development

470 & 472 The Esplanade, Warners Bay NSW

- Two adjoining lots with a total site area of 4,889 sqm\*
- Office area 1,679 sqm\*, retail area 421.5 sqm\*
- Passing rental of \$755,487 net + GST pa\*
- B2 Local Centre zoning suitable for commercial, retail, and/or residential development (STCA)
- Approved for additional 180 sqm\* retail space and 1,460 sqm\* office space

\*approx

**02 4920 5700**

Ross Cooper 0423 761 955

Nick Lane 0428 910 591

View at [KnightFrank.com.au/2837539](http://KnightFrank.com.au/2837539)



Boundary indicative only



# Raine & Horne Commercial

**WARNERS BAY FOR LEASE**



## THE PLACE @ WARNERS BAY

This brand-new child orientated commercial centre featuring (2) state of art child-care centres is offering commercial suites from 93m<sup>2</sup> to 198m<sup>2</sup> (approx).

**STEVEN DICK 0425 302 771**

**CARDIFF FOR LEASE**



## WAREHOUSE OFFICE/SHOWROOM & HARDSTAND

Geographically central with a minimum warehouse height of (5.75) metres, total site area of 8,698m<sup>2</sup> (approx) with air conditioned showroom/ office.

**ALAN TONKS 0425 302 770**

**NEWCASTLE FOR LEASE**



## FURNISHED CBD OFFICE

This modern CBD office is fully furnished and ready for your business: Air-conditioning, open plan office, boardroom, lift access.

**ANGUS MORRISON 0425 302 773**

**RUTHERFORD FOR SALE**



## NEAT & TIDY WAREHOUSE

Warehouse unit located just up the road from the Harvey Norman bulky goods centre. Combined area of approx. 282m<sup>2</sup> of warehousing and mezzanine storage.

FOR SALE: \$222,500 + GST

**PAUL TILDEN 0425 302 772**

**BELMONT NORTH FOR LEASE**



## FAST FOOD OUTLET

Pacific Highway location this drive-through fast food premise is right next door to Bunnings and passed by thousands daily.

**JASON MORRIS 0425 302 778**

**RAINE & HORNE COMMERCIAL NEWCASTLE**

Phone: (02) 4915 300

Web: [www.rhplus.com.au](http://www.rhplus.com.au)

Email: [kim@rhplus.com.au](mailto:kim@rhplus.com.au)

LET'S US  
KNOW  
ABOUT  
YOUR  
COMMERCIAL  
PROPERTY



# tonycant

COMMERCIAL

**MAITLAND**

**FOR SALE**  
\$780,000



## SOLID PROPERTY, SOLID INVESTMENT - DON'T MISS OUT!

When a great property and great tenants are matched, they make for an investment you'll want in your portfolio.

### Retail Lease 1:

3 year term from 1 July 2015 \$14,344pa Gross

### Commercial Lease 2:

3 years + 3 years + 3 years from 1 May 2014

\$27,489.60pa Gross

### Residential Flat: Returning \$250 per week

All tenants are high calibre quality businesses that are in this property for the long term. The building has been meticulously maintained, including new roof recently. Great glass frontage to The Levee and backs onto the Hunter River walk way. You really can't go past this investment for its current return and potential further down the track.

Please call **Michael Maffey** now on

**(0438) 049 366** to arrange an inspection.

**BERESFIELD**

**FOR LEASE**

\$27,000PA NETT + GST



## SECURE CONCRETE INDUSTRIAL UNIT WITH EVERYTHING.

If your business needs to be close to the M1 Motorway, you cannot go past this excellent facility

- 200m<sup>2</sup> footprint (12m x 16.5m)
- Mezzanine storage area
- Great reception space + 1 office - glass fronted
- 4 on-site car spaces
- Quiet cul-de-sac location
- Office areas are air conditioned
- Powered roller door
- Amenities including shower

Please phone **Michael Maffey** on

**(0438) 049 366** immediately to secure an inspection of this sought after property.

**MAITLAND**

**FOR LEASE**

FROM \$45,000PA NET +GST



## PRIME LOCATION IN A LANDMARK BUILDING!

Fantastic window display

• Great exposure - Maitland CBD

• Very attractive rental rates

• Rear lane access for deliveries

• Owners willing to consider all leasing options

**GND FL AREAS:** 490m<sup>2</sup> or subdividable

**GND FL RENT:** Negotiable from \$45,000 p.a. Net + GST + OUTGOINGS

**1ST FL AREA:** 1260m<sup>2</sup> approx

**1ST FL RENT:** Negotiable

Zoning: B4 - Mixed Use

Please phone **Nicole Holmberg** on

**(0466) 094 082** to arrange an inspection

Phone: 4933 6299 [www.tonycant.com.au](http://www.tonycant.com.au)

# KOORAGANG SERVICE CENTRE

New  
Kooragang  
estate  
attracting  
great  
interest



Located at the corner of Cormorant Road and Egret Street, the **Kooragang Service Centre** is a unique estate with main road exposure with 30,000 vehicles passing each day.

The site is conveniently located in the heart of Kooragang Island, less than 15 minutes from the Newcastle CBD and Newcastle Airport. It has direct access to the Port of Newcastle and within easy reach of key industries including Cargill Seed, Boral Cement, Port Waratah Coal, NCIG, Incitec, BOC gases, Orica and many more quality businesses.

Anchored by a 24 hrs Shell/Coles Service Station, Coolabah Restaurant and Bay Wash Car Wash, the site is now offering over 14,000 sqm of quality industrial facilities in flexible configurations that offer an ideal location for a wide range of industries, including wholesale, manufacturing, storage, tyres, mechanical servicing and more. It is also particularly attractive for 24 hour industrial, hazardous and port related operations.

Another major advantage of the Kooragang Service Centre is that it offers safe and secure premises that are not tucked away in the back of an Industrial estate.

## STATE-OF-THE-ART CAR WASH FOR KOORAGANG



- Four bay facility with automatic and manual wash options
- Pressure wash, brush wash or both
- 24 hr operation for your convenience
- Recycled water used
- Entry via Egret Street or the Kooragang Service Station



CURRENTLY  
UNDER  
CONSTRUCTION



## Shell Coles Express Koorangang a success

"The team at ATB Morton are very pleased with the outcome of this project so far. We are very proud in the high quality of work we have completed and we look forward to working with Sovechles Developments on future projects"

Allan Morton - Managing Director, ATB Morton, building partner for the Koorangang Service Centre

Viva Energy Australia ("Viva Energy"), the exclusive licensee to the Shell brand in Australia, has told Hunter Business Review the opening of the first stage of the Koorangang Service Centre has been a success.

Viva Energy's Retail Business Manager, Andrew Davis, said Viva Energy was extremely pleased with the development's progress.

"The first stage of the new Koorangang Service Centre has been a major win for motorists, offering the only fuel stop between Williamtown and Mayfield West," said Andrew.

"At nearly 9000 sqm it's three times the size of an average suburban site and was designed to be a Shell Coles Express flagship site between the Sydney and Brisbane market," he said.

"The \$6.9 million site opened in December 2015 and generated in excess of 36 local jobs during its construction. Stage Two site of the project will generate a further 14 local jobs during construction with development of a carwash."

In addition to the 12 standard filling stations for everyday motorists, the site features a dedicated diesel forecourt with four truck filling positions fitted with ultra-high flow pumps. AdBlue is separately available at the pump. To accommodate trucking customers, the canopy height is 5 m and the food offer includes a mix of traditional and healthy option retail outlets.

"Viva Energy is focused on developing quality sites throughout NSW that service our customers, support our competitive Shell fuel card offer and underpin the sale of our fuels," said Andrew.

Viva Energy was launched following the purchase of the Shell Australia downstream business (excluding Aviation). It comprises the Geelong refinery, a 920+ site-retail network and a bulk fuels, bitumen, marine, chemicals and lubricants business supported by more than 20 terminals across the country.

**Further information about Shell fuels can be found at [www.shell.com.au](http://www.shell.com.au)**



DESIGNED TO  
DEFEND AGAINST  
GUNK & CORROSION

Shell  
V-Power

# KOORAGANG SERVICE CENTRE

## Coolabah Tree Cafe

## Bay Wash car wash

Integrated into the Shell / Coles Express service station development, the new Coolabah Tree Café is positioned between the fast food and restaurant alternatives with good, tasty, healthy, fresh and affordable food offerings. It provides a much needed eating option for local residents, local workers and passing traffic from 6 am to 9 pm, seven days a week.

Coolabah Tree Cafes began in 2001, initially in shopping centre food-courts then expanding to roadhouse/ service station outlets on some of Australia's busiest highways. They have been honoured as the 2011 annual winner for the Best Retail, Wholesale and Distribution business operating on the Gold Coast, and have been a monthly winner of this prestigious award in 2011, 2012, 2013 and 2014.

The new Kooragang facility marks another stage in the evolution of Coolabah Tree Cafes with the first drive through, providing the option of grabbing their coffee/meal without having to get out of the car. It also offers local business catering and delivery options as well as online ordering.

The franchisees at Kooragang, Jimmy and Sandy, collectively have over 40 yrs running their own business and are keen to grow the business by service a quality eating option to the local community.

