

# BUSTER BULLETIN for Businesses

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## New Website, Twitter and Facebook

The last few months have been extremely challenging yet rewarding. Challenging, in that we have had a computer network meltdown and website drama which put our marketing and web presence off line over this period impacting on the flow of work but we had adequate measures in place so that it did not impact on the delivery of services to clients. Given we seem to have a very high profile name in the grant/tender/job application writing worlds, while we did suffer a small loss of work as a result of not having a website etc we were fortunate that our reputation kept work coming in which has kept our team very busy.

We have completely overhauled our website and we now have a brand new shiny website which we believe is more informative and interactive. We also have decided to go high tech – well high tech for us (!) by having a blog incorporated on our website now and a fully integrated Facebook and Twitter presence. The plan is that when we update the blog, our Facebook page and Twitter pages will also be automatically updated. I strongly suggest that readers 'friend' us on Facebook – Red Tape Busters or follow us on Twitter – RedTapeBusters. I will try and be informative with our blogs and with our information on Facebook and Twitter by letting our friends and followers know about new grants programs, new initiatives, best practice ideas, upcoming tenders and of course our successes. We really would love you to join us on Facebook and Twitter. If you have any ideas about issues you would like more information on or some different story ideas, please let us know.

We try and make these newsletters informative so that they are enjoyable to read, and a real tool for providing information that can assist organisations and not just a marketing blurb about us. So please tell all your friends and contacts to sign up for the FREE Newsletter via our website or see us on Twitter or Facebook – again all free of charge! You can't get better value than that.

Oh and guess who was our very first follower on Twitter.... none other than the Prime Minister soon followed by the Opposition Leader Tony Abbott. We now have a cross section of politicians and journalists following what we say so maybe just maybe we can make a difference!



### Specialists in:

- *Government and Philanthropic Funding*
- *Tender Writing Services*
- *Government & Private Sector Liaison*
- *Town Planning and Land Resumption Advice*
- *Business & Strategic Planning*
- *Job Application Writing Services*
- *Business Support Services*
- *Sponsorship and Proposal and Event Management*

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## **Blog - Important**

We are working on having a blog on our website where we will post important news about grant programs, tenders, our successes and other information. We are hopeful of blogging daily so please check the blog regularly. We need your feedback to ensure our website, blog and newsletters hit the mark so feel free to give us your thoughts. We want to make sure that you get the most out of your interaction with us.

## **Lobbying Update - Back with a vengeance!**

I really haven't done much lobbying for the last 6 years given our grant/tender/job application writing has been so hugely successful, however after being asked to be the 4BC Morning Show 'Ombudsman' where I am tasked to assist listeners battle the bureaucracy I have decided to take up the cudgel again and represent battlers, businesses and non profits in battles with Government, Councils and Corporate monoliths.

This week I met with Senator Michael Ronaldson and Wyatt Roy MP to lobbying for my client, Bribie Bayside Cabs. The Department of Veteran Affairs have decided to apply a very incorrect interpretation to a specific tender requirement and allow an opposition company to be granted a contract for the transport of veterans on Bribie. The tender requirement stated that you can only apply for work to transport veterans in an area if you are LICENSED in that area and if you have cars in the area. The opposition company does NOT have a license for the area and do not have cars in the area. The fight is on now to hold DVA to account! They have taken on the wrong person and hopefully I can get some sort of result for my client. Overturning the allocation of a contract however is very very difficult to achieve.

## **Successes**

A great example of an ongoing relationship with one of our major clients comes in the form of our success for the Australian Volunteer Coast Guard Association (AVCGA). We have been working for AVCGA now for about 6 months and to date we have won various Coastguards across Australia approximately \$142,000 in funding. The latest success was winning \$49,000 for the Redland Bay Flotilla to purchase new outboard motors.... a great return of around \$130,000 above the payment made to us to undertake the work!

