

Best Gathering Yet!



Barry, Maureen and Mark

*Host an ABN Gathering
Or Showcase your
business!*

*For more information and
registration forms visit the
website*

www.abnetwork.com.au



Brian and Graham the business owners of **Sails at Clayton Bay** were the consummate hosts with wonderful finger food and Langhorne Creek Organic Wines. Whilst it was a cold night outside, inside was warm and welcoming.

Brian and Graham (8537 0177) have not been business owners before, but they talked about how they have significantly increased the business turnover since they purchased the business just over 12 months ago. This is despite the water situation. Their marketing was to focus on the needs and expectations of the local community and by being respectful to the customers. They introduced new initiatives which would attract more custom, and their Friday Night Happy Hour is a roaring success. They also focused on buying local. Tourism customers are not what they were, but there are still many people experiencing the Fleurieu Peninsula. "Word of Mouth" with their great customer service and value for money quality meals is paying off. Their turnover continues to grow.

Gary Juleff (0412 893 803) from **Fleurieu Multimedia** then spoke about his business, his years of experience and the wonderful treasurers in the Fleurieu which are so close to Adelaide. Producing promotional business videos need not be costly, but they can be used to maximize the promotional opportunities of all sorts of businesses. The results from his productions have been outstanding, leaving viewers with a clear "mind's eye" of a business, being promoted at its very best. His business continues to grow.

Karyn Reynolds (0407 602 591), Sales Manager from **The Times** newspaper spoke of the way the paper continues to look for ways to improve their service to businesses. Quality throughout the paper and a balance between advertising and articles is critical. Being in touch with their market and being a part of the local community is also a necessity. Karyn brings to the paper her local small business ownership experience, and how that relates to affordable and effective advertising. The Times continues to grow, by knowing their market.

Mike Galea spoke of the value of the network and how many members are using local businesses they did not know existed. The value of swapping business cards and positively promoting business is invaluable.

The Next ABN Gathering
Wednesday 17 June
6pm to 7pm



Hosted by Dan and Krystyna
Alexandrina Cheese Company
*Sneyd Road (just south of Mt Compass off
the Adelaide to Victor Harbor Road)*
For more info visit
www.alexandrinacheese.com.au



How does it happen?



What's in it for your business



NEXT GATHERINGS

*Wednesday 17th
June at*

MOUNT COMPASS

*Wednesday 19th
August at*

STRATHALBYN

Alexandrina Business Network

C/- Fleurieu Regional Development
1 Coleman Terrace,
Strathalbyn SA 5255

www.abnetwork.com.au

The **Youth Employment Alliance** is an alliance between, Business Associations, Secondary Schools and Apprenticeship/traineeship brokers in Southern Adelaide and the Fleurieu. The YEA began in 2003 and since then has helped over 300 school leavers between 16 and 24 years of age in the South secure Apprenticeships or traineeships in many careers in their local area such as office administration, carpentry, hairdressing, plumbing & metal fabrication to name a few.

1. Contact the Alexandrina Business Network to discuss your traineeship/apprenticeship requirements.
2. Business Association locates youth where they may already be undertaking a related vocational course, the employer/business interviews and selects youth. Alternatively you may nominate a young person you already have in mind (or have commenced).
3. Apprenticeship & Traineeship Centre representative meets with employer and organises financial incentives and related paperwork and creates an ongoing relationship with the employer's business to ensure all parties are well informed.

- It's a free service offered through the Alexandrina Business Network
- Financial Government Incentives
- Flexible training arrangements on or off the job
- Minimum paperwork
- Give your local youth a local job

For further information Contact

Martin Threadgold, Project Manager on 0417 871 440

Tips to Recession-Proof Your Business

Plan for success -- Have a business plan and plan for business. This may involve change, but planning for success will help you surf the downturn.

Be Dynamic -- Know your market. Increase sales to existing customers or attract new customers. Increase your profit margins.

Control your cash flow -- Investigate better ways to collect income (payment up front) and the most effective ways to make payments. Consider alternate funding solutions.

Review your assets -- Investigate new tax incentives for small business, review the costs of consumables and operating costs and review your asset finance options.

Get good advice -- Work with the FRD, your accountant, banker, lawyer, financial planner and get positive advice. Negativity is self defeating. Think outside the square. Join the ABN.