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EDITION 2



east business as usual

Beating business burglaries!

At a recent Business East Inc. Committee of Management Meeting Guest speakers were Inspector Peter Powell and Acting Inspector Brian Edmonds from Tasmania Police Bellerive Division. They gave an insight into burglaries to business premises.

BURGLARY PREVENTION FOR NON-RESIDENTIAL PREMISES

Burglary and theft impose a significant cost upon the community. The experience of being burgled can be a very traumatic one for victims who may be left feeling angry, violated and unsafe.

Most burglaries of business and other non-residential premises take place at night or at other times when burglars believe buildings are unlikely to be occupied (e.g. weekends and holidays). However, burglars can strike at any time so it is essential to ensure that your premises are secure at all times.

GENERAL TIPS TO HELP PREVENT BURGLARY

Car Parks

Make sure car parking areas are well lit, and can be easily observed from the main building/s.

Fencing

A wall or fence around the perimeter of a premises is often the first line of defence against burglary. It may deter criminals or delay entry and/or exit thereby increasing the likelihood of detection. Furthermore,



L-R: Edyth Langham, Chairman of Business East Inc. Inspector Peter Powell, Acting Inspector Brian Edmonds Tasmanian Police Bellerive Division and John Beard Manager of Business East Inc.

vehicle access can be restricted which in turn minimises the quantity of goods which can be easily removed.

A fence made out of mesh will permit natural surveillance, but the mesh should be small enough to prevent finger or toe holds being gained to aid climbing.

Gates

Gates should be to the same physical standard and height as the fence line. They should fit close to the ground to prevent access being gained underneath, and be impossible to lift off the hinges.

Garages/sheds/storage areas

These should be locked when not in use. The type of locking device required to secure the shed/storage

area will depend on the location of the shed/storage area and the type of property stored in it. Padlocks and chains need to be strong enough to withstand attack from bolt cutters.

Ladders, tools and rubbish

Make sure that ladders and tools are safely stored away so that they can't be used to break into your premises. Wheelie bins should be locked away or chained to posts away from windows. Large waste removal containers should also be sited away from buildings, and clear of other combustible materials.

Landscaping

In order to maximise the opportunities for natural surveillance of buildings, bushes and shrubs should be kept low (optimum: 1 metre), particularly near



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windows and doors. This will also remove hiding places for burglars.

Trees should not be planted too close to a building where they could provide a climbing aid or prevent clear vision of windows and doors.

Shrubs or bushes of the thorny, self-protecting variety such as roses, berberis or pyracantha, can be used to provide perimeter protection and/or to protect vulnerable parts of a building such as ground floor windows.

Maintenance

Lack of maintenance and failing to repair accidental or deliberate damage can encourage repeated damage by vandalism. Therefore damage should be repaired immediately, and repairs should be carried out to a high standard.

Empty buildings should be secured against entry, and the surroundings kept neat and tidy, so that they appear to be cared-for.

Ram raiding

A strong physical barrier placed some distance in front of the wall or windows of your buildings can be an effective deterrent to ram raiding. Examples include a row of bollards or heavy planters containing flowers. You may also like to consider installing rising barriers in front of vulnerable doors.

Some designs of bollards can be removed during opening/trading hours. Alternatively, bollards can be used to display items during trading hours. 'Road blocker' devices can be used to close off vehicle entrance overnight, and during weekends and holidays.

Security Guard

You may like to consider retaining the services of a security guard from a reputable company to patrol your premises and respond when your security alarm is activated. Check the references of your security guard and make sure he/she is familiar with your premises and any legitimate users he/she is likely to encounter when patrolling.



L-R: Bill Casimaty from StrathAyr, Gloria Park, Ald Tony Mulder and Debra Thurley Business East Board Members, Heather Chong from Qew Orchards and John Beard Manager Business East Inc.