We recently had two more successes for another of our long term clients – Golf Queensland. In recent funding rounds we were successful in winning clubs a further \$41,000 bringing our total now to around \$300,000 over two and a half years. We are very proud of the successes we achieve for our clients. This doesn't mean we are successful with every grant application, every tender or every job application for clients. That simply is unrealistic. We pride ourselves on quality work and a customer service ethos and try to work in PARTNERSHIP with our clients. To us, it is a real team effort where the client needs to provide us with an insight into their organisation or business and with some input into developing the responses. Our job is to flesh the 'story' out, undertake research and develop any supporting material required to support our clients applications. We are extremely successful and our successes on a long term basis with AVCGA and with Golf Queensland, these are both great examples of what we can achieve for our clients.

## More Successes - Gambling Community Benefit Fund

Red Tape Busters were successful in winning the following grants for our clients as announced in the February 2012 round of the GCBF:-

- Grow National Office – Upgrade facilities and train staff – \$25,569.89
- Grow Qld Residential Facility – Upgrade facility -\$14,295.45
- Hervey Bay Historical Society Museum – Solar Panels – \$4,128.00
- Lake Samsonvale Water Sports Association – Purchase Inflatable Safety Boat – \$29,450.00
- Sunshine Coast and South Burnett District Golf Association – Conduct Coaching Programs and Competitions for Juniors – \$10,181.82
- Tamborine Mountain Golf Club – Purchase Tractor and Top Dresser – \$30,204.54

*A grand total of around \$171,000.*

Another fantastic result from our team – contact Red Tape Busters now at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au) and we can help you win funding for your organisation or business.

## Tenders Successes

Our Consultants at Red Tape Busters have also been successful in winning tenders for one of our ongoing clients – SJD Electrical. We now have won SJD around \$200k in Government and Council work which is helping this fantastic small business grow rapidly. Another fabulous success realised - Well done team!

If your business could use our assistance in winning Government and Council tenders contact Red Tape Busters now at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au).

## A Business Boost with Benefits

Getting a government grant is a fantastic way to give your business a tremendous boost.

For many businesses wanting fast, real growth the reliance on increasing revenue, income and turnover is essential. Applying for and winning a government grant can be an innovative way to increase opportunities and of course facilitate business development. Although the process is highly competitive, grants offer a great way for the successful organisations to raise funds without compromising equity.

“It’s a really good process to work through because it helps you to stay focused on how you’re actually going to turn your vision into reality,” states Paul Grey, chief marketing officer of Bubble Gum Interactive. Last year Bubble Gum Interactive successfully received a cash injection of \$250 000 from the Commercialisation Australia Grant initiative.

There's no real mystery to getting a grant – it is about finding a grant that matches what your business is trying to achieve and in preparing a compelling case which the fund manager simply can't ignore. That in itself is the most difficult part – preparing an application that gets results. Government agencies want to see what any investor would require ie your business is stable, financially viable and generally innovative.

For most grants, it is about having an innovative product, generating significant employment opportunities, operating in rural or remote community or facilitating environmental or social outcomes. Obviously it is critical to make sure there is a valid customer requirement or a demand in the marketplace for your offering. With that in mind obviously investors will want a capital return but government agencies have other objectives. Government agencies want to ensure that the money they give to successful applicants will be spent appropriately, that outcomes identified in the application will be realised and essentially that your project and business are a perfect fit with the grant program and its objectives.

Unlike private equity investors, return on investment is not the purpose of Government grants. They want to see what they are supporting is going to be beneficial for the industry, community or region. It is crucial to understand what the Government agency is seeking in order to be successful.

A successful grant generally will require a comprehensive well-articulated business plan. Some grants will require you to do a lot of work, disclosing intricate details of your business operations and future plans. This can be a great opportunity to take a step back and think strategically about your business and the future. Even if your grant application is unsuccessful the process is a valuable method to hone thinking, look objectively at the business and seek expertise and feedback from other industry and outside professionals

Many grant applications fail due to a lack of understanding of the fundamentals of their business, rather than missing a question on the application form or not addressing the criteria. It is essential that the business has a full appreciation of the market you're targeting or the customer needs. Most companies are caught out at the development stage due to a lack of focus on market opportunity and customer requirements.