Currently under construction as Stage 2 of the Kooragang Service Centre, the Bay Wash car wash will be a state-of-the-art four bay facility offering modern vehicle washing facilities on a 24 hr basis.

Bay Wash will use recycled water and offer automatic or manual car washing with the options of pressure wash, brush wash or both.

The car wash will also be easily accessible, with entry via Egret Street or the adjacent service station complex.

The Bay Wash car wash is expected to be complete by September 2016.

# COOLABAH

*cafe*

PROUDLY SERVING *DiBella* COFFEE

*Where your mouth wants to be.™*

**TOASTED SANDWICH + REGULAR COFFEE = \$5\***

\*Offer valid till 15 June 2016 when you refer HBR magazine at the counter



**Kooragang Travel Centre (Coles Express)**  
Corner of Cormorant Road & Egret Street | (02) 4928 4831  
**Now Delivering | Minimum \$15 Order**  
**\$10 Delivery Charge Applies**

**Catering &  
Phone Orders  
Welcome**



# KOORAGANG SERVICE CENTRE

## Kooragang Service Centre

*"The site is filling a much needed void for the businesses on Kooragang."*

Wayne Carmen,  
Port Waratah  
Coal Services

- Conveniently located in the heart of Kooragang Island with direct access to the Port of Newcastle and within easy reach of key industries
- Main road exposure with 30,000 vehicles passing each day
- Anchored by a 24 hrs Shell/ Coles Service Station, Coolabah Restaurant and Bay Wash Car Wash
- Safe and secure location
- Over 14,000 sqm of quality industrial facilities now available in flexible configurations to suit needs

With over 32,000 sqm of quality industrial facilities now available for lease in three stages, Kooragang Service Centre is zoned SP-1 Heavy Industrial and offers an ideal location for a broad range of small to large businesses.

It has direct access to the Port of Newcastle and is within reach of a host of key industries, yet still only around 15 minutes from the Newcastle CBD or Newcastle airport.

Each stage offers flexible configurations to suit a wide variety of needs and the developer is also happy to directly discuss how they can meet other requirements.

As well as a tremendous location and great flexibility, Kooragang Service Centre also offers safe and secure premises. With a 24 hr service station and high volumes of passing traffic, there is always activity to deter unwanted after hour visitors.

Stage 3, Kooragang Industrial Units, offers up to 13 units providing flexible areas from 100 to 1,200 sqm. It provides an ideal location for heavy 24 hour industrial, hazardous, port related, wholesale, manufacturing, storage, tyres, mechanical servicing and a host of other uses. All units include amenities and kitchenettes with drive through access and onsite parking. All units also feature mezzanines, high bay lighting and 4.5 m roller doors.

Stage 4 offers over 8,000 sqm for purpose built industrial warehouse facilities. Lease back is available on request.

Stage 5 is on approximately 6,000 sqm of land and offer units from 200 to 2500 sqm inline, with floor areas and fitout to meet requirements.

**Quality industrial facilities now available**

## New stages releasing for Kooragang Service Centre



Don't miss your opportunity to secure a lease in a quality industrial property, located less than 15 minutes to the Newcastle CBD and Newcastle Airport.

**Kooragang Service Centre** is located on busy Cormorant Road with 30,000 vehicles passing per day.

It is anchored by a 24 hr Shell / Coles Express Service Station and Coolabah Restaurant already in operation (Stage 1) plus the Bay Wash – automatic and manual car wash currently under construction (Stage 2).

### STAGE 3: Kooragang Industrial Units

Up to 13 safe and secure units offering flexible areas from 100 m<sup>2</sup> to 1,200 m<sup>2</sup>. Your ideal location for heavy 24 hour industrial, hazardous, port related, wholesale, manufacturing, storage, tyres, mechanical servicing and a host of other uses. All units include amenities and kitchenettes with drive through access and onsite parking. All have mezzanines, high bay lighting and 4.5 m roller doors.

### STAGE 4: Purpose build facilities

Over 8,000 m<sup>2</sup> is available for your purpose built industrial warehouse. Lease back is available on request.

### STAGE 5: Up to 8 units to be Built

Located on 6,000 m<sup>2</sup> of land, this stage offers units from 200 m<sup>2</sup> to 2,500 m<sup>2</sup> inline. Floor areas and fitout to meet specific requirements.

**DON'T MISS THIS  
UNIQUE OPPORTUNITY**

**Contact:** Mitchell Sovechles **Mobile:** 0417 422 512  
**Email:** mitch\_ovechles@bigpond.com

# BUSINESS TECHNOLOGY

## Using and sharing BIM with your next project

**Andrew Barnard**  
**Webber Architects**

Building Information Modelling (BIM) is becoming mainstream in the documentation of projects within the construction industry and is now a regularly requested deliverable of architects. Our role is to educate the building owner on BIM applications and implications, and assist the owner in taking steps towards implementing this methodology to support their business.

Using BIM has some clear advantages however there are some factors of which to be aware when using this product.

BIM delivers a high level of refinement in document production, can reduce time and costs in documentation, and can reduce clashes and inconsistencies on site. In time, BIM is likely to become a standard service for builders and building owners to own and use. It is important to understand and have real expectations of the product to have confidence in using it.

One issue is the ownership of a model that has been jointly created by multiple teams. Opposing views are that ownership lies with the consultant versus the building owner. Justifications supporting ownership by the building owner include that the time taken to generate a model has been paid for by the building owner; and that the building owner will be closest to the information and reality of the model long term.

The key intellectual property owned by the designer is the design itself. It is the design that asset users see and appreciate, and this should be copy-written rather than the method of recording the design itself.

If ownership of the model sits externally to the building owner, a blockage to the best use of the model is created which is therefore contrary to its very purpose. There will be times when the owner may not be able to operate the model, but this should

not be used as a reason for not holding title to the information.

At the initiation of BIM documentation, ownership of the intellectual property should be clearly documented.

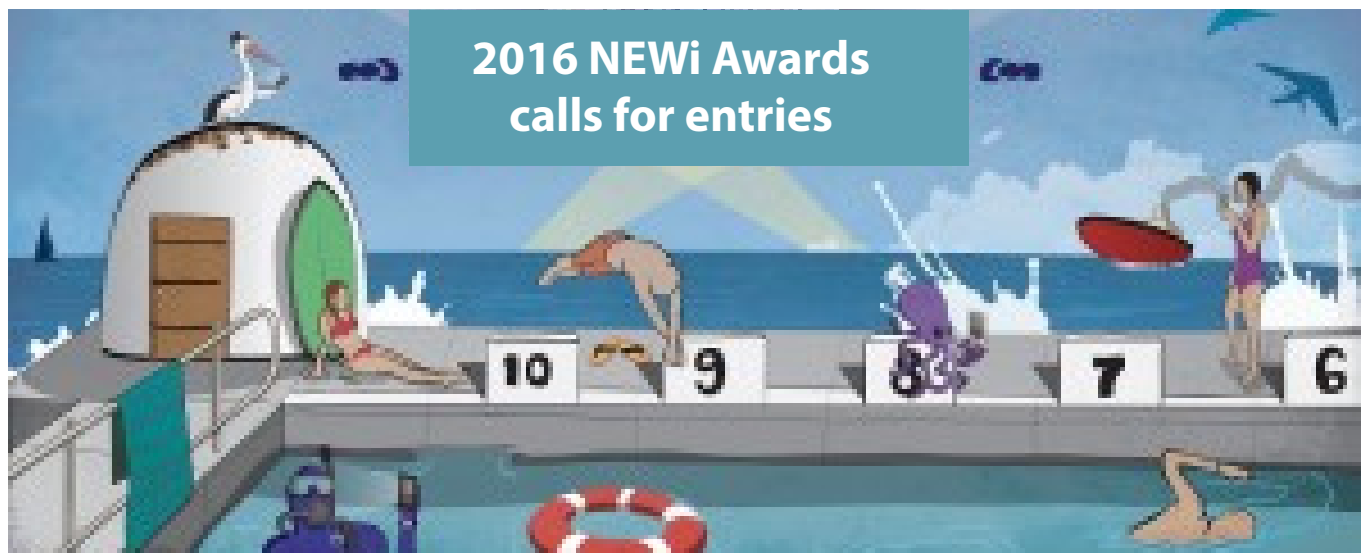
Issues can be encountered with proprietary systems when moving between packages. The software used to create BIM is only a tool and other tools are able to work on that model. Standards for the interoperability of all platforms would be beneficial. Before initiating a BIM project ensure your teams are able to supply data required. Webber Architects can provide interoperability files natively in most CAD file formats.

BIM can streamline steps in the development cycle, help produce renders and images for sales and marketing; streamline feasibility calculations for a project; deliver a set of coordinated consultants' documents; and provide a comprehensive model for facilities management.

While BIM may bring about some concerns around ownership and interoperability, it has many benefits. BIM will deliver overall increased value if used the right way in the right application.

**For further information contact Webber Architects on (02) 4926 1078, email [newcastle@webberarchitects.com.au](mailto:newcastle@webberarchitects.com.au) or visit [www.webberarchitects.com.au](http://www.webberarchitects.com.au)**

**Andrew Barnard** is a Registered Architect and Associate of Webber Architects. He has more than 10 years experience in the industry. At Webber Architects, Andrew coordinates project teams, manages the CAD and BIM technologies and oversees the Quality Assurance system.



