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EDITION 3



east business as usual

HAVING AN EYE FOR BEAUTY!



For 9 years I've been very involved with a voluntary Exchange Student Program. I have hosted students from many parts of the world.

During this time I very quickly started seeing Tasmania through someone else's eyes.

The magic, the beauty and the friendliness of the people.

We take it all for granted when we experience it everyday. I loved to watch my "children" grow to love Tasmania for all its uniqueness as much as I do.

Hence began the inception of Eye See Personalised Tours. I was given the phone number of Business East and from there the help just flowed. I attended Seminars to help set up my business. We designed a business plan and Licences and accreditations followed. I was given ideas for promotion and people to contact along the way. Nothing ever seemed too much trouble for John Beard. Sometimes it was just the reassurance that "life wasn't always meant to be easy". The help available has been invaluable.

From here the personalised touch was created.

Each day I have no idea where I will end up and who I will be meeting. Each tour is different and exciting. The wonderful people enjoying what Tasmania has to offer from history, scenery, horse riding, archery, clay

target shooting, fishing, food and wine and anything in between. Everything happens in a relaxed manner. Because I cater for between 2-6 people everyone is special and treated as such. We stop when we feel like it and have an Aussie BBQ for lunch. We might have morning or afternoon tea up a mountain, on a beach, in the bush or at a tourist attraction. It is always a very social time and always enjoyable. The emphasis will always be on the clients being "special guests" not just tourists. I know I have the best job in the world.

If taking someone to see Tasmania's incredible scenery and lifestyle is work then I will work for many years to come.

Judy Livingston



Ruth's shining new light on a colourful craft

Ruth Morley Leadlights is a new design glass studio now open on the Eastern Shore, located at Shop1/27 South Arm Road, Rokeby.

Ruth stocks an extensive colour range of art glass, tools, glass grinders, lead and bevels-everything for the art enthusiast.

"The decorative effect of a leadlight window or door panel makes a beautiful feature for any home". Ruth not only offers advice on leadlight but also teaches the craft. Bookings are by appointment at flexible times to suit working and busy people.

Prior to setting up her business Ruth sought assistance on Business Planning, Marketing, renting premises and lots more from John Beard, the Manager of Business East Inc. From comments made by Ruth the information gained was excellent and it put her mind at ease with starting the business.

FAMILY FUTURES TASMANIA

the positive parenting program for you and your family

Family Futures Tasmania, a vision from walking the beaches of Bellerive-Howrah to the spa on Fraser Island. Two health professionals from Tasmania, Holly a Speech Pathologist and Mim a Family Child and Youth Health Nurse, discussed health services and trends in Tasmania. Six months later with the caring and professional guidance from John Beard at Business East we are tightening up our business plan and realising our dream - our own business providing a superior quality service working with families. We wanted to be a Tasmanian owned and operated service, presenting individual and group Positive Parenting Programs. In 2007 we are on the way!

The Positive Parenting Program (Triple P) was developed in Australia by The University of Queensland Psychology Department and has been clinically proven to be effective in managing childhood behaviour for the past 25 years. The support and training from all at Triple P in Queensland has enabled us to bring this exceptional service to Tasmania for Tasmanian families.

With much support from our partners we set about looking into partnerships and business establishment. We were really excited about the possibility of being able to work with families in a positive way and to support them in their growth and development. The courses that Family Futures Tasmania offers enable families to develop a tool kit of strategies and interventions to promote positive parenting and to work with the developmental stages and behavioural challenges that growing up and exploring the world bring. Family Futures Tasmania's courses are tailored to parents and children's needs, build and strengthen a positive, caring relationship

between parents and children, and help to give children's development a head start. We assist in developing effective management strategies for working with a variety of childhood issues and common behavioural problems.

Family Futures Tasmania's Positive Parenting courses are especially effective for children aged from birth to twelve years old. The quality of the relationships that Positive Parenting promotes within families lasts a life time.

Our venture got a helping hand when John invited us to attend the 'Women in Business' dinner in February. We had a lovely evening and the pleasure of much networking. We are now looking forward to working with John at Business East to refine our business plan and to learn more about small business, not a typical forte for health professionals and so an unknown and unfamiliar journey for us to embark on.

Thanks to our partners and now Business East we are learning lots and well on our way to offering Family Futures Tasmania's courses to more Tasmanian families. For further information feel free to contact Miranda on 0429 193 955 or Holly on 0439 031 803

Family Futures Tasmania
Positive Parenting
for every family's future...