Business Enterprise Dinner

At the inaugural Business Enterprise Dinner two notable guest speakers were Heather Chong and Bill Casimaty.

Heather Chong

My husband Chris, and I moved to Tasmania in 1999 after living in Singapore and Hong Kong where we both worked in finance.

A wet weekend in Melbourne some years before led to a visit to Tasmania – like all converts we fell in love with Tassie and decided to move here. The decision was encouraged by our then 7 year old daughter looking up at me and asking who I was. I was pretty sure she did know I was her mother but we made the decision that a change in lifestyle was needed!

Since then we have planted 48,000 apricot trees and are in the middle of a new planting of 100,000 trees which will make us the largest apricot orchard in Tasmania and probably in Australia. When all the trees are in full production that will mean picking around 2500 tonnes of apricots in roughly a 6 week period. Marketing and logistics will take up a great deal of my time

We currently employ around 120 people in harvest – about half in the shed and half in the orchard picking. This will increase to around 300 when we are picking all the fruit – an interesting management exercise. Given that many people don't stay, we usually go through about double the number of people we need so we will be looking at finding a potential pool of labour of around 600 people. If anyone has teenage children – keep me in mind for the future!

With production of 2500 tonnes we are also looking at a large number of seconds – if anyone out there has some good ideas on seconds processing and would like to work with us – I can be found at heather@qeworchards.com.au

Bill Casimaty

The StrathAyr venture was born by necessity as dry land farming in the Richmond area was not viable excepting for very infrequent wool boom periods.

After graduating from Dookie Agricultural College, Victoria, I went overseas on a Nuffield Farming Scholarship tour and visited a turf farm in Chicago. This resulted in planting our first crop of turf in 1968.

After a resurgence of mining on Tasmania's West Coast in the late sixties, our first project was to establish turf on porridge like mine slag. Gradually this replaced mushrooms as our off beat intensive enterprise and in 1972 we expanded to Victoria to our new farm near Seymour.

Our west coast experience of establishing turf on sterile mine slag was most valuable when we won our first major sportsfield project – Waverley V.F.L. Park in 1978.

My Chicago mentor had developed a system for removing soil from harvested turf by a washing process and he was delighted when we adopted it. I purchased his Patents after his retirement. We later licensed the concept back to the U.S. and developed the StrathAyr International Sportsfield Team.

Our first major export was in 1990 when we air freighted 60,000m² turf for Hong Kong's entire Sha Tin track. We then re-constructed the Melbourne Cricket Ground in 1992 and subsequently Parramatta Stadium in Sydney and Melbourne's Moonee Valley racetrack.

The concept of designing and constructing an entire profile has become a major part of our business ever since that time. The growing medium and drainage concepts have proven to provide the worlds first system for producing a natural all weather turf capability. The success of Singapore's StrathAyr track at Kranji has led to a number of Asian racetrack prospects.

Our Modular turf system has enabled Australia's Davis Cup Tennis team to play on their preferred grass surface and Houston's Reliant Stadium has probably become the worlds most highly used stadium catering for NFL, soccer, rodeos, Monster trucks, circus and concerts. Their entire playing surface is moved to the outside carpark around 12 times a year.

For some years now the business has been managed by my son Frank and daughter Kate and I have enjoyed passing on the "day to day" responsibilities to them, which allows me to focus on my passion of racetrack marketing.

FINDING OIL - NOT GOLD

In 1997 my husband, John, decided he would like to grow olives and make olive oil. John had always harboured a desire to become a farmer, but as a young man had wisely realised that his parent's farm was not large enough to sustain two families. He became an Engineer instead (a career path that has provided him with many useful skills for our olive venture), and operated his own business for almost thirty years. But by the mid 1990s John's father had retired, the farm land was lying fallow, engineering had lost its appeal and it was time for John to resurrect his long held dream.