The Lunatics Society invites regional and international digital innovators to submit entries in 16 award categories and one nomination for an achievement award in the 2016 NEWi Awards for Digital Creativity.

Established in 2011, The NEWi's is the leading regional award celebrating digital innovators open to any organisation involved in designing, building, managing, or promoting a digital asset in Australia or internationally.

Winners receive a flip flop shaped award, better known as "The NEWi".

In 2015, the NEWi's received a total of 82 entries across NSW, WA, Victoria and Queensland. Past winners have included: VIMOC Technologies, BARTv, NRMA, SwitchdIn, Newism and The Village of Useful.

The deadline for receipt of entries is Friday 26 August 2016, with winners announced at be announced on Friday 30 September 2016 at the 2016 NEWi Awards Ceremony in Newcastle.

Award categories include Best Website, Best Mobile Application, Best Online Video, Best Digital Agency, Best Online Publication, Best Government Solution, Best Health Solution, Best Educational Solution, Best Tourism Solution, Best Cloud Solution, Best Tech Startup and The Joe Award.

New awards include Best Green Tech Solution and Best Smart City Solution. There are also new international awards in the form of Best International Smart City Solution, Best International Green Tech Solution and Best International Tech Startup

**Submission guidelines, applications, and more information can be found at [www.thelunaticksociety.com.au/newi-awards/](http://www.thelunaticksociety.com.au/newi-awards/)**



# BUSINESS TECHNOLOGY

## Early technology challenges with cloud

The Cloud has certainly changed the way we can now work. We don't have to be at the office, we can be on the road, at home or even on the beach. We can work at any time not just 9 to 5. It can allow us to be really mobile and free us up. It offers us choices that we never had before. It can save us money, make us money and help us to be more productive. Managing Director of Pinpoint Computers Paul Martinovic says "the Cloud is changing business outcomes and workflows. Businesses now have more choice, more options to grow and unlimited opportunities. Our clients love the Cloud and what it allows them to do."

Only six years ago when people were mainly just talking about the Cloud, many businesses had no plans to make the move. Pinpoint knew that for companies to adopt to the Cloud they had to make it smart and simple to use.

Seven years ago Pinpoint's top minds were designing the complex servers, storage, networks, security and disaster recovery systems for their new Cloud Solutions. Though the backend systems were very technical and extremely complex, the user front end had to be easy and simple to use.

Pinpoint's technical sales teams worked on what new Cloud services businesses would require and use over the next decade, while the engineering team designed a resilient, robust and reliable platform for the new services to run on. And it had to be the best, adopting world best practices for resilience, security, performance and reliability.

Technology had changed and improved dramatically in the late 90's to early 2000, and that would enable IT companies to start thinking about Cloud solutions. There was a steep learning curve for everyone at Pinpoint. Thousands of hours learning new technologies and testing systems were invested in a new Cloud that would be smart and simple for businesses to use. The benefits would be incredible: access to business systems from

anywhere, no more replacing and maintaining expensive servers and a simple monthly payment that is an operating expense.

Back then there were still challenges with areas like securing email in a multi-client environment which required high level of technical expertise to resolve. Now in 2016 the technology has improved in leaps and bounds and this is no longer an issue.

Back then Pinpoint had a Cloud facility in Thornton. Now they have a multi-million dollar world class facility in Sydney's CBD. They want only the best for their clients. Business clients from small businesses to multi-nationals have secure access to all of their data and applications 24/7. Pinpoint still need a very talented team to keep building and operating the Pinpoint Smart Cloud. This has not changed.

We still face issues with Internet in this country, however, and the NBN is the answer for many business challenges. A road block for many businesses, and in the adoption of the Cloud, is poor Internet. With the NBN rollout happening all across the country, hopefully poor internet will be a thing of the past.

Change can be a wonderful thing.

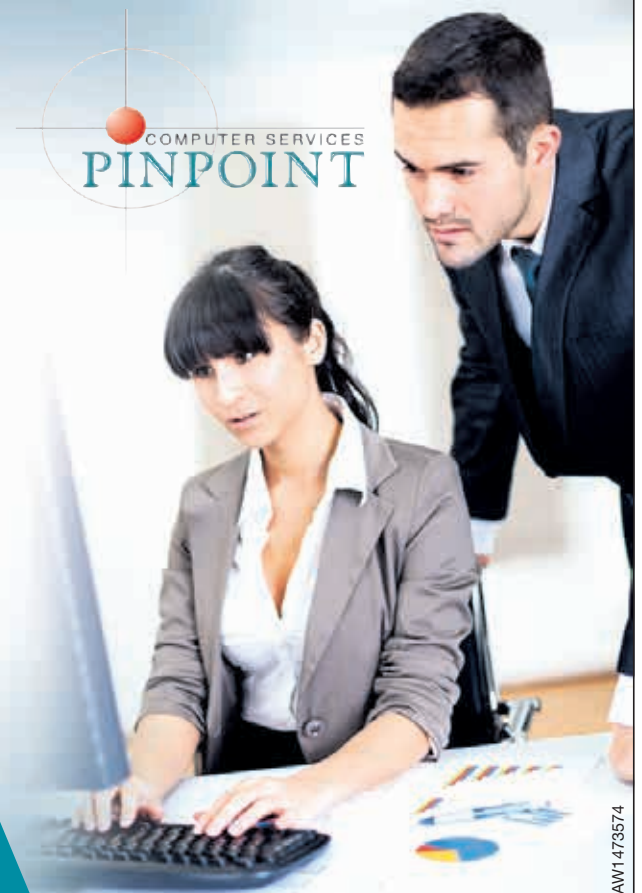
**For further information contact Pinpoint on (02) 4966 0391, email [paul@pinpointcomputers.com.au](mailto:paul@pinpointcomputers.com.au) or visit [www.pinpointcomputers.com.au](http://www.pinpointcomputers.com.au)**

## COMPUTER SOLUTIONS

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- PHONE SYSTEMS • SERVERS & PC's
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Unit 3, 3 Glenwood Drive, Thornton NSW 2322.  
Phone **02 4966 0391**  
[www.pinpointcomputers.com.au](http://www.pinpointcomputers.com.au)



AW1473574

# BUSINESS TECHNOLOGY

## Where's my data?

**Steven Taber**

**Voice Print Data Australia**

Cloud computing services have undergone massive growth with increases tipped to continue into the future. The proliferation can be attributed to benefits provided using pay as you go services as opposed to maintaining the traditional in-house IT systems and support.

One question that often arises with the transition to cloud services is "where is my data stored"? This concern should be directly proportional with the value placed on your data.

The "cloud" is mostly made up of large datacentres which are used to house the servers and data storage equipment that provide cloud based services.

Data replication is where data is transferred between geographically separated datacentres in order to provide fast access and redundancy. Should a particular datacentre undergo an outage the end user can continue working oblivious to any datacentre issue.

Connection to the datacentres should be seamless, so in effect it makes little difference to the end user where the data is physically located.

With many large international companies vying for a market share the choice for customers is broad and location of datacentres equally so.

But where are these company's datacentres located?

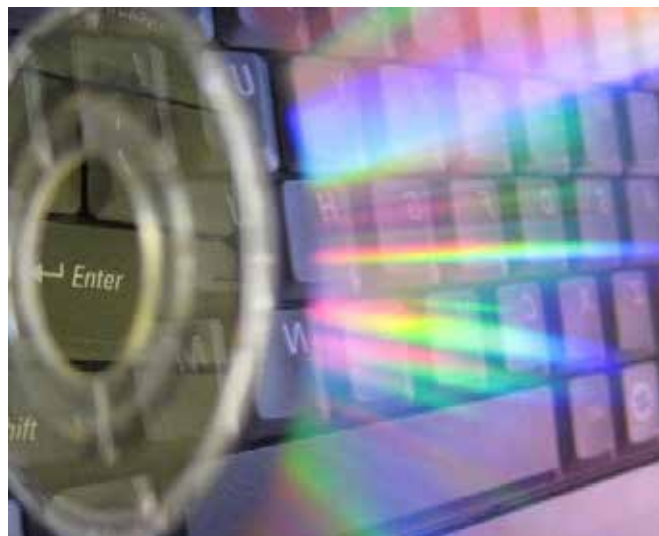
This depends on the vendor hosting the service. For example, a quick look at Google Drive's Storage and Content Policy states that you can specify if you want your data stored in the United States, European Union, or Asia. However the selection of a location in Asia "does not guarantee that your data at rest is kept only in that specific location".

You may think what difference does this make? And on the surface it generally won't concern the end user.

Delving deeper into the situation and looking at the legal ramifications can be interesting. When data is stored in foreign countries, those countries may have legal rights and jurisdiction over your data. For instance the US Patriot Act allows the US government access to data stored on its shores.

Other countries have their own rules and regulations associated with data stored in their jurisdictions.

If using a foreign based vendor, steps should be taken to ensure compliance with Australian privacy laws, as your business can be held liable if in breach.



