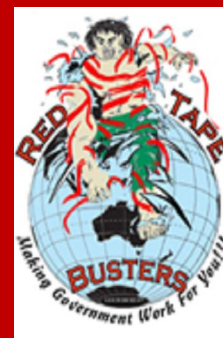


Red Tape Busters

October 2012



BUSTER BULLETIN for Businesses

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More Massive Successes!

This last month has seen the team at Red Tape Busters have some more significant successes for our clients. All up we have won our clients over \$200,000 – not bad at all!

Following is a list of some of our successes:-

- Springwood Central State School P&C - \$27,273 – Shade structures
- Toowoomba & District Show Jumping Club - \$16,768 – Install wash bay facility
- St Catherine's School, Wishart (P&C) - \$31,818 – Softfall surface for Prep playground
- Quilpie Golf Club - \$35,000 – Tractor
- Bundaberg Golf Club - \$19,738 – Upgrade kitchen facilities and restaurant furniture
- Western Suburbs District Cricket Association - \$16,364 – Install new wicket block;
- Grange Thistle Soccer - \$21,818 – upgrade of field lighting
- South Passage Adventure Under Sail - \$6,796.00 – purchase of equipment

- Chancellor Park College - \$30,000 - NAB First Impact Award.

A Wonderful Client – Golf Queensland

We have a proven track record of success and over the coming months we will provide more details about our successes for some of our ongoing clients.

This month we will start with Golf Queensland.

We have been working with Golf Queensland now for 4 years and over this time we have forged a great relationship with the team at GQ.

Our role is to assist GQ prepare grant applications to support the state body in developing the sport of golf across Queensland. We also directly assist all Golf Clubs throughout Queensland prepare applications for funding. To date we have won GQ and the state clubs almost \$1million in funding – a great result indeed. A few examples of the successes we have had include:-

- Quilpie Golf Club - Tractor \$35,000.00
- Bundaberg Golf Club - Upgrade kitchen and restaurant \$19,738.00
- Proserpine Golf Club - Flood Repairs \$123,691.00
- Goombungee Golf Club - Storage Shed and Tank \$17,723.00
- Isisford Golf Club - Clubhouse renovations \$35,000.00
- Sunshine Coast and South Burnett District Golf Association - Conduct Coaching Programs and Competitions for Juniors \$10,181.00.

Website

Our website has created nightmares for us over the last probably 6 months. All the drama has been generated by the different host platforms that the site has been placed on. Each time problems occurred with a new host and we had to make further changes or move it again to a different hosts. Finally we have it stabilised thank goodness. The site should now be functioning effectively and be working perfectly.

Our rankings on Google have taken a bit of a hit whereas we have been ranked as the number 1 grant writing business for a long time – our rankings have slipped a bit. However we are now back in business and intent on getting our ranking back. Obviously ranking high on the relevant search engines is really important for potential clients to be able to find us. Now that we are back in business – we aim to get thousands more people to access our free newsletters. So if you know of anyone who you even remotely think might be interested – get them to subscribe via the website – www.redtapebusters.com or email us at admin@redtapebusters.com.au. It is totally free – no obligation and we hope that the newsletters are always interesting and actually help organisations in the journey.

4BC Radio Segment Now Sponsored!

Well the world does move in mysterious ways – my bi-weekly sometimes weekly segment with Greg Cary on radio 4BC on Thursdays now has a sponsor! I am the only regular guest on the show who has a business wanting to sponsor my segment. I must say I am very humbled by the fact that a Queensland business sees value in advertising and being aligned with my segment.

Vendo Vincent from Queensland Security Solutions has taken the plunge believing his brand and business can benefit from having some of his advertising linked with Red Tape Busters. Hopefully this will assist Vendo grow his business and he will realise great results from the arrangement.

Queensland Security Solutions are specialists in all forms of security services including K9 patrols and mobile and static security patrols for schools, businesses, residential properties, parties, shopping centres and construction sites. Contact them on 1300733720 – let Queensland Security Solutions keep you safe!

Thanks to Vendo for having faith in linking with our unique brand. So if your organisation, business or even as an individual need anything in the line of security – contact the team at Queensland Security Solutions and let them look after you.