He considered several possible crops (apricots, cherries, potatoes etc) before settling on olives. The arguments in favour of olives were that our soil and climate were well suited to their cultivation, there were no major diseases or predators afflicting olive trees, and there was a large potential market for olive oil in replacing a predominantly imported commodity with a locally grown product. Armed with my background in nursing, information management and a senior position with the public service, but without a true understanding for what I was letting myself in for, I agreed to become a partner in the establishment of an olive grove.



While still maintaining both of our day jobs, John and I embarked on eight years of hard, but fun, work. It has been an incredibly steep learning curve for us, with many frustrations and finally some successes along the way. The Wheelers now have 3,500 olive trees growing on the property.

If there is one thing that growing olives teaches you, it is patience.

Olives are definitely not a crop that you sow today and reap tomorrow. But at the end of the day I have to say that I have never known a job as rewarding as watching our own olive grove grow and bear fruit.

Finally, nine years later, we are now able to see the fruits of our labours. We have harvested several tons of fruit and produced a tasty, high quality, extra virgin olive oil. Our oil is sold under the brand name of '40 Days' and we have now moved onto our next steep learning curve. That is that a product, irrespective of

how good it is, how many health benefits it has, or how yummy it tastes, will not sell itself.

While John continues to hold down a day job and work in the grove in his spare time, I have commenced on the marketing part of our venture. It has quickly become obvious to us that one product on a market stall has limited visual appeal and looks sad. We are, therefore, currently in the process of investigating market opportunities for producing and selling both eating and non eating products which all use our olive oil as a core ingredient. Without a marketing or retail background this task is somewhat daunting. But with the proper preparation, researching, budgeting and planning, and with assistance from experts such as John Beard from Business East, I believe we can reliably supply the market with high quality locally grown olive oil products.

Karen Wheeler

Businesses Networking

The annual film evening organized by Business East Inc. was well attended by business proprietors and their staff. The event was held at the impressive Village Cinema at Rosny Park. In excess of 160 people attended to see the film "The World's Fastest Indian". This was an excellent opportunity for businesses to network with one another and gain extra sales for the respective businesses.

Prior to commencement of the film the patrons had the opportunity to have some light refreshments and nibbles. For hospitality training purposes the Rosny College was kind enough to provide Business East Inc. with a number of students to serve food and drinks to the attendees. The support from the College is much appreciated.



L- R: Meg Paterson, Molly Baxter, Jasmine Blom



BUSINESS TIPS

CITY OF CLARENCE BUSINESS EXCELLENCE & SERVICE AWARDS 2006

The Awards will be presented at a gala function at Meadowbank Restaurant on 19 October 2006. If you wish to nominate your business or any other business for either of the Awards you are welcome to contact: John Beard on 62 448005 or email businessseast@trump.net.au

NOMINATIONS CLOSE:
16 SEPTEMBER 2006



WHERE TO SEEK BUSINESS GUIDANCE

Business East Inc is a Business Enterprise Centre situated in Shop 8, Quay Building 31 Cambridge Road Bellerive.

You may need guidance in business planning, getting started, marketing, bookkeeping, human resources, capital requirements, business structure, patents and many other important issues.

A FREE and CONFIDENTIAL service is provided and a little guidance may make all the difference to your business.

We also organize the following:

- City of Clarence Business Excellence and Service Awards
- A FREE film evening for members
- The City of Clarence Race Day
- Women in Business Dinners on a bi-monthly basis
- Business Enterprise Dinners quarterly

You are also welcome to become a member of Business East Inc. The annual fee is currently \$77-00. This membership enables you to meet with other members at networking functions and entitles you to certain discounts offered by a number of business houses.

UPCOMING EVENTS

September	Business Enterprise Evening
October 15th	Shannons Automotive EXPO at Charles Hand Memorial Park Rosny
October 19th	City of Clarence Business Excellence & Service Awards Presentation at Meadowbank Estate Winery and Restaurant
December 17th	City of Clarence Race Day at Elwick



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