Engaging the help of a skilled consultant like the ones at Red Tape Busters is a very cost effective way of maximising your chances in winning grants. At Red Tape Busters we not only assist businesses prepare applications and responses to grant programs but we also assist in developing business plans/marketing strategies, policies and procedures. We are specialists in this area having worked with businesses now for 12 years. Some of our successes in winning grants for businesses include:-

- Margram Farms - \$361K for development of an innovative Mandarin Packing Facility;
- Schulz Wholesale Meats - \$220k for expansion of an abattoir;
- Brisbane Valley Meats - \$86k for purchase of equipment and machinery;
- Pine Lodge - \$460k for construction of a community respite centre.
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***You can find more information about Red Tape Busters by visiting our website at [www.redtapeusters.com](http://www.redtapeusters.com) or we can be contacted by phoning 07 3882 2055 for a no obligation chat to see how we can help you.***

# Great Website Integral to Success

Most web site owners think it is a case of having a website up and operating and low and behold extra clients will come their way in droves! This so far from the truth that it isn't funny.

The vast majority of non profit and small business websites really do very little in attracting new clients. Many are poorly designed, don't encourage the viewer to take the next step in making contact and alot of organisations don't understand the concepts and importance of Search Engine Optimization (SEO) in improving the ranking of the website via internet search engines.

It is a waste of money and effort if a non profit or business spends thousands of dollars on developing a website yet viewers find the sight boring, unhelpful and difficult to navigate or worse still don't find you at all because you don't appear in the top rankings of relevant search engines. Everyone wants their website to be seen and receive as much well-targeted visitor traffic as possible.

While SEO is vital, in order to drive more traffic to the website, other strategies can be employed, including off-page activities such as link-building and press release articles, pay-per-click advertising and social media marketing. All of these strategies in addition to on-page optimisation are all recommended for any website to reach its target audience and achieve its objectives. But even with an ambitious and fully unified internet marketing strategy such as this, websites may still not achieve their expected success in terms of sales, leads or conversions. This leaves many website owners scratching their heads in frustration. After all, what more is there that can be done to drive traffic to their website?

Getting visitors to your site is of course important, but if the site is not effective enough to retain those visitors any longer than it takes for them to hit their browser's "back" button, then all of your hard work and investment in driving that traffic to your site is wasted.

Hopefully our website is interesting, informative and easy to navigate. We have canvassed widely in developing the website seeking the views of Consultants, clients, family and friends in order to get the best website possible. We now have developed a partnership with our website designer where we can assist other organisations in building their own fantastic website.

While general costs for a website range anywhere between \$3,000 and \$6,000 for a good website we can get a great website built anywhere from \$300 up to \$1,000. Obviously SEO work is extra but we can save organisations many thousands of dollars and we can assist in managing the project to ensure you get a website that gets results.

If you want more information contact Red Tape Busters at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au).

# How to Recruit the Right Staff

For your business to be successful, you need the best people. There are many important strategies that a business needs to implement in order to attract staff. Each month over the next few months we will canvass some of these strategies. One of the most important issues is to have in place a comprehensive clearly defined job description which outlines the roles, responsibilities and duties of the position. Initially prepare a draft position description that:

- describes the job - not the person in it,
- describes what the job is - not what it was, will be next year, might be or ought to be,
- specifies the duties, responsibilities of the whole job – not a part of the job, and
- is prepared with merit and equity in mind – with no reference to race, gender etc and is solely aimed at the person with the right skills and experience fitting the job.

The position description should contain various components including:

- Organisational Overview – brief description of the organisation/company, history, ethos and an outline of what the business/organisation does,
- Job Purpose - a concise statement that makes clear the overall and broad objective of the job and avoids detail,
- Duties - the major responsibilities and roles required of the position,
- Statistics - measurable statistics such as budgets, volume of work, value of assets controlled and number of staff,
- Reporting Relationships - supervisor's position and positions reporting to the jobholder,
- Primary Accountabilities - all the expected key outputs - end results of the job - not duties or activities (ie. the what - not the 'how'),
- Qualifications Required: minimal educational level or name of qualification, either essential or desirable, required for the job, and
- Selection Criteria or Key skills/qualifications/experience - Issues which will form the basis of selecting the successful applicant.