For any businesses or non-profit organisations out there wanting to get a decent bang for their buck and are looking to advertise – 4BC is an ideal vehicle and something worth considering. I also have a segment every Saturday morning on River 94.9FM with Danny Hoyland on the Great Weekender. Maybe some business or non-profit would like to align with us on Danny's show and sponsor the segment. If so – please contact River on 38131000.

Another Interesting Partnership

This month we have been approached by a solar company with an innovative proposal. Custom Solar is a rapidly expanding, independently family-owned, Australian company. Their proposal encompassed them contacting Queensland based community, sporting and other non-profit entities to pitch to them to consider putting a solar system in place to reduce electricity costs – something which the Gambling Community Benefit Fund will actually fund! The GCBF provides one-off grants of up to \$35,000 to approved not-for-profit organisations to help them provide community services or activities that benefit the community. Included within the definition of community services is the installation of solar power and solar hot water systems.

So essentially Custom Solar will refer any non profit organisations wanting to install solar and looking to get full funding for the project to us. We will charge the client to prepare their grant and the client should then be in a position to get their solar system installed at no further cost. So basically for a nominal fee of around \$500 depending on the project an organisation can get a free solar system worth up to \$35k. If only you could invest \$500 at the Casino or on the horses and get a return up to \$35k. Contact Red Tape Busters now and we can refer you to Custom Solar for specialised service.

Recruitment Tips

Many recruitment campaigns exclude adding important information about the type and quality of candidates that you are looking for. Almost all organisations have a mission statement or values statement. If you don't include at least some of this information in your add to tell applicants about your business and your values and ethos you are not doing justice or assisting the applicants to decide to work for your business.

What you want from a good applicant is someone who not only can perform the required duties and tasks, but someone who shares the same values and ethics as your organisation.

Most job advertisements I see being advertised in the newspapers and online only include what the essential qualifications are of the position being advertised. This strategy is wrong because you should never recruit for the present, but for the future. What I mean by this is that many positions within organisation evolve into other positions as organizations and markets change. If the successful applicant from the recruitment campaign doesn't have the ability to up-skill themselves, then they may become a problem for the growth of your organisation in 2,5 or 10 years.

Planning is Essential

Planning is vital for any business. Most businesses fail to plan and then by default they are in fact planning to fail. It is important to develop and implement plans – they can be formal structured business plans which is the ideal situation or a short marketing plan to assist with marketing your business. But if you make plans, set objectives and monitor against them you will improve the chances of continued business success immensely.

Plans can change but the end objective should still be set. It's a good idea to set net worth targets. For example, in year one, I want to be at \$X and in year five, I want to be at \$Y. Every time you contemplate doing something, make sure it will achieve your net worth goal. This can rule out wasting time on trivial pursuits. Be dogmatic and single-minded in your goals but be flexible in being able to alter your pants in order to achieve those goals.

Importance of Competitive Pricing to Winning Tenders

Value for money is the key consideration of government agencies. Price is obviously important, but so too are service standards, quality, performance and whole-of-life costs. Always bid competitively the first time; you will probably not be given a chance to improve your offer later in the process. Equally, don't underprice to win the work assuming you will be able to extend the value of the contract or increase your price once the contract is signed—you will be expected to hold to the price you have quoted.

While we are highly successful in writing winning grants and tenders – if your budget or pricing strategy is not competitive you will simply struggle to win the tender. If we have a client who has priced their tender competitively – we can assume that our skills in preparing the tender bid will get the client at least through to the final assessment stages and with every hope of success. However if the tender is not priced competitively even magicians like we are at Red Tape Busters in crafting outstanding tender responses will struggle to get the client over the line.

Therefore it is important for businesses to assess competitors pricing carefully and to undertake thorough research to identify what pricing strategy competitors might be using.

Meeting the market with a competitive pricing big obviously increases the chances of tender success!

Grant Success - Business Case Study

Each month over the next few months we will highlight one of the grant writing successes we have had for our business clients. This month we will focus on the \$220k we won for Schulz's Wholesale Meats at Ipswich.

The owner of this company contacted me at the height of dairy deregulation asking me if his business could access grants through the Dairy Deregulation Funding program. I asked the owner what did his business have to do with dairy and he told me nothing. I initially said that I doubted then he would be eligible but that I would undertake research to check the program out. Low and behold after my research it became clear that any business in an area affected by dairy deregulation could in fact apply for funding.