The Australian Government's intelligence agency; Australian Signals Directorate (ASD) recommends against outsourcing information technology services and functions outside Australia, unless you are dealing with data that is publicly available.

When looking at cloud computing options for your business it is wise to ensure you know the potential geographic location of your data and whether information will be sent offshore.

**For further information call Steven on 0414 633 907, email [steven.taber@voiceprintdata.com.au](mailto:steven.taber@voiceprintdata.com.au) or visit [au.linkedin.com/in/SJTaber](http://au.linkedin.com/in/SJTaber) or [www.voiceprintdata.com.au/](http://www.voiceprintdata.com.au/)**

**Steven Taber** is a Business Analyst with Voice Print Data (VPD) Australia. Steven is based in the OneHub Business Centre at 6 / 14 Honeysuckle Drive, Newcastle. Steven has many years of experience within the IT industry having worked in various commercial and government sectors.



DFK Crosbie is one of the first accountancy and business advice firms in Australia to launch a free mobile App. Available for both iOS and Android devices, the app is designed to keep users up to date with the latest news, views and tips from DFK Crosbie as well as providing key accounting data, in real time.

The DFK Crosbie App will enable users to check the amount of tax they might be paying. It will give the power to check costs or see how you might increase your profits as a business. Users can also browse the library of tax tables, giving the very latest tax rates 24/7 whenever they are needed.

Using the app, users can also track receipts and expenses at the touch of a button, take a picture of any receipt and save it. Receipts are stored by amount, category, and date.

Using the built-in GPS in iOS devices, the app will automatically help to track mileage helping to record every single trip at the touch of a button. It also manages trips as well, storing them and allowing them to view, edit or email with complete ease.

**For more information or to download go to [www.dfkcrosbie.com.au/app](http://www.dfkcrosbie.com.au/app)**



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# INNOVATION IN THE HUNTER

## Hunter Innovation Festival 2016

**Christina Gerakiteys**  
*ideation at work*

The Hunter Innovation Festival is in its ninth year. It was born from the rib of the Australian Innovation Festival that began way back in 2002. The festival was built on the foundations of the four C's - Creativity, Connections, Collaboration, and Commercialisation.

So here we are fifteen years later and the same foundations remain fundamental to embracing an innovative culture.

I was shocked some years ago to hear 'creativity' referred to as applicable only to 'fine arts and sculpture and that sort of thing.' We were working at the time on a Diploma of Creativity, Innovation and Entrepreneurship. I am a great believer in the Creative Industries. They add meaning, culture, value, substance and richness to our lives. But creativity does not only live in that domain.

According to the Oxford Dictionary, the definition of Creativity is "the use of imagination or original ideas to create something; inventiveness". I am sure that every problem that has ever been solved by a scientist, engineer, accountant, business partner, colleague, teacher or student has required the use of imagination and/or original ideas. So I am going to take a leap into Collaboration...

It's no secret that diversification (also currently trending) walks alongside collaboration. As Seth Godin said, "The sum of us is better than the one of us". And the more brains in the room, of varied backgrounds skills and experience, the more creative and productive the outcome. The smartest people may not work for you. But in a collaborative work environment, you call those experts in to work with you on a project as required. We see this work model becoming ever more popular. And after all Hollywood has been doing it for a very long time.

Making connections, or networking, is essential in innovation. Innovation is often referred to as connecting the dots. And there is research surrounding those "aha" moments that suggests they are really only the brain making the connection between the many messages we received and the facts we have picked up.

Which leaves us with commercialisation. This has been a constant source of angst for many inventors and entrepreneurs. In the recent collaboration between Hunter Founders Forum and Hunter Research Foundation, finance, cashflow, grants, funding were all cited as barriers to innovation. Still.

In Israel, the start-up capital funding per capita is \$120. In Australia it is \$4.50 per capita. Not much more can be said.

The story may have shifted a little over the years, but has it really changed? We all seem to be making the right noises but the follow through has been slow. We can't afford to be slow anymore.

As everyone keeps reminding us, change is happening at increasing rates. We not only need to be thinking in terms of Minimal Viable Products, we need to be thinking in terms of Mass Transformational Purpose. As our lives become increasingly liberated (or dominated) by technology, and we move from scarcity to abundance and connectedness, it's the transformational purpose that is causing the biggest disruptions. Exponential organisations think big. TED's purpose is around "Ideas Worth Spreading," while Google "organise the world's information". We are in fact, information-enabling everything. And it's all happening through our smart phones.

So what does the Hunter Innovation Festival offer in 2016? An opportunity to share Smart Ideas, a forum to find out what is happening in the region and beyond, opportunities to be motivated to action by people who have 'been there and done that' and a chance to experience the number of innovation 'tribes' happening in the city, and seeing where you best fit.

The Hunter Innovation Festival is produced by Ideation At Work and sponsored and supported by The University of Newcastle,

Hunter TAFE, The Business Centre, Hunter Founders Forum and Davies Collison Cave. Partners include Hunter Research Foundation, Eighteen04 and Design Anthology.

**For further information contact Christina on 0425 236 156, email [christina@ideationatwork.com.au](mailto:christina@ideationatwork.com.au) or visit [www.ideationatwork.com.au](http://www.ideationatwork.com.au)**

**Christina Gerakiteys** is an ideator, innovation and creativity expert, and facilitates the Rippler Effect Innovation Program



## Newcastle as a Sustainable Smart City

The United Nations predicts a near doubling of city dwellers by 2050. What will Newcastle look like then? What will it take to become a Smart City and what benefits can it bring to the inhabitants of the city? How can engineers contribute and what technologies will be needed?

UNSW's Smart Cities Research Cluster suggests that a city can be defined as 'smart' when investments in human and social capital and traditional (transport) and modern (ICT) communication infrastructure promote the following four urban characteristics:

- sustainable economic development
- a high quality of life
- wise management of resources
- participatory action and engagement

Newcastle is currently going through a transformation as it embraces new ways of manufacturing and job creation for its future. This innovative mindset is occurring as Newcastle is seeing renewal with the NBN, a new tram system, a new campus for the University of Newcastle and recognizing in itself the potential to be Australia's location of choice for the introduction of Smart City technologies.

The Engineers Australia Smart City Forum is being held at Noahs on the Beach at 5.30 pm on 26 May. It will bring together experts to provide a definition of a Smart City, present a picture of what Newcastle might look like as a smart city and discuss the role of engineers and technologists in the development and functioning of Newcastle as a Smart City.

Presenters will include:

- **Dr Nathaniel Bavinton** – Smart City Coordinator, The City of Newcastle
- **Dr Andrew Mears** – Founder & Director SwitchDin, Clean Energy Technology Integration
- **Dr Gary Ellem** – Project Manager, Future Industries

**Further information is available at [www.engineersaustralia.org.au/newcastle-division/events](http://www.engineersaustralia.org.au/newcastle-division/events)**



# INNOVATION IN THE HUNTER

## NeW Space – New Ideas

The University of Newcastle is using the relocation of their business, commerce and law programs to the Newcastle CBD as an opportunity to engage and partner with organisations from the Hunter in innovative ways.

The Faculty will be increasing the number of public lectures open to the local community, delivering leaders in the fields of business, commerce, innovation and law. Researchers from the Faculty will have a renewed opportunity to engage with businesses to address the current and future needs of regional, national and global industry. The University's Legal Centre will continue to grow and support the Hunter community, and the new campus will feature state-of-the-art facilities open for public use, such as the digital library service, café, wifi and event space.

The new campus will host degree programs in business, commerce and law at a postgraduate and undergraduate level, including the new Bachelor of Innovation and Entrepreneurship. This new degree is one of many ways in which the University is responding to an increased need for innovation in our region and nationally.

To ensure graduates from all degrees have strong focus on building the work-ready skills needed to succeed in their chosen careers, the Faculty collaborates with local professionals to deliver a range of work-ready initiatives. Students thrive on the different perspective professional experience provides to their studies.

Continuing a strong history of collaboration with local industry, the move to NeW Space will enable the Faculty of Business and Law to reach out to the community through exciting initiatives.

NeW Space is due to open to students, staff and the public in 2017 and the Faculty is looking forward to building and strengthening our partnerships with businesses and the community in the Hunter.

## Dantia Smart Hub opened

Up to 75 innovators, entrepreneurs and small businesses can collaborate and take advantage of high-speed internet, nearby shops, services and transport, in a co-working and hot-desking hub at Charlestown.

Opened on 5 April, the Dantia Smart Hub, also known as DaSH, is located in Ridley Street, opposite Charlestown Square.

Dantia Acting Chief Executive, Derek Lush, said the initiative aimed to attract those with ambitions to boost business and connections.

"DaSH provides a flexible and professional co-working hub for entrepreneurs and businesses to collaborate and network with a like-minded community," Mr Lush said.

"We have already seen significant interest in the use of this space from a number of businesses, which demonstrates a need for this type of facility in our area."

Businesses such as ZimpleWeb, Slingshot, ActiveCB and Object Connections Australia have already snapped up the opportunity to work from the contemporary, high-speed, high-tech environment.

Mr Lush said opportunities still exist for businesses interested in renting space in DaSH.

