

# BUSTER BULLETIN for Businesses

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## Red Tape Busters feature on A Current Affair

Our Director, Shane Bowering, has again featured on Channel 9's A Current Affair program. Shane was asked to appear 2 weeks ago highlighting how he resolves major issues with Council and Government. The story detailed the drama one of our clients experienced while trying to demolish the existing house on their land and to build a new house. The Saunders owned a property in Beachmere, Queensland and the house on the block was in a poor state. The Saunders approached Council to demolish the house. Approval was given by the Council and the house was demolished. In the meantime the Saunders had filled the land in preparation of Council approving the building plans. All was going smoothly but then problems with Council started to raise their head. The Saunders had submitted the plans to Council for approval to build the new house but after 9 months of waiting they had heard nothing from Council at all!

The Saunders contacted us seeking our assistance. I immediately wrote to Council identifying that I now represented the Saunders and asking for an update on why the plans had not been approved. Despite Council initially endorsing the filling of the property, they suddenly backtracked and decided to NOT approve the filling that had already been completed. Confused? So was I! So the plans were held up because they were not happy with the filling of the land. After weeks of negotiation and explaining that Council staff had already verbally advised that they had approved the filling, we had to advertise in the local paper and seek approval of all the neighbours that the land could be filled (again remembering the land at this stage was already filled). The neighbours agreed and no public complaint was received by Council following the advertisement in the paper. It now seemed like we should have smooth sailing. Unfortunately Council had other ideas!

Council suddenly decided that they needed to take a large part of the northern boundary of the property as a drainage easement. Why they needed an easement was anyone's guess given this property was only slightly higher than the neighbours and the whole area, as far as the eye could see, was flat as a pancake. Council suddenly decided they were going to take this piece of land for the easement however when I wrote to Council stating they could buy the land at market value as per the requirements of the Acquisition of Land Act, Council suddenly decided that an easement was no longer necessary and finally gave formal approval for the building plans and the filling. The Saunders have since built a wonderful house looking over the water. Sad to say that without Red Tape Busters this house would have only been a dream.

### 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 Proposal and Event Management*

**Shane Bowering - Director**

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## Successes

This month we have again had some fantastic successes having won tenders for clients in the following fields:-

- Security
- Construction
- Ground/Property Maintenance
- Health

We also were successful in winning one of our long term clients, Chancellor College, \$30k from the NAB School First Impact Program. A very happy client indeed!

## Five Tips To Successful Grant Writing

The key to successful grant writing is ensuring your application is thoroughly researched, well planned and well written. Following are some tips to assist you in improving your chances.

### 1. **Getting Started**

- Double check that you are eligible for the grant
- Carefully read the application details provided
- Follow the application guidelines and requirements carefully
- Research, research, research. Find out all you can about the funding program and the relevant criteria required in applying.
- If in doubt, ask.

### 2. **Write Your Proposal**

- First, create an outline and use this a guideline for your response (along with the application guidelines)
- Write the first draft, this doesn't have to be perfect
- Make sure you use clear and concise language and keep all information relevant and succinct
- Create a simple and easy to read layout
- Polish the draft and use it to create a final copy, or second or third draft if necessary
- Proofread very carefully. Look for spelling, typing and grammatical errors.
- Have two people not associated with putting the submission together to read your proposal and ensure they find it comprehensive and logical. If not, the chances are the funding body won't either so make the necessary changes.

### **3. Add Required Documentation**

- This includes organising all legal, financial and administrative paperwork.
- Next, add any documentation to support your application
- Include the project budget; make sure it is reasonable and not inflated artificially.
- Ensure your application is backed up as needed by letters of support from local council members, schools, Members of Parliament etc.

### **4. Before Sending**

- Add a cover letter outlining the summary of your request
- Proofread – again! Also have a third party proofread the application with a fresh set of eyes
- Double check that you have responded to all the questions and included all documentation
- Submit the grant submission early, it is better to be proactive than reactive

### **5. Follow Up**

- About a week after mailing/submitting the grant call to ensure it has arrived and is complete
- Be patient. The review process can be lengthy.
- Remember, the grant market is very competitive. You won't be successful every time but you can still put your best foot forward and gain valuable experience for when it comes to applying for the next grant

Good luck but don't forget, we are always here to help. Contact us at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au) if you need specialised assistance.