We sat down and developed a project to support the expansion of the processing facility to incorporate a focus on exporting prime cuts of meat overseas. The cost of the project was \$220k. We obtained letters of support from overseas buyers who had committed to purchasing these different cuts of meat and different products and developed a great submission pitching how this project would help the business but also the Ipswich economy to recover from the impacts of deregulation. The project was funded but despite our project being primarily based on exporting the product the Department came back and told us that they wanted the project to be internally focussed within South East Queensland with Schulz supplying the innovative new products to South East Queensland buyers. How bizarre but at the end of the day we didn't care less if they were giving us money – we would say we were focussing in South East Queensland which we did.

The funding was provided – the meat processing plant was extended and Schulz's Meats continues to be a high quality innovative meat processing facility to this day.

Available Business Grants

Clean Technology Investment Program

This grant supports Australian manufacturers to maintain their competitiveness in a carbon-constrained economy, through investment in energy efficient capital equipment and low pollution technologies, processes and products.

This program will provide grant funding over a seven year period from 2011-12 to 2017-18. The Clean Technology Investment Program is a competitive program. Applications must rate highly against the program's merit criteria to receive a grant offer.

To be eligible to apply for the Clean Technology Investment Program, an applicant must:-

- be a non tax exempt corporation that is incorporated in Australia under a law of the Commonwealth or of a State or Territory and is undertaking manufacturing activities in Australia;

- have met one of the prescribed energy or emissions thresholds in the 12 month period before submitting an application:
 - used at least 300 mega-watt hours of electricity; or
 - used at least five tera-joules of natural gas; or
 - used a mix of fuels and/or electricity that results in the emissions of at least 0.27 kilotonnes of carbon dioxide equivalent;

OR

- be directly liable under the carbon pricing mechanism;
- be able to fund the costs of the project that will not be covered by the grant; and
- have complied with their obligations under the Equal Opportunity for Women in the Workplace Act 1999.

Collaborative Solutions Program - NSW

The Collaborative Solutions Program was developed by the NSW Government and is managed by NSW Trade & Investment.

The Program supports industry to develop innovative and compelling ICT-enabled solutions in key sectors that demonstrate the benefits of the digital economy. It focuses on opportunities, challenges and changing business models brought about by emerging technologies such as mobile computing, cloud computing, and ubiquitous high-speed broadband. It does this by awarding incentive grants for the development and piloting of these new solutions.

A key outcome of the Program will be the facilitation of businesses coming together to address specific opportunities and challenges brought about by emerging technologies. This leads to the development and trial of new ICT solutions together with consortia partners to test technologies in the field, validate consumer assumptions and accelerate the shift to new business models.

Investing in Manufacturing Technology (IMT) - Victoria

Investing in Manufacturing Technology (IMT) promotes the growth, productivity and international competitiveness of manufacturing businesses by stimulating investment in new technologies.

IMT is a major initiative under the Victorian Government's manufacturing strategy: A More Competitive Manufacturing Industry: New Directions for Industry Policy and Manufacturing.

Grants of up to \$250,000 are available on a competitive basis to assist manufacturers to purchase and integrate new technologies that will:

- improve productivity and competitiveness;
- strengthen capability; and
- encourage wider and ongoing innovation.

All grants require a minimum co-contribution from the business of 75% of total eligible project expenditure (i.e. \$3 for every \$1 granted). Eligible project expenditure includes capital expenditure and other project-related non-capitalised expenditure but does not include internal costs, salaries or resources.

Regional Development Infrastructure Fund - SA

The purpose of the Regional Development Infrastructure Fund (RDIF) is to increase the prosperity of regional communities by facilitating infrastructure that supports sustainable economic development.

RDIF is a \$3 million per year Fund administered by The Department of Primary Industries and Regions South Australia (PIRSA).

RDIF may offer successful applicants grant assistance of up to 50% of the eligible infrastructure costs of the project. Grant payments are made on the presentation of paid invoices for approved infrastructure.

Eligibility:-

- Eligible organisations include Local Government, private sector businesses or industry associations
- Eligible infrastructure must support sustainable economic development
- The project must be located in a non-metropolitan area of South Australia as defined by the SA Government Regions
- The project must have a total expenditure (including infrastructure costs) greater than \$40,000.