Once you have a solid draft you are happy with, have someone with an excellent knowledge of the job review the draft and refine as appropriate, then have someone unfamiliar with the job similarly review and provide comment and again refine as appropriate. Once you have a final draft you are ready to advertise. If you need Position Descriptions developed for your organisation or just would like our input and review, contact us at Red Tape Busters now.

## Tune in!

Don't forget to tune into hear Shane Bowering every second Thursday between 10am and 11 am on Brisbane Radio 4BC as he takes listeners calls with Greg Cary and on Saturday mornings with the zany Danny Hoyland on River 94.9FM. Obviously if you are not in Brisbane you will be able to hear Shane live via the internet.

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# Grants on offer

## Clean Technology Innovation Program

The \$200 million Clean Technology Innovation Program is a competitive, merit-based grants program that will support applied research and development, proof of concept and early stage commercialisation activities that lead to the development of new clean technologies and associated services including low emission and energy efficient solutions, that reduce greenhouse gas emissions. The program will provide grants between \$50,000 and \$5 million on a co-investment basis of one dollar of government funding for each one dollar of the applicant's investment.

## Clean Technology Investment Program

The Clean Technology Investment Program is a central element of the Australian Government's Clean Energy Future plan announced in July 2011. The Clean Energy Future plan provides transitional assistance for businesses and industry through the \$8.6 billion Jobs and Competitiveness Program, the \$1.2 billion Clean Technology Program, the \$300 million Steel Transformation Plan and the \$1.3 billion Coal Sector Jobs Package.

The Clean Technology Investment Program (the Program) is an \$800 million competitive, merit-based grants program to support Australian manufacturers to maintain competitiveness in a carbon constrained economy. This program will provide grants for investments in energy efficient capital equipment and low emission technologies, processes and products.

## Clean Technology Food and Foundries Investment Program

The Clean Technology Food and Foundries Investment Program (the Program) is a central element of the Australian Government's Clean Energy Future plan announced in July 2011. The Clean Energy Future plan provides transitional assistance for businesses and industry through the \$8.6 billion Jobs and Competitiveness Program, the \$1.2 billion Clean Technology Program, the \$300 million Steel Transformation Plan and the \$1.3 billion Coal Sector Jobs Package.

The Clean Technology Food and Foundries Investment Program (the Program) is a \$200 million competitive, merit-based grants program to support Australian food and foundry manufacturers to maintain competitiveness in a carbon constrained economy. This program will provide grants for investments in energy efficient capital equipment and low emission technologies, processes and products.

## Tenders on offer

<i><b>Tender on offer</b></i>	<i><b>Location</b></i>	<i><b>Closing Date</b></i>
Security Guarding Services at ATO sites	Australia wide sites	27 August 2012
Alarm Monitoring Services	Queensland Government	14 August 2012
National Secure Freight Services	Australia wide sites	17 August 2012
Property Management	Queensland Local Council	20 August 2012
Cleaning of Council Facilities	Queensland Local Council	20 August 2012
Lease of Multipurpose Food Outlet - Plough and Harrow Cafe	NSW Government	14 August 2012
Supply and Lay Asphaltic Concrete	NSW Government	22 August 2012
Llankelly Place Feature Lighting Renewal	NSW Government	21 August 2012
Strata Management	NSW - Private Sector	15 August 2012
Development, supply and maintenance of computer test system	NSW Government	31 August 2012
Supply and Delivery of Rock	Queensland Government	20 August 2012
Supply and Installation of an Amenities Block	WA - Private Sector	20 August 2012

*The above grants and tenders are only a very small snapshot of what is currently on offer. Red Tape Busters have access to thousands of grants and tenders that are advertised every day. If there is nothing here that fits your business, don't hesitate to give us a call on 07 3882 2055 and we will see how we can assist you to find opportunities to grow your business.*

*We have helped hundreds of businesses to secure funding through grants and work through tenders that have both provided stability and income to businesses. Would your business benefit from these?*