## **Importance of Search Engine Optimisation to Enhance Marketing**

Search Engine Optimisation (SEO) is the key tool for the website owners to get more traffic to the website. Optimisation of a website is crucial to maintain a website's rankings with the search engine. The main aim of the search engine optimisation is to get more traffic from diverse sources and to get repetitive visitors.

SEO plays a crucial role in online business websites as well as other interactive sites. With regular update of content on website, SEO helps to get more traffic. There are other ways like link exchange and subscribe to RSS Feed that are more crucial parts under SEO work.

Based on specific keywords SEO, can generate good traffic and ultimately increase revenue for business owners. It is crucial to maintain the ranking position of your website on search engines like Google, Yahoo and others. An effective Search Engine Optimiser needs to look for the new keywords and work on specific key words to get new traffic. Many SEO tools are useful to get article or text submission automatically. Practicing website optimisation with ethics is vitally important. There are many Search Engine Optimisers who are using shortcuts to get a better results but this is a flawed long term strategy. The ultimate goal for the business owner is to realise a significant increase in traffic to the website and therefore an increase in turnover as a result of a maximisation of results from the SEO work.

# Why is a robust advertising campaign essential to recruiting quality staff?

An effective advertising campaign is vital to recruiting high quality staff. Without a far reaching strategy – how else will quality staff know that you have a job open to be filled? Depending on the size and reputation of your organisation, using the business name as a marketing tool is a great way to attract applicants. Large corporations like HP, BHP Billiton and Microsoft always capitalise on their brand to attract the world's best talent.

If your organisation is small, this is still a great option because your market niche may be small and job seekers who are seeking work within your industry probably already know who you are. Also using your business name in advertising for an employee also helps by default in marketing the business. The principles of marketing suggest that a prospective client needs to see your business name 7 times before they “buy” so while you might be seeking new staff – advertising your business name can also assist in growing the business.

More often than not I see employers advertise vacant positions without mentioning a word about who they are and what they do. Remember, many job seekers may not know who you are and this may be a great opportunity to promote your brand. If your recruitment and advertising budget is large, why not insert a logo or invest in making the advertisement more creative.

A job title that is clear and effective will always attract the most job seekers. If you are vague about the position you are advertising, then you may miss out on an opportunity to find the right applicant. Also, never insert requirements into the advertisement that are not described in the position description. If there is something important like a skill or a qualification that you need from the applicant and it's not in the position description, you may be sending the wrong signal to the job seeker market and your recruitment campaign will not succeed.

Recruitment advertisements that exclude job tenures and time fractions send signals to prospective employees that you are only recruiting to create a pool of applicants. In many countries, this practice is illegal. Including the job tenure allows applicants and job seekers to actively target their job hunting campaign. You never want to be in a situation where the successful applicant declines your offer because they thought you were offering a full-time and ongoing position, when in fact you may have been offering a part-time ongoing position.

We will expand more in our next newsletter with more recruitment tips.

## New Website, Twitter and Facebook here we come!

Please have a look at our new website, we can be contacted via [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au) if we can help you with anything. Also please don't forget to like us on Facebook – Red Tape Busters and to follow me on Twitter – simply follow RedTapeBusters.

## Tune in!

Don't forget to tune into our Director 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.

## Available Grants and Tenders

Each month we bring you a snapshot of grants and tender available now.

<b>Grant:</b>	<b>Queensland Sustainable Energy Innovation Fund (QSEIF)</b>
Funding:	Max: \$200,000
Closes:	Ongoing
Purpose:	To assist Queensland based organisations to develop innovative technologies that reduce consumption of fossil fuels, greenhouse gas emissions or water consumption. QSEIF is designed to give Queensland based organisations the kick start needed to move their new technologies to the commercialisation phase. It does this by providing funding support to offset the technical risks associated with developing, adapting or proving new technologies or processes. This helps bring these technologies to fruition faster, providing environmental and economic benefits to Queensland.

The program focuses on the development and commercialisation of sustainable technologies, rather than pure research. Grants of up to 80% of project costs (up to \$200,000) are available through a competitive merit based assessment process. Since 1999 QSEIF has committed over \$7 million in funding to over 60 innovative energy and water saving projects in Queensland.