Tasmanian Government Innovation and Investment Fund

The objective of the TGIIF is to assist Tasmanian business owners invest in innovative projects that will significantly improve their sustainability, performance, growth and productivity, generating new investment and creating sustainable high quality, skilled jobs that help diversify and strengthen Tasmania's regional economy.

Eligible applicants must:

- have an Australian Business Number (ABN)
- be registered for goods and services tax (GST)
- demonstrate that the business is financially sustainable
- demonstrate their goods or services are produced in Tasmania or that a significant level of value-adding to products or services occurs in Tasmania
- demonstrate capacity to provide matching funds for the project

- be a Tasmanian business – for example, sole trader, partnership, company, trust or association – at the time of the application and maintained for the agreed period of the assistance
- have their headquarters physically located in Tasmania.

An eligible application must propose a project that:

- Meets the program policy objectives as described in these Guidelines
- Involves eligible expenditure
- Generates or retains sustainable jobs in Tasmania.

\$3 million will be distributed through TGIF. This program provides one-off project grants of up to \$250 000 per project to eligible applicants who have a project that, primarily, leads to sustainable growth, improved competitiveness and efficiencies, increased exports or import replacement and demonstrated innovation in Tasmanian business practice. It is not envisaged that an applicant will be eligible for more than one grant through TGIF.

Available Tenders

Following are some examples of tenders which are available across Australia:-

Business Opportunity	Location	Closing Date
Graffiti Removal	Victoria	21 November 2012
Window Cleaning	Victoria	14 November 2012
Contract Cleaning	Victoria	9 November 2012
Maintenance Works and Services	Tasmania	28 November 2012
Security Services	Central Queensland	14 November 2012
Parramatta CBD River Foreshore Development	New South Wales	14 November 2012
Security Services	Queensland	8 November 2012
Design and Construction of Stingray Wharf Extension	Western Australia	15 November 2012
Rehabilitation and Reconstruction of Netball Courts	Victoria	15 November 2012
Replacement and ongoing supply of Photocopiers and Multifunction Printing Devices	Victoria	16 November 2012
Storm Water Harvesting and re-use Scheme	Victoria	21 November 2012
Training Provider Panel	Victoria	16 November 2012
Servicing and Maintenance of Fire Protection Systems and Equipment	Queensland	20 November 2012
Supply and install of Solar Panels for Pool Heating	Queensland	20 November 2012

Testimonials

Any business is only as good as its clients will tell you. Red Tape Busters have been established for over 12 years and have helped hundreds of businesses and not for profit organisations from around Australia.

Here are some testimonials from happy clients.

"I have been really happy with the Support from Beth, we have had a few wins on the grant front. Beth has been wonderful to work with and has a good handle on our company now which certainly helps with the applications.

- *Clare Guilfoyle*

GROW National Support Office, Holland Park Queensland

"Please accept on behalf of Commander Col Ward, myself Merv Porteous and the members of QF3 We sincerely thank you and the staff of Red Tape Busters for the work your company have done to help with the successful application for the grant to purchase a new 4 metre rigid inflatable boat.'

- *Merv Porteous*

Flotilla Commander, Australian Volunteer Coastguard

"I really appreciate your excellent work. Definitely I'll recommend you to my other family/friends if they needed assistance with their job application."

- *Nadia Azimi*

'I would like to personally thank you for your fantastic efforts in assisting the team from Uniting-Care Health in preparing the recent submission to the Health and Hospitals Fund Regional Priority Round. As you are no doubt aware our submission for funding for the development and implementation of our eHealth project which will support the redevelopment of the St Stephen's Hervey Bay Hospital was successful! This project is an exciting and innovative project and is vital in delivering cutting edge health services to our clients across the Fraser Coast. Through this submission we were successful in winning \$21.2 million to fund this project which is a wonderful result.

Your personal contribution in assisting the team as well as drafting, reviewing and critiquing the submission as it progressed was greatly appreciated. While this certainly was a team effort with many contributors, your knowledge and experience of grant funding and in preparing complex high quality submissions was invaluable.

The team at Uniting-Care again thank you for your efforts and we have no hesitation in providing the highest recommendation regarding your knowledge, skill and experience. Good luck in the future.

Regards

Kathy Campbell

Chief Information Officer

Uniting-Care Health

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