"Interested parties should contact our community manager Harry (harry@dashcowork.com) to view the space and determine if it is the right fit for them," Mr Lush said.

DaSH is an initiative of the Lake Macquarie Economic Development Company Limited, Dantia, supported by Beyond Bank.



## Your future workforce

The Faculty of Business and Law produces professional, work-ready graduates who have the experience to start their career with confidence. Through contributing to our work-ready initiatives you can engage with future young professionals and support their professional development.

For more information visit

[www.newcastle.edu.au/workready](http://www.newcastle.edu.au/workready)



## NeW Space

UON's landmark new education precinct will host business, commerce and law programs from 2017 onwards.

NeW Space will allow the Faculty of Business and Law to engage with the local business community through the use of shared facilities, community services, and events such as public lectures.

For more information visit

[www.newcastle.edu.au/newspace](http://www.newcastle.edu.au/newspace)

# INNOVATION IN THE HUNTER

## Creating a new vision for Hunter manufacturing and engineering

**Adrian Price**  
**Ai Group**

The downturn in mining spending since 2013 has hurt many local manufacturers. In order to explore the development of broader markets and products, Ai Group lead a Study Tour to SME manufacturers in Germany in 2013 to find out what made them the best in the world in engineering technology. The main reason was their deep engagement with universities in engineering and technology research, regardless of the size of the company. Since then, Ai Group has been forging close links with the University of Newcastle. Manufacturers and researchers now meet monthly to network on "things innovative".

Off the back of that relationship, we have been able to explore the development of global collaborations around technology. The aim is to create a "Network of Makers" with four or five Innovative Manufacturing Regions around the world, with whom we can exchange ideas and do business.

The first of these outreaches was organised through Professor Mark Jones, Head of the School of Engineering, University of Newcastle who provided us with the links to the University of Pittsburgh, where we visited in 2015. A full report of that trade mission can be viewed at [www.aigroup.com.au/contact/hunter](http://www.aigroup.com.au/contact/hunter) (Photos of Australian Delegates and our hosts University of Pittsburgh at a cocktail function in the University Club).

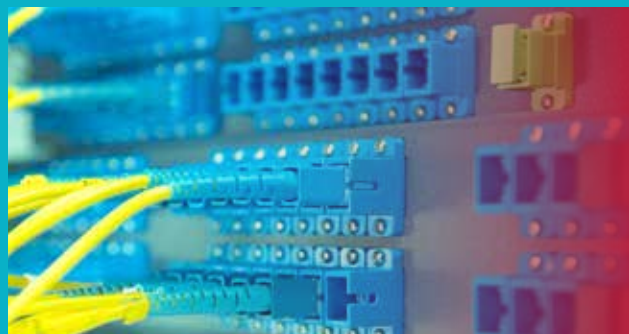
The Pittsburgh experience and its story had a significant impact on the tour participants. The City suffered terribly in the 1980's with the loss of a substantial part of their steel making industry and support industries. It lost half of its population. However, Pittsburgh is now regarded as "America's Most Liveable

City", particularly for the under 30's. Part of the secret of their transformation was the engagement of industry and community with their two technology-based universities – the University of Pittsburgh and Carnegie Mellon – which is also the National Centre for Mechatronics.

Pittsburgh and the Hunter also share another important aspect of their heritage - 1.5 – 2 centuries of engineering knowledge and experience. They are engineering centres with real depth of skill.

So what could we do back here in Newcastle to help our manufacturing industry increase its transformation to higher technology and global engagement? Ai Group has hatched The 4 Big Ideas for Hunter Manufacturing:

1. To have the Hunter recognised by the NSW Government as an International Centre of Engineering Excellence and be promoted around the world through its offices. To do this we need to map what we are good at and what skills underpin success. This dovetails with RDA Hunter's current project on Smart Specialisation.
2. To hold a Makers' Festival which brings together innovative manufacturers, engineering and related technology companies, start-ups, incubators, researchers, university, TAFE, STEM schools and investors. In Pittsburgh we heard the slogan "A rising tide lifts all boats" – so this could be a small tide that could invigorate local industry. It will be happening on 11 and 12 of November at Newcastle Jockey Club. If your organisation would like to be an exhibitor, please register your interest by contacting Adrian Price at Ai Group by email [adrian.price@aigroup.com.au](mailto:adrian.price@aigroup.com.au)



# AiGROUP

Committed to the **success** of Hunter industry

**Ai Group** is a national peak industry association which represents businesses in many sectors including: manufacturing, engineering, construction, transport, defence, mining equipment and electrotechnology.

**Ai Group Hunter** is also at the forefront of leading local industry to success through innovation, collaboration and globalisation.

### Our services include:

- Representation to Government
- Employee relations advice and consulting
- Employment lawyers
- Work Health and Safety services
- Business development services
- Training and Development

### We also offer support to your professionals through the following networks:

- Industry policy and strategy
- Human resources management
- Safety leadership
- Lean Manufacturing
- Industry Skills strategy
- Innovation Cluster

**Contact:** Adrian Price Regional Manager +61 2 4925 8300 or email [adrian@aigroup.asn.au](mailto:adrian@aigroup.asn.au) **[www.aigroup.com.au](http://www.aigroup.com.au)**



# INNOVATION IN THE HUNTER

3. To attract some large tech corporates to set up in the Hunter. Part of the success of Pittsburgh is that it has 6 Fortune 500 companies there, which provides scale for investment and supply chain engagement. This could be achieved in conjunction with Action 1.
4. To expand the investment community in the Hunter. The Hunter has a small angel investor community which funds technology start-ups. In Pittsburgh we visited Alpha Lab Gear, a start-up incubator. It has an annual budget of \$7m invests in 40 start-up companies a year. A significant part of their budget comes from community investors following pitches by start-ups to investors in the City Hall. A larger pool of local investment in the Hunter could power more local innovation.

All of these ideas will require collaboration with other business organisations, research organisations, Government and interested business and technology stakeholders to be successful. Ai Group

is in consultation with some already and will continue over coming months with the aim of creating our new engineering and technology future.

**For further information contact Ai Group on (02) 4925 8300, email [adrian@aigroup.asn.au](mailto:adrian@aigroup.asn.au) or visit [www.aigroup.com.au/contact/hunter](http://www.aigroup.com.au/contact/hunter)**

**Adrian Price** is Regional Manager - Hunter, Central Coast and Northern NSW, Ai Group, a position he has held since July 2010. Prior to this, Adrian worked at Ai Group's Sydney and Western Sydney offices for 12 years as well as for 2½ in the Newcastle office before his appointment as Regional Manager. Adrian has also had experience in HR and IR roles in State Government Departments.



## Prospering in regional NSW on the back of the 'Ideas Boom'

**James Stevenson**  
**Ryan Gray**  
**McCabes Lawyers**

It is commonly stated that innovation will be one of the keys that unlock Australia's future success, competitiveness and productivity.[1] In regional economies facing rapid structural change, like the Hunter Valley and Central West of NSW, innovation is central to economic planning.

The Australian Government has announced funding for new technologies and is planning to introduce new laws designed to assist start-up enterprises and promote innovation.[2] So how do regionally based businesses, entrepreneurs and investors become involved and make the most of the 'ideas boom'? From a legal perspective, we think, like many things, it is all about collaboration, preparation and seeking genuine expert advice early in the process.

In this article we summarise some of the fundamental legal and business "ground rules" to ensure participants in the 'ideas boom' protect and maximise the value of ideas.

1. **Protect your intellectual property rights** – Seek legal advice as early as possible in relation to an IP protection strategy that suits your needs. This is critical as once you begin to commercialise your idea you may have already published it, making it very difficult to protect any intellectual property (or ownership) rights (and, therefore, value) in that idea.
2. **Commercialisation** – One of the key barriers facing entrepreneurs is converting a good idea into a marketable product or service. It is as important to collaborate with other 'like-minded' entrepreneurs as it is to approach the right advisors at an early stage. We suggest establishing a network of people who can help move your ideas forward to augment the available government assistance.
3. **Governing documents** – Put in place appropriate 'ground rules' between you and your co-investors and collaborators. Start with good non-disclosure and IP protection documentation then move early to a shareholders' deed (companies), partnership deed (partnerships) or similar document that deals with issues such as the funding, management and direction of the business, as well as outlining the responsibilities and obligations of owners.

4. **Basic house-keeping** – Make sure you get some of the basics right as early as possible. Taking simple steps such as registering your business name and entering into contracts with key suppliers, customers or other important contacts will not only protect your interests throughout the development stages but will place your business in a better position to raise capital or to exit or sell the business at a later date. Playing "catch up" on these matters later can prove time-consuming and costly.

McCabes Newcastle has an excellent track record supporting regionally-based innovators and entrepreneurs to take an idea through the commercialisation process to market launch. You can read more about our experience and some of our case studies at [www.mccabes.com.au/innovation](http://www.mccabes.com.au/innovation). We think businesses and individual entrepreneurs located in regional areas have a number of distinct advantages over their city cousins. We welcome enquiries from entrepreneurs and innovators wishing to commercialise their ideas in manufacturing, mining, engineering, agriculture, food & beverage, bio-tech, technology and other fields.

