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EDITION 1



east business as usual

JUMPING IN THE DEEP END!

As a scuba diver, my partner, Craig Faulds, desperately wanted to show me the beauty of our underwater world in Tasmania. I am not the bravest of individuals in the water, so we decided to purchase an underwater camera. After much discussion and soul searching, we came to the conclusion that perhaps other people would also like to view the images of our marine gardens, and so started the research of a small business.

We contacted Business East, in Bellerive, and participated in the personal planning sessions and also the four week course in small business management. My parents have owned their own businesses over the years, so I had some understanding of management, but our business was presenting something quite unique. Although neither Craig nor I have been trained in photography we have always been eager amateurs. The creation of Deep Blue Imagery would step us into the league of professionals.

Through Business East we sourced many other business owners who assisted with inquiries, provided contacts and generally gave us moral support when we felt overwhelmed.

The advent of the "Women in Business" evenings has provided a welcome arena for discussion and also social interaction.

The internet has provided an ideal shop front for our business. We wanted to create a site that the general public could view without feeling pressured to purchase our product, retaining the ideals that we



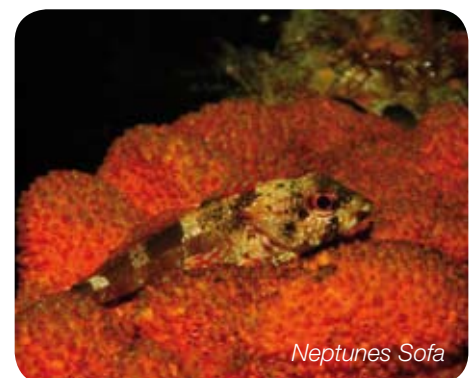
Sea Dragon

began the adventure of our small business with; to promote the underwater wilderness that is Tasmania. I attended a lecture that John Beard suggested; "Your website and the Internet", which provided us with some excellent ideas and marketing techniques.

Deep Blue Imagery is not only an underwater photographic business. As a horse rider, I have branched into equestrian and animal photography, which has led into the development of an online equestrian magazine catering for Tasmanian Equine lovers, and also providing young writers with the chance to be published.

The first year of Deep Blue Imagery was difficult, demanding and at times frustrating. We divided our roles, with Craig compiling an underwater gallery of images, gathered from all over the state, while I managed the administration and marketing, as well as promoting the equestrian photography. Our

friends suggested that perhaps Craig had the best part of the job, but underwater photography presents a variety of challenges. Many have been the days when I have been snugly typing away, thinking of Craig struggling into a heavy drysuit, heaving massive air tanks onto wildly rocking boats, battling adverse weather conditions, or sitting for hours on the sand, surrounded by crabs, (his least favorite marine animal) waiting with eternal patience for



Neptunes Sofa



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the sea dragons to finish applying their lipstick, and present themselves to the camera. At least with horses or dogs, I can ask them to sit still, rarely does a fish or a seal respond to such suggestions.

Our small business has grown, expanded and developed a heart beat all of its own, and is leading us into directions we only dreamed about. The reception our work received has been staggering, with much of the public amazed that Tasmania has such magnificent diving and scenery. We have printed a selection of cards and post cards that are distributed throughout the state, a calendar is in progress, a photographic journal of pony clubs in Tasmania, jigsaws, an underwater photographic art book, promotional images for tourism, published images in 40 Degrees South, a CD of Tasmania's underwater world, an exhibition with the Arts Society...the list has no limits. As we learn more about business ownership, our ideas leap ahead of us, with the world our only boundary.

As owners of a small business that is forging ahead in Tasmania, we cling strongly to our original desire to portray the state as a place of unique underwater wilderness. Craig's passion speaks for our business,

"Tasmania is recognized as having some of the best cold water diving in the world and through my artwork I will bring recognition to the profoundly beautiful, very special scenery that is just beneath our waves. It is my ambition to photograph underwater art around the globe, promoting both the glorious otherworldliness that is part of our planet, and the need to care for, and nurture this sacred environment.

Every time I dive beneath the surface, my eyes see so many images that I can photograph, so much artistry in the swells, the creation of nature's forces, the delicate balance of power, grace and symmetry that beg to be captured on film and speak their own words..."

Abigail Hawkins

THE CLARENCE RACE DAY

The seventh Annual Clarence Race Day will be held at the exciting newly completed Elwick Complex on Sunday 9th April 2006. The annual race day organized by Business East Inc is a time to promote our successful business operation to a state wide market.

We also acknowledge the employment opportunities created by the racing industry in Clarence – not only working in stables, but the trainers, vets, farriers and the boutiques providing elegant race wear.

The Clarence Cup is sponsored by the Clarence City Council and every year we hope a Clarence owned and trained horse might again win the CUP.

Sponsors include:

Collex Pty Limited	Bells Removals & Storage	Raine & Horne
Eastlands Shopping Centre	StrathAyr	BigW Eastlands
Hobart International Airport	Shoreline Hotel	Gateway Sorell

The entertaining race day offers excellent gate prizes. The first prize is a \$600-00 gift voucher from Zamels Eastlands and if the winner is an Eastern Shore rate payer an additional \$500 towards their rates. Both sponsored by Ald John Peers

Entry is FREE just present the ticket or the coupon from the March edition of the Eastern Shore Sun. Children will enjoy the day, face painting, horses to watch, and a wonderful grassy venue offers the opportunity for a picnic lunch and room to move.