Holly Dwight & Miranda King Smith
p. 0439031803 or 0429193955
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CHAIRMAN OF BUSINESS EAST INC. RECEIVES OAM



Edyth Langham the Chairman of Business East was recently awarded the Order of Australia Medal by the Governor the Hon. William Cox at Government House.

A varied and distinguished career in many fields has made Edyth a well known face.

Prior to leaving school Edyth started writing for The Mercury 'Pets Corner' in the newly published Saturday Evening Mercury.

Tourism became her work and interest for many years followed by Public Relations, Advertising and Radio talkback with 7HT and 7HO.

Edyth became the first woman to be elected to the Tasmanian Racing Club Committee and also the first female President of the Advertising Club and the first woman elected to the Kennel Control Council of Tasmania.

Other interesting aspects include social writer for the Mercury, Tasmanian Mail, Vogue Australia, a member of many organizations, compere and presenter at many functions.

A life long interest in breeding and showing Irish Setters and racing and breeding thoroughbreds and gardening are her relaxation.



coal river valley water recycling scheme Business Opportunities Awareness Project

Business East Inc was successful in obtaining a Grant from the Department of Economic Development to promote the Coal River Valley Water Reuse Scheme.

The first of the 3 workshops for prospective users of recycled water was held in January at the University Farm at Richmond. The other 2 workshops will be held within the next 6 months.

The guest speaker was Dr Daryl Stevens the National Co-ordinator for Recycled Water Development in Horticulture. Dr Stevens spoke to those in attendance on relevant OH&S training in the safe handling and use of recycled water. The workshop was relevant to irrigators of farms, nurseries and golf courses.

Other topics covered included:

- Identifying and managing potential hazards, including human, pathogens, livestock, tapeworm, bacterial and viral pathogens and blue green algae in dams
- Market acceptance of irrigated product
- Welfare, health and safety when using recycled water, including guidelines, regulation and signage
- Monitoring and record keeping

Actually there are in excess of 600 water reuse schemes already in Australia.

Overall it was a very informative workshop.

Pictured from left to right: David Skinner from Clarence Recycled Water Board, John Beard, Manager Business East Inc, Peter Rand, Agricultural Resource Management, Steve Gallagher Department of Tourism, Arts and Environment, Dr Daryl Stevens, (guest speaker) from Arris Pty Ltd.

UPCOMING EVENTS 2007

April	Connect Financial Advisory Seminar
May	Women - in - Business Dinner
June	Business Enterprise Dinner
September	Annual General Meeting
October	Business Excellence and Service Awards Presentation Dinner
November	Clarence Cup Race Day



BUSINESS TIPS

Small Business Management

We have all heard of a break-even analysis, but how many of us know exactly what it means, how to apply it and how it benefits our business?

The break-even point is the amount of money, or the number of sales a business needs to make before it starts earning a profit. At the break-even point, the business' income is just sufficient to cover costs. Profit begins when income or sales exceed the break-even point. A good business may achieve enough sales to pass their break-even point by the second day of the week while others may struggle all

week. Either way, the break-even analysis is a vital tool for small business and knowing your break-even point is a way of looking at your business that will enable you to focus on profits and success.

To calculate your break-even point, you must separate your costs into two categories: **fixed** costs and **variable** costs.

Fixed costs stay the same no matter how busy you may become or how much stock is sold. They include rent, rates, interest on loans and insurance – all have to be met regardless of your income or sales. Variable costs are costs that alter depending upon the demand for services or products, such as materials, sales commission, advertising.

For every item that you sell, a portion of your deprived income will go into paying for the costs of supplying that item. For every product or service

which is sold, the income goes towards the variable and the fixed costs.

Consider the example of the local coffee shop:

The shop's fixed costs would include rent, insurance, electricity, rates and loan repayments, which total \$1,200 each week. The variable costs include the expenses of coffee, milk, sugar, wages and cleaning, totalling \$1.50 per cup. If you charge \$2.50 per cup, you will make \$1.00 profit for every cup of coffee you sell. This \$1.00 goes towards the fixed costs. As the fixed costs are \$1,200 each week, you must sell 1,200 cups of coffee to break even. Any additional cups sold then become pure profit.

The break-even analysis gives small business owners a great resource in planning the selling and marketing of their products or services, and provides them with a clear indication of what they must achieve to make a profit



Business East Inc. continues to provide "Free and confidential" premium small business guidance and advice to potential and existing businesses. [For further information please contact:](#)

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