[1] See, for example, Professor Kevin Hall, Deputy Vice-Chancellor (Research and Innovation) (<http://www.newcastle.edu.au/newsroom/featured-news/university-of-newcastle-walks-the-walk-on-innovation-says-minister-roberts>).

[2] National Innovation and Science Agenda Report (<http://www.innovation.gov.au/page/national-innovation-and-science-agenda-report>).

**James Stevenson** is a Consultant at McCabes Lawyers, specialising in commercial transactions, mergers and acquisitions and corporate structuring. James has over 20 years of experience in advising clients across a range of industries in the commercialisation of their ideas.



**Ryan Gray** is an Associate in the Corporate and Commercial team at McCabes Lawyers. Ryan specialises in corporate structuring, mergers and acquisitions and commercial arrangements.



# INNOVATION IN THE HUNTER

## Maitland Grossman High named a Stem Action School

RDA Hunter ME Program Partner School, Maitland Grossmann High School has been named as one of only eight high schools statewide to earn the prestigious title of STEM Action School for 2016-17 by the NSW Department of Education.

STEM Action Schools were awarded on their ability to share effective STEM pedagogy, illustrate innovative practice for student engagement in STEM, and demonstrate effective leadership, professional learning, student career path planning and industry partnerships.

"We warmly welcome the announcement that Maitland Grossmann High has earned the prestigious STEM Action School title. Inspiring students to study STEM and consider STEM careers takes a dedicated, knowledgeable and professional team of teachers which is exactly what Maitland Grossmann has. We congratulate them for their commitment and achievement," said RDA Hunter's ME Program Director, Dr Scott Sleep.

"We are delighted that the ME Program has been able to support the development of the school's programs that promote the engagement of students in STEM."

"In the six years that the ME Program has been involved with Maitland Grossmann, we have contributed substantial financial and in-kind support towards improving the school's reputation as a leader in STEM."

"We look forward to growing our partnership with Maitland Grossmann High which has, without doubt, contributed to the outstanding STEM results the Hunter is currently seeing," continued Dr Sleep.

"The iSTEM program at Maitland Grossmann has become the source of much innovation, challenge and success in Science, Technology, Engineering and Mathematics. Students and staff

alike are inspired and motivated to be part of this exciting proactive learning curriculum," said Dr Dianne Soltau, Principal Maitland Grossmann High School.

### According to NSW Department of Education, STEM Action Schools should be able to demonstrate:

- Exemplary teaching and learning of STEM subjects and/or integrated curriculum and a clearly articulated STEM vision
- Flexible, effective or new approaches to student engagement and/or student pathway planning
- Effective partnerships with local councils, businesses, universities and industry
- The capacity to mentor and provide advice to other schools on aspects of STEM innovation, including implementation strategies, structural and organisational approaches and links to whole school planning.

### RDA Hunter's ME Program achievements include:

- The creation of iSTEM in conjunction with Maitland Grossmann High School which will be taught in more than 70 schools across NSW in 2017
- 17% of ME Program students now select HSC Physics compared with the NSW Average of 14%
- In NSW 12% of HSC Physics students will drop the subject before Year 12, in ME schools this rate is just 6%
- ME Program schools are now twice as likely to complete HSC Engineering Studies compared to the NSW average
- 14% of ME Program students will select Metals and Engineering Certificate II for their HSC compared with the state average of 3%.

## BUILDING A SMART BUSINESS

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- Charge a premium for your products and services
- Improve business valuation and attract investment and funding

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# INNOVATION IN THE HUNTER

## The people you meet at lunch...

**Lee-Anne Marsh**  
Board Member  
Eighteen04 Inc.

Eighteen04's 10th Innovators Lunch was held at the CSIRO Energy Flagship in Mayfield West on 18 March. Initially envisioned as a small, informal social gathering for entrepreneurs, researchers and people passionate about commercialising clean tech and smart cities technologies, the Innovators Lunch has become a powerhouse where over 70 innovators share ideas and make connections.

Over time this stand-up lunch that does away with the usual formalities, has given a community of conversationalists the opportunity to bounce around new ideas, make connections and form working relationships. One of the highlights of this forum is the opportunity that it offers individuals to openly dis-cuss and pursue their weekend-preneur projects; often creating the impetus to realise their own startup potential. The co-working infrastructure at Eighteen04 offers a supported launch pad for niche Clean Tech and Smart Cities startups. Over the past twelve months a team of dedicated board members has established this collaborative space located at CSIRO. As Eighteen04 approaches its second year, the plan is to in-crease the resident population to 100 members.

Eighteen04's vision is to become the home of Clean Tech and Smart Cities startup businesses in the Asia Pacific region. Newcastle & the Hunter are well placed to develop world-class tech products for global markets. Industry sponsorship opportunities exist at Eighteen04 to facilitate first-hand engagement with the resident community.

To find out more, visit [www.eighteen04.com.au](http://www.eighteen04.com.au), email [info@eighteen04.com.au](mailto:info@eighteen04.com.au) or come along to an Innovators Lunch, held on the third Friday of each month [www.meetup.com/Innovators-Lunch/](http://www.meetup.com/Innovators-Lunch/)

## The Hunter's innovation space

Innovation in business is recognised globally, nationally and locally as essential to sustainability and competitiveness in a changing world. But how innovative are Hunter businesses and how easy is it to take a great idea to market? Hunter Research Foundation, in collaboration with mentoring and investment group Hunter Founders Forum, recently explored these questions as part of its Regional Competitiveness Research program.

Its Innovation in Hunter Businesses report showed that more than one-third of Hunter businesses introduced new or significantly improved goods or services in 2015, in line with previous HRF studies between 2009 and 2014. Innovation was relatively evenly spread across all industry sectors but slightly higher in the knowledge-based professional services, such as communication, finance and insurance.

While most of the innovation in Hunter businesses was only new to the firm, a growing proportion (4% in 2015) of innovators are introducing goods or services that are new to the world. A willingness to have a go themselves and also to collaborate with others to innovate is also apparent in 2015, with an increase in the proportion of firms undertaking innovation in-house (45% of innovations) or in collaboration with another firm or institution (31%).

But coming up with a novel idea is only the first step. The study found that two-thirds of Hunter businesses had experienced barriers when developing a new product or starting a new business. The proportion soared to almost 100% for businesses who have innovated over the past 12 months or identify as start-ups, entrepreneurs or organisations in the Hunter innovation space. The main challenges experienced by Hunter entrepreneurs trying to bring a new product or service to market in the last 12 months related to finances, costs and cash flow. Those planning to innovate in the next 12 months were concerned about building customer bases and entering new markets.

Access to skills was another major challenge cited by innovators. They recognised the need to either buy in or develop skills in marketing, business and IT.

With more than half of Hunter businesses planning to innovate in the next 12 months, those already on that path strongly agreed that start-ups and innovators would benefit from better coordination in the Hunter's innovation space. The level of need for external assistance or expertise has increased in recent years, as more businesses recognise the need to innovate and the challenges, skills and abilities required to achieve it.

So what can we do to support our entrepreneurs and make the Hunter's innovators more successful?

There is currently unprecedented support for start-up and scale-up businesses in the Hunter Region. The Hunter Founders Forum (HFF) and HRF plan to support this innovation drive. At HRF's next Hunter Economic Breakfast in June, the HFF will support three local entrepreneurs to pitch their product or service, as part of the Hunter Innovation Festival. They will be offered mentoring to prepare their pitch – the first in a series of mentoring experiences that will provide them with practical tools at various stages of their development.

The Business Centre, who assisted with the small business component of HRF's research, runs the Rippler Effect Innovation Program, offering entrepreneurs national accreditation in innovation training and management.

The Hunter Founders Forum and HRF will encourage start-ups, entrepreneurs and innovators to invest in training and coaching as part of their business development. There has never been a better time to be a Hunter innovator and entrepreneur.

Ruth McLeod Senior Research Fellow at Hunter Research Foundation and John Coyle from Hunter Founders Forum

See the Innovation in Hunter Businesses report on [www.hrf.com.au](http://www.hrf.com.au)



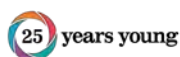
### CORPORATE | PROPERTY | LITIGATION

Entrepreneurs know that the creation of a successful company involves more than a great idea. McCabes have a great track record in assisting innovators from regional NSW protect their IP and transform any lightbulb moment into a commercial reality in sectors as diverse as mining, manufacturing, engineering, biotech, technology and more.



### CONTACT US TODAY TO FIND OUT HOW WE CAN HELP YOU

41-45 Newcomen Street  
Newcastle NSW 2300  
+61 2 4040 9640  
[info@mccabes.com.au](mailto:info@mccabes.com.au)



# INNOVATION IN THE HUNTER

## Skills to support innovation in the Hunter

Innovation means many different things in 2016. For Hunter TAFE in its simplest form, innovation requires the right mix of industry, employers and highly skilled and experienced teachers who can use the TAFE model to be creative and innovative while developing skills for now and for the future.

In order to create this secure, sustainable and prosperous future, Australia will require enhanced capability in science, technology, engineering and maths (STEM) areas along with skills in complex-problem solving, teamwork, interpersonal negotiation skills and the ability to adopt a multi-disciplined approach.