Be part of an exciting day in April at Elwick. See for yourself the superb Elwick Complex and support Clarence



new business

Discussing their Business Plan with (on right) John Beard Manager Business East are Belinda Matkovich Naturopath and Michael Bridgman, Sports and Remedial Massage Therapist, who are opening new premises at 24 Clarence Street, Bellerive in mid April 2006. Ph 6244 7978.

AUSINDUSTRY HELPS TASMANIAN BUSINESS

AusIndustry is the Australian Government's business program delivery division and it provides a range of incentives to support business innovation.

AusIndustry delivers a range of more than 30 business products, including innovation grants, tax and duty concessions, small business services, tourism funding and support for industry competitiveness worth nearly \$2 billion each year to about 10,000 businesses.

Commercial Ready is AusIndustry's flagship innovations grants program. It provides up to \$200 million a year in grants ranging from \$50,000 to \$5 million to small and medium sized businesses for research and development, proof-of-concept, and early-stage commercialisation projects for new products, processes and services.

Another of AusIndustry's programs is the Australian Tourism Development Program. This competitive merit-based program provides grants of between \$50,000 to \$500,000 across two categories aimed at increasing the diversity and enhancing the quality of tourism products and services in regional Australia. AusIndustry's Tasmania State Office will be running a free workshop in Hobart on Monday 3rd April from 10am – 12 noon at The Mercure Hotel to provide information to tourism operators, associations or organisations that may be interested in applying for funding under this program.

A number of businesses based in Tasmania's south-east have benefited from AusIndustry support, including Houston's Farm, Meadowbank Wines Pty Ltd, Marina Pty Ltd and Shellfish Culture Pty Ltd.

If your business would like to find out more information about it could benefit from one of AusIndustry's programs, visit www.ausindustry.gov.au, call the AusIndustry hotline on 13 28 46 or phone the Tasmania State Office direct on 6230 9900.



CRUISE CONTROL

Mike and Sue Dodd decided to move to Tasmania from Queensland to escape the heat, and with the intention of starting their own business. They had no specific business in mind, but wanted to do some research into what was here and if possible find a niche.

After being here for six months Mike came up with the idea to start a Trike Tour business. They then set out to find out who would manufacture a suitable bike and decided on OzTrike as they were an Australian manufacturer.

Mike and Sue found Business East Inc. extremely helpful with their Business Plan, permits and licences and obtaining Council approval to operate their business.

The business operates from Murray Street Pier which has a lot of pedestrian traffic for the joy rides and short tours. This is a business on the move.

women mean business

'Women in Business' A most successful gathering of Eastern Shore businesswomen, meet for dinner at the Bellerive Yacht Club. We are delighted with the comradeship that has developed during the two years and we have encouraged guests to join us for an interesting experience.

The ambience of 'Dinner' in this venue overlooking Kangaroo Bay, delicious food, great company, a popular and entertaining guest speaker has created the experience members look forward to attending. Business operators, Clarence residents and women employed on the Eastern Shore are eligible to attend. Further information will be available through John Beard Ph 6244 8005

UPCOMING EVENTS 2006

May	Women in Business Dinner
June	Business to Business Dinner
July	Come & Show Your Wares Business - EXPO at City Gate
October	City of Clarence Business Excellence and Service Awards



BUSINESS TIPS

STARTING A BUSINESS

- DON'T fall into the trap of thinking that just because you enjoy doing something it will generate an income. Take a reality check.
- DO some market research. One business owner walks the street and asks people if they buy her product and how much they will be prepared to pay. They are thanked with a bookmark or some other token.
- THERE is plenty of FREE advice available to help you get started. Business East Inc. offers FREE seminars on Business Planning, Getting Started, Marketing, Book-keeping, Women in Business and financial issues.
- WWW. business-east.com.au

FINANCE

- MAKE sure the financials are a key part of your business plan.
- WHEN you seek finance to get the business off the ground make sure that you are upfront with every detail of your credit history.
- CONSIDER how you would manage in the

worst-case scenario when cash-flow is poor, the business is using up your working capital and loan repayments have to be met.

- CAREFULLY determine a price for your goods and service that will see people buy it and give you a return.
- IF you are considering leasing premises, especially in a shopping centre, make sure you are familiar with all your rights and obligations.

CLIENT SERVICE

- EXPERTS suggest it is more cost effective to keep existing clients on side rather than fishing for new clients.
- REWARD existing customers with special deals sent to them by mail or email newsletter.
- PROVIDE a personal touch.
- PUT systems in place to note every phone call so a customer call can be followed up promptly or, if it isn't you can find out why.
- MAKE service the cornerstone of your business. Punctuality and efficiency will see people recommending you to others.

FAMILY SUCCESSION

- COMPLETE the succession plan.
- CONSIDER appointing a non family member to your board to add an outside view.
- COME up with a criterion for deciding how family members get a job. For example do they have to have specific training, a tertiary qualification or work outside the firm for years?
- HUSBAND and wife business partners need to make an effort to switch off. Limit out-of-hours work talk and concentrate on other aspects of your relationship.
- IF all your wealth is tied up in the business sort out how you will exit, fund your retirement and keep the business going for the next generation.



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