The types of technologies that are eligible for QSEIF funding include but are not limited to those that:

- Reduce energy use and are more energy-efficient than existing options.
- Use renewable energy sources to replace fossil fuels.
- Substitute biomass or waste for fossil fuels.
- Reduce greenhouse gas and other pollution emissions resulting from use of fossil fuels.
- Enable grey water, rainwater, waste water or seawater to be utilised more effectively to reduce consumption of potable water.
- Substitute recycled or low grade water for potable water in industrial processes.
- Reduce the energy involved in producing, treating, recycling or utilising water.

Who can apply: Applicants must be Queensland-based organisations, and the main project activities must be undertaken within Queensland.

QSEIF encourages collaboration between the applicant organisation and one or more project partners. Applicants may contract technological development to an external research institution, university, consulting group or another company.

**Grant: Research and Development (R&D) Tax Incentive**

Funding: Various.

Closes: Ongoing

Purpose: To encourage innovative, competitive and export-oriented Australian industries. The R&D Tax Incentive aims to:

- boost competitiveness and improve productivity across the Australian economy
- encourage industry to conduct research and development activities that may not otherwise have been conducted;
- provide business with more predictable, less complex support; and
- improve the incentive for smaller firms to engage in research and development.

Who can apply: Under the R&D Tax Incentive, you assess for yourself whether or not your company is eligible to register activities and claim research and development (R&D) tax offsets in any given year. Generally, your eligibility to claim R&D tax offsets will depend on whether:

- you are a R&D entity;
- you have engaged in eligible activities;
- you can identify eligible deductions.

**Grant: Small Business Rebate**

Funding: Max: \$500

Closes: Ongoing

Purpose: To provide funding to NSW small business owners and sole traders to identify and implement safety solutions in the workplace. The small business rebate gives up to \$500 (full cost) back to small business owners who purchase and install safety equipment to address a safety problem in their workplace. This application form outlines the terms and conditions for claiming a rebate, and indicates the eligible solutions that would qualify and address:

- manual handling
- slips, trips and falls
- injuries from moving objects
- chemicals and dangerous goods
- hazardous noise.

Who can apply: You must be a small business owner in NSW, with 0-20 full-time employees (or equivalent).

**Grant: Business Development Initiative (BDI)**

Funding: Max: \$250,000

Closes: Ongoing

Purpose: To assist South Australian bioscience companies to develop their business. Bio Innovation SA is a South Australian Government funded organisation established to enhance the development of the local biotechnology industry. This Initiative aims to increase the success of biotechnology commercialisation in South Australia. The BDI is positioned to provide early stage companies with funds to overcome obstacles prior to raising institutional equity finance and applying for Federal grants (e.g. Commercial Ready).

Who can apply:

The following requirements must be met for a company to be eligible for assistance:

- the applicant must be a South Australian bioscience company or individual(s)/organisation(s) in the process of forming a South Australian bioscience company. In the case of the latter, a condition of the grant will be that the applicant registers a new South Australian company with the Australian Securities and Investment Commission (ASIC);
- the requested funding must be for activities that will achieve important commercial outcomes for the company;
- demonstrated access to existing and potential IP;
- the applicant must demonstrate that they are unable to fund the activity.

**Grant:** TradeConnect

**Funding:** Various

**Closes:** Ongoing

**Purpose:** To assist ACT companies build global opportunities and enhance their international competitiveness through an off-shore representation model and small 'step-up' funding grants that will facilitate access to an additional range of professional services and activities.

**Overview:** All funding is on a reimbursement basis and excludes travel and accommodation expenses. TCon is separate to the trade mission program supported by the ACT Government and has four distinct funding support categories:

1. In-Country Assistance
2. Trade Show Assistance
3. Global Market Research
4. Coaching/Mentoring

There is a continuous application process for the program, with bi-monthly assessments. New exporters applying for funding will need to be qualified as being export capable by successfully completing the ACT Government funded Canberra BusinessPoint export program, whilst existing exporters will be assessed in conjunction with the local Austrade Senior Export Adviser or TradeStart Adviser.

Who can apply:

Applications for TCon may be accepted if the following criteria are met:

- They are an ACT registered business or have significant operations in the ACT.
- They have a written business or export plan.
- They have tradeable goods and services and are export-capable for the market to be visited.
- They are visiting a new market i.e. one in which the company is not represented and is not already selling to.
- They have clear and realistic objectives for the visit.
- The export activity will increase the capacity of the business and generate business or employment growth in the ACT.