

# Womentrepreneurs

Dear Readers

Welcome to 2012. I hope you all had a fantastic festive break and I look forward to catching up with many of you at the numerous workshops planned throughout the year. Please forward any community notices to me at the beginning of the month for inclusion in my newsletter and feel free to request other information to be included. I am open to suggestions. Bye for now.

Shelley Aherne  
Small Business Consultant

Issue 22 2012

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## DIARY OF EVENTS & WORKSHOPS

Getting Started In Business	-	Burnie, Launceston, Hobart & King Island
Customer Service	-	King Island
Free Advice & Support for Small Business	-	Flinders Island
Build a Better Business Program	-	Launceston, Devonport & Hobart

visit [www.businessandemployment.biz](http://www.businessandemployment.biz) for further details

# IMPROVING PRODUCTIVITY & PROFITS THROUGH IMPROVED SAFETY, SECURITY & LEADERSHIP

FREE Seminar!

Wednesday 8<sup>th</sup> February 2012, 6pm to 8pm.

Beachway Motel & Restaurant, 1 Heathcote Street, Ulverstone

Learn how improving the safety and security of your business will improve your profit as well as reduce your risks.

This free, 2 hour seminar is designed to assist in understanding the effects, good safety, security and leadership have on the profitability of businesses. It is ideally suited to business owners and managers of small and medium size enterprises involved in the retail, hospitality and manufacturing industries.



"Now if we proceed downstairs, I'll continue with the profit chart."

Drawing on the knowledge and skills of experienced and respected safety, security and management consultants, this is an opportunity to discover the astonishing real cost to businesses which do not have these simple yet effective safety and security measures in place.



Those attending this seminar will also be surprised to find that many improvements have a negligible or even a zero dollar cost to implement.

Learn how effective, innovative and enthusiastic leadership can play a key role in the success and profitability of an enterprise, and how bad leadership can result in safety issues and security problems.

You will also find out how many improvements can and will result in increased productivity and profit.

**This workshop is conducted by Corporate Risk & Training and StreetwiseInnovation.**

To reserve your place, please email your business name, contact details and nature of business together with names and positions of those wishing to attend to: [info@riskandtraining.com](mailto:info@riskandtraining.com)

**Note: places are limited and early booking is essential to secure your place.**



**CORPORATE  
RISK & TRAINING**

*"Providing local support  
and worldwide experience"*



## USEFUL LINKS

### Tourism operators

- TQual Grant Program: [www.ret.gov.au/tourism/tourism\\_programs/tq/tgrants/Pages/default.aspx](http://www.ret.gov.au/tourism/tourism_programs/tq/tgrants/Pages/default.aspx)
- Tweetdeck (social media management tool): [www.tweetdeck.com/](http://www.tweetdeck.com/)
- Tiger Tour (Discover Tasmania listing): [www.tourismtasmania.com.au/marketing/online](http://www.tourismtasmania.com.au/marketing/online)
- Tourism Talk (TTas to industry communication): [www.tourism.tas.gov.au/talk](http://www.tourism.tas.gov.au/talk)
- Digital Coach Program: [www.tourismtasmania.com.au/industry/digital\\_coach\\_program](http://www.tourismtasmania.com.au/industry/digital_coach_program)
- E-Kit (online digital resource): [www.tourism.tas.gov.au/industry/tourism\\_e-kit](http://www.tourism.tas.gov.au/industry/tourism_e-kit)
- Lasoo (online catalogue): [www.lasoo.com.au/](http://www.lasoo.com.au/)

### Marketing & Promotion

- [www.australia-ourplace.com.au](http://www.australia-ourplace.com.au)

## GRANTS

### Investing in Experience

*Investing in Experience* has been developed in partnership with **Australian Industry Group** and members of the Australian Government's **Consultative Forum on Mature Age Participation**.

Please call **13 17 64** for more information on the availability of grants for employing mature age workers.

## WORKPLACE HUMOUR

### Quotes / predictions (alleged)

- "Computers in the future will weigh no more than 1.5 tons."  
*Popular Mechanics, forecasting advance of science, 1949.*
- "I think there's a world market for maybe five computers."  
*Thomas Watson, chairman of IBM, 1943.*
- "I have travelled the length and breadth of this country and talked with the best people, and I can assure you that data processing is a fad that won't last out the year."  
*Editor in charge of business books for Prentice Hall, 1957.*
- "But what is it good for?"  
*Engineer at the Advanced Computing Systems Division of IBM, commenting on the micro chip, 1968.*
- "There is no reason why anyone would want to have a computer in their home."  
*Ken Olson, president, chairman and founder of Digital Equipment Corp, 1977.*
- "This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."  
*Western Union memo, 1876.*

# WE KNOW SMALL BUSINESS AND WE ARE HERE TO HELP YOU...

## ... with specialist advice and information you couldn't buy!

Business & Employment has a team of small business consultants who offer a range of business advisory and referral services to the small business sector in Tasmania, including existing small business operators and small business intenders. Our confidential services offer the advantages of local intelligence and contacts, combined with established external business networks and a sound knowledge of business principles.

We provide a range of free tools, guides and information to clients for a wide range of business issues. The most common issues raised by clients include:

- Marketing
- Business planning
- Employment issues (employer's obligations)
- GST and taxation issues
- Regulations and red tape
- Access to business networking opportunities
- Business set up issues
- Access to Legal and Accounting services (eligibility criteria and booking fees apply)
- Access to local contacts and professional services
- Government programs - advice and assistance to access

### How can we provide business advisory and referral services to small business operators at no cost?

Business & Employment holds contracts with both the Tasmanian State Government and the Australian Government to provide these services to the Tasmanian small business sector. Our organisation has been delivering these services in Tasmania for more than 20 years and over this period we have made a significant contribution to the success and development of thousands of Tasmanian small businesses.

Our Small Business Consultants are based in our offices in Hobart, Launceston, Devonport and Burnie. To arrange a visit from one of our consultants, or to make an appointment in one of our offices across the state, please phone:

Hobart - 6235 5622 | Launceston - 6337 9999 | Devonport / Burnie - 6422 7777

The services provided by Business & Employment are partially funded by the Australian Government.

## CONTACT DETAILS

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