As one of Australia's largest vocational education and training providers, Hunter TAFE has a significant part to play in delivering the right training programs to provide industry with the skilled workers that will lead innovation.

Collaboration with industry and employers across the region has always been an important part of the how Hunter TAFE develops programs to meet the skills needs of the region.

Hunter TAFE is actively working with RDA Hunter, AIG, HunterNet, schools and businesses across the region to develop programs that encourage school students to continue STEM skills education in an exciting and engaging way that demonstrates how those skills link to future careers.

Hunter TAFE CEO/ Institute Director, Christine Warrington said that TAFE's role is to ensure that skills training continues to match the needs of employers across the Hunter and Central Coast regions.

"As one of the major education providers in the region we have a responsibility to ensure our training programs continue to remain relevant, focusing on applied learning and hands-on practical training," said Ms Warrington.

"Adapting our products and programs is something we have been required to do throughout our 120 year history," she said.

"From developing light automotive courses that include the

computer and electronics skills required for modern vehicles, to including 3D printing technology in our industrial design courses. New technologies and applications of those technologies has always been changing," said Ms Warrington.

"The difference is that now we will experience this change at an unprecedented rate."

"A truly coordinated approach between government, industry, schools, the VET sector and universities will be required to ensure that the Hunter and Central Coast are prepared and supported with the skills required to drive a prosperous and sustainable economy."

## Practical innovation program unique to Hunter

Business innovation program, The Rippler Effect is a trailblazing five-month course comprising a series of workshops and special guest presentations, including high-profile entrepreneurs to teach participants how to implement innovation in business. The program, an initiative of The Business Centre first commenced in 2014 and offers participants nationally accredited skill sets in innovation practice and management. It provides a real solution to facilitating innovation and is the only of its kind in the Hunter.

Practical processes and activities are taught, allowing participants to challenge their way of thinking and develop strategies for growth and sustainability in business. Currently in its third round, The Rippler Effect continues to prove highly effective and has attracted participants from a diverse range of industries and positions, including managers, business owners and entrepreneurs.

The Business Centre General Manager, Narelle McClelland said the program provides participants with the knowledge and know-how to develop an innovative culture.

"The Rippler Effect is highly engaging and teaches practical skills proven to enable innovation and produce tangible outcomes for participants," Narelle said.

"We appreciate the importance of innovation and the considerable benefits associated, and so, are very proud to be delivering this specialised program to support this."

Current participants are reporting great value in the program.

Wendy Green, Interior Designer, Designer in a Box, said "My mind was racing; ideas literally flowing. All I can say is I am so glad I didn't miss out. This program is so worth it!"

Michelle Ford, General Manager, Get Smart Promotional Products was also enthusiastic, saying "The workshops are great and it's a fantastic opportunity to be able to workshop ideas with like-minded peers."

The fourth round of The Rippler Effect is commencing in July. Visit [www.businesscentre.com.au](http://www.businesscentre.com.au) for more information.

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The Rippler Effect 2016, current program participants



# INNOVATION IN THE HUNTER

## Newcastle Smart City Initiative on track

Developing Newcastle as a smart city is part of Newcastle City Council's long-term plan.

A smart city will provide opportunity for entrepreneurs and businesses to thrive in the digital century, help diversify the local economy and drive inward investment while promoting local and regional innovation.

The project aims to improve the liveability, sustainability and economic diversity of the city by improving its amenity and increasing opportunity.

In October 2015, Newcastle City Council co-hosted the Future Smart Cities Conference and trialled sensor technology that gave Darby Street investors valuable insights and guider drivers to empty parking spaces.

"Digitally connected people and urban infrastructure will drive innovation to help the city develop from its industrial base to a more diversified economy," Lord Mayor Nuatali Nemes said of the smart city vision.

"The Newcastle smart city initiative aims to use technology, innovation, collaboration and creativity to support the development of Newcastle.

"We are in the process of formalising a relationship with tech giant Cisco Systems to provide internet-based infrastructure that will provide data that leads to more value creation across the city."

The vision for Newcastle as a smart and innovative city requires the cooperation of government, the community, educational and research providers and business and industry sectors.

**The smart city initiative has already contributed to the following work:**

- Encouraged participation of around 20 key city stakeholders including the University of Newcastle, business improvement group Newcastle Now, Hunter New England Health, Hunter TAFE and AI Group.



*Cisco's Asia Pacific Manager for Smart and Connected Cities, Bud Kapoor, and Cisco System's Global Managing Director for Smart Cities, Amr Salem, visited Newcastle earlier this year to discuss formalising a relationship with Newcastle City Council Interim CEO Frank Cordingley and Planning & Regulatory Director Peter Crystal.*

- Prepared a bid for the Hunter Infrastructure Investment Fund to establish the innovation infrastructure foundations for Newcastle to be competitive.
- Begun developing a strategy to serve as the primary document for delivering the goals of a smart and innovative city.
- Built networks across industry, business, education and research, government and entrepreneurs to build on work done by RDA Hunter around smart specialisation, and the Hunter Founders Forum and Hunter Research Foundation on local innovation. This currently involves data collection and will lead to business development tools.
- Engaged the community to ensure that a smart city develops in ways that make sense and improve people's lives.



We are transforming Newcastle

into a smart, liveable

and sustainable city

## Newcastle City Council is developing a Smart City Strategy

We are working to better understand the local and regional industry sectors providing our economic foundations in the 21st century. Business and industry across Newcastle and the Hunter have a leading role to play.

**For more information call our Smart City Coordinator on 4974 2878.**



# INNOVATION IN THE HUNTER

## Leadership and coordination of innovation

Innovation has always been an important part of business in the Hunter and as testament, there are many businesses able to compete with world-class products or services. Whilst there is plenty of room for improvement, right now the level of innovation is vibrant. This is particularly so in the 'newtech' areas such as information technology and alternative energy. Even in established enterprises, there is a growing awareness of the benefits of adopting a more innovative approach to business.

Hunter Research Foundation, in collaboration with mentoring and investment group Hunter Founders Forum (HFF), identified in its 'Innovation in Hunter Businesses' research that nearly one-third of Hunter businesses had introduced new goods or services in the previous 12 months.

Many individuals and organisations in the Hunter have been working hard for many years to encourage innovation in the region. Much of that hard work is starting to produce returns. We are also seeing a new breed of local, savvy and well-educated innovators, applying their skills in new enterprises. The University of Newcastle, Hunter TAFE and other educational institutions, are focusing on developing a culture of innovation in the Hunter. Government policy at Federal, State and Local levels is also playing an important part.

We have over 12 community organisations focused on facilitating innovation, particularly for start-up and early stage enterprises. These include HFF, Hunter Angels, Rights House, Eighteen04, Slingshot, Newey StartUps and Lunatics. Established organisations with a major focus on innovation include Hunter Research Foundation, AiGroup, The Business Centre, HunterNet, RDA Hunter and Hunter Business Chamber.

HFF was established in 2006 as a not-for profit organisation with an independent voluntary board. HFF focused on assisting innovators and adapters take their idea to market through mentoring, networking and education.

**HFF has enjoyed many successes, including:**

- Hosting breakfast meetings in Newcastle, the Upper Hunter

and Central Coast, to showcase innovative enterprises

- Facilitating the establishment of two angel investing groups (Hunter Angels and Rights House)
- Hosting the national conference of the Australian Association of Angel Investors in Newcastle
- Creating a network of nominated advisors to support innovative enterprises
- Facilitating the growth of the Hunter Innovation Festival
- Supporting a range of training programs

These actions have facilitated the emergence of dozens of successful enterprises in the region.

Although the strong activity in this space is exciting, by world standards the Hunter lags in most measures of innovation. HFF has identified that for the Hunter to develop into a truly innovative region, what is needed is:

- Leadership
- Co-ordination
- Education and Training
- Mentoring

There are encouraging signs that Government and many organisations in the Hunter recognise the need for greater leadership and co-ordination of activities required for a region to be innovative. HFF is confident that this will lead to more effective outcomes that will better harness the current energy and vibrancy in the innovative space, creating jobs and opportunity in the Hunter and adjoining regions.

HFF is looking forward to being involved again with this year's Hunter Innovation Festival and continuing our work with the Hunter Research Foundation.

**John Coyle**  
*Chair*  
**Hunter Founder Forum Ltd**

## Less talking, more making

**Josh Jeffress**  
**Design Anthology**

In his recent article on innovation theatre Tim Kastelle described what innovation theatre looks like in business and a range of symptoms of innovation theatre. His description is eye-opening - you may recognise some of the indicators and symptoms in your own organisation. He identifies talk about innovation, training programs, meetings, sessions and tools. All of these are useful but they neglect one key aspect. I couldn't agree more with Kastelle that "...talking about your idea all the time, but not building it" is not innovation; it's theatre.

Quiet disruption

At Design Anthology we design products. In one way or another, everything we design is innovative; a surf ski that is producible in 4 days rather than 6 weeks; a transportable trade show exhibit that saves \$10,000 in installation costs per trade show; optimising the form and function of a plastic part for manufacturing to reduce production costs by 1000% (yes, a \$15 part now costs \$1.50 to produce). This is what innovation looks like on a daily basis. While it doesn't attract the kind of media attention that Uber style market disruption does, the benefits for the respective businesses are significant. This is not theatre. These things exist in real life and they disrupt.

Process reveals opportunities

When we design products we run (quickly) through a process; ideate, build, learn, refine, go to market and learn from market. While every step of this process reveals opportunities to do things better, cheaper, quicker, simpler, more elegantly, there are two key moments where we can best intervene:

**Josh Jeffress** is Principal Designer and Managing Director at Design Anthology. Josh and his team have successfully delivered more than eighty product design projects across multiple sectors. With extensive manufacturing experience and design know-how, they are uniquely positioned to assist their clients to grow their businesses by bringing ideas to market.



- 1. While we build a thing** – by manipulating materials and machines to achieve what we want, we learn so much about how we can do it better. At this phase, we find efficiencies, alternative applications, new markets, reliability improvements, user experience enhancements, ideas for add-ons and product extensions and even new product ideas.
- 2. Once it's in the market** – where we learn first-hand how real humans respond to the thing that we built. The feedback that they provide informs further design iterations and helps us deepen the bond between customers and the organisations that produce the objects and services that they love.

Successful innovation doesn't need to disrupt an entire market; it can be smaller-scale but significant. It does, however, need to be based around building and executing your ideas. I encourage you to stop talking about your ideas and find and allocate resources (time and money) to make them real so that you can test them with real people in a real market. And iterate. That is real life innovation.

**For further information please contact Josh Jeffress on (02) 4021 1027, email [josh@designanthology.com](mailto:josh@designanthology.com) or visit [designanthology.com](http://designanthology.com).**



# INNOVATION IN THE HUNTER

## Larry Platt recognised for innovation

Larry Platt, The Advitech Group's Executive Chairman, was recently recognised by Newcastle Innovation, a division of the University of Newcastle, for his commitment to innovation over many decades.

Larry was the recipient of the 2015 Leonard Award for Innovation, acknowledging his position as a local community leader who supports and promotes innovation in the Hunter.

Larry was presented with the award at the Excellence in Innovation lunch at Merewether Surf House. He also took part in a discussion panel along with four University researchers who received 'Excellence in Innovation' awards for their world class research and innovative developments.

"Innovation has been my passion for as long as I can remember. It is at the core of everything we do, and is a key driver of the success of The Advitech Group," said Larry.

The Advitech Group aspires to lead the way in STEM&M – their acronym for Science, Technology, Engineering, Mathematics and Manufacturing. The Group's philosophy is that innovation emerges from the foundations of STEM&M, in an environment of



encouragement and support. Innovation cannot be forced and cannot occur where there are too many constraints. Larry believes the Group's "culture of flexibility, adaptability and openness" has led to the gradual evolution of innovative products, services and methodologies over many years.

## New chapter for Hunter Research Foundation

Hunter Research Foundation (HRF) has outlined the details of a partnership with The University of Newcastle that paves the way for a sustainable model to ensure economic and social research for the region.

HRF Chair, Dr Eileen Doyle, announced at the Foundation's Economic Update Breakfast that a new Hunter Research Foundation Centre would be created in 2017.

"As Hunter Research Foundation celebrates its 60th year, the organisation has entered an exciting partnership with The University of Newcastle that will secure the long-term role of collecting and analysing the region's economic and social data," Dr Doyle said.

"The collaborative Hunter Research Foundation Centre will preserve the 60 year legacy of the Foundation and will secure future regional research for many years to come," she said.

"It makes good sense for the Foundation to work within the framework of our own University. For an organisation to be sustainable it must innovate and look to new models that ensure it will remain relevant. As a world-class centre of education research and academia, The University is well placed to be able to provide this to the Hunter Research Foundation Centre and all those who connect with it," Dr Doyle said.

The Foundation will continue to provide its key functions which include the highly successful Hunter Economic Breakfast Series and work that is done in partnership with its many sponsors and supporters.

A Hunter Research Foundation Centre Professorial Chair's position will be created to lead research programs focussed on supporting economic and social development within the Hunter region and similar regions into the future.

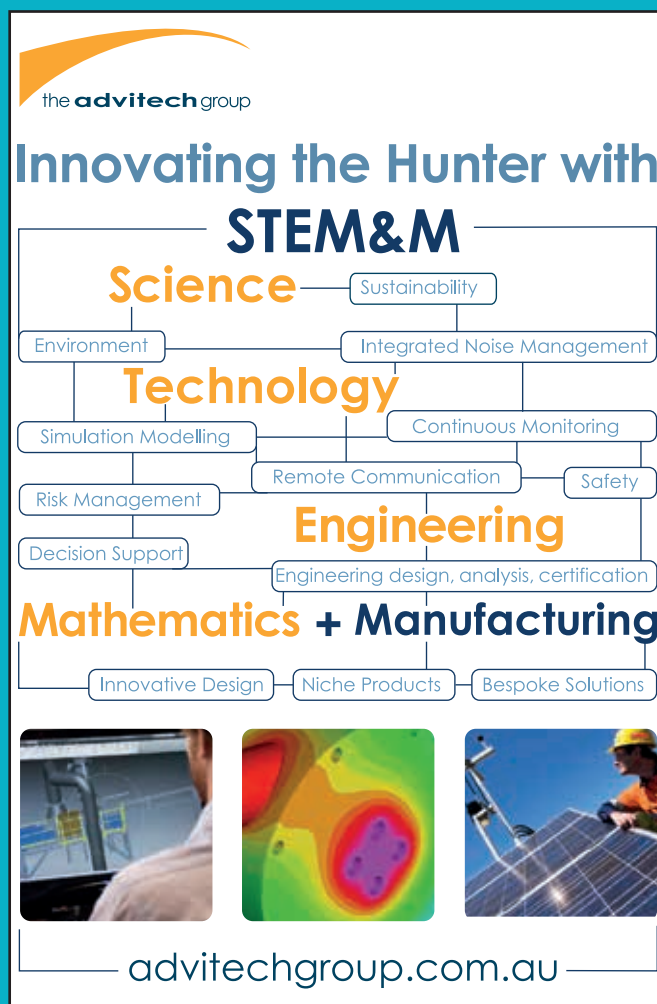
University Chancellor, Mr Paul Jeans, said the new centre would combine the strengths of both organisations.

"Hunter Research Foundation has served our region with distinction. By embracing the Foundation as part of the University family, we will ensure that its significant historical databases are preserved and its research is maintained and expanded through the Hunter Research Foundation Centre," Mr Jeans said.

"The University has collaborated for many years with the Foundation, and that mutually beneficial engagement has led us to today, with our two organisations sharing a determination

to shape a future for the Hunter that realises our region's many opportunities and assets," he said.

The partnership between Hunter Research Foundation and the University will begin immediately with a transition to the Centre in 2017.



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# HBR

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A man received the following text from his neighbour: "I am so sorry Bob. I've been riddled with guilt and I have to confess. I have been helping myself to your wife, day and night whenever you're not around. In fact, more than you. I do not get it at home, but that's no excuse. I can no longer live with the guilt and I hope you will accept my sincerest apology with my promise that it won't ever happen again."

The man, anguished and betrayed, went into his bedroom, grabbed his gun, and without a word, shot his wife and killed her.

A few moments later, a second text came in:  
"Stupid autocorrect! I meant "wif, not "wife" .."



A man is facing surgery on both his feet because of severe wounds. The doctor has warned him that he cannot tell how bad the damage is until he gets him in the operating room and he has prepared the man for the worst. He may even have to amputate.

After surgery, the man is slowly waking up and he sees the surgeon approaching his bed. The doc looks at him and says, "I have good news and I have bad news – which would you like first?" The man nervously responds, "Give me the good news first. I need cheering up."

"The guy in the bed next to you wants to buy your slippers!"



I took part in my very first spell of fast bowling today. Nervously, I began from a 30 yard run up, got to the line and swung my arm like Brett Lee in his prime. To my delight, the ball flew from my hand, sending wood flying everywhere. To my astonishment, I was then escorted from the premises. Apparently, that's not how you play ten pin bowling.



A man comes through a door to the bar and slipped on a pile of dog droppings, he mumbles and brushes himself off. He orders a drink and sits down.

A few minutes later a younger man walks through the door yelling and screaming, and he slips on the same pile of dog droppings.

He gets up and looks around, and then he sits down next to the older guy. The older man says, "I just did that!" The younger man punches the old man and leaves.



A grasshopper walks into a bar. The bartender says to him, "Hey, we have a drink named after you." The grasshopper replies, "You have a drink named Murray?"



A computer programmer was going to the store. His wife said "Dear, would you buy a litre of milk? And if they have eggs, get a dozen." The programmer came back with a dozen litres of milk and said, "They had eggs."

## QUOTE OF THE MONTH

"Innovation distinguishes between a leader and a follower."  
- Steve Jobs

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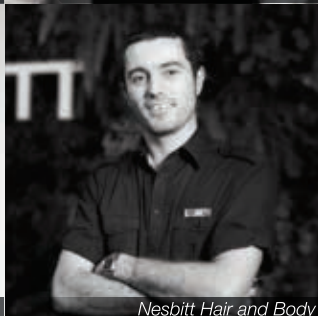
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