

Red Tape Busters

January 2013



BUSTER BULLETIN for Businesses

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Here's to a prosperous 2013!

Time marches on, 2013 is here and we are half way through January already. Time really does fly.

We have been busy over the Christmas and New Year period preparing tenders and grants for a variety of clients. 2013 will be a huge year for us and our clients. We anticipate State Governments across the country will be releasing a variety of funding opportunities as well as many tender opportunities as services are outsourced based on some flawed belief that outsourcing services saves money!

Anyway, we all have to play the cards as they are dealt and therefore I am certain that tenders and grants will flow in volumes that weren't see last year. At a Federal Government level, this current Labor Government is in so much trouble popularity wise that they will have to open the

purse strings via grants at least to try and claw back some votes. The current unpopular status of most State Governments and the Feds I think will ensure that grant and tender opportunities will abound this year so I strongly suggest that all community, sporting and other non profit organisations start planning ahead and identifying "projects", equipment, infrastructure and services that require funding and ensure you are well prepared to access opportunities as they arise.

To us at Red Tape Busters planning is critical. We adopt a strategic approach to our grant writing and this ensures we maximise our client's chances of success. So get cracking now – don't waste time in looking ahead and ensure you give your organisation the best chance of success. Obviously we feel we can offer you a far better chance of winning grants or tenders than you can give yourself, so please contact us at admin@redtapebusters.com.au if you would like to discuss the prospect of engaging us.

Successes

Already 2013 has started with a bang for these clubs. We have secured funding for them as follows:

- \$24,754.55 for Camp Hill Bowls Club to replace Asbestos flooring and purchase furniture
- \$24,207 for Toowoomba Little Athletics to upgrade equipment
- \$26,567 for Tin Can Bay Coast Guard for the construction of a training and storage shed

We pride ourselves on our successes and on proving we are invaluable to our clients. So please carefully consider if your grant/tender writer seriously offers you value for money.

Most organisations wrongly believe that having one of their staff write all the grants and tenders saves money. Wrong! If they are failing to win grants and tenders or in fact are missing great opportunities that they are not aware of then it is costing you money – not saving you anything!

Congratulations to Maleny's Range Gym

One of our glowing successes this year has revolved around our work with the Range Gym at Maleny in Queensland. Greg Cook from the Range Gym (an incorporated non profit community based organisation) contacted us last year looking to access funding to improve the Gym facilities and equipment.

After identifying the needs of the Gym we discussed with Greg a strategy to proceed. Our plan was to split the project into three components and apply to three separate funding programs. This would however mean the initial costs to the organisation would increase given we would be preparing three separate applications and therefore our charges were more than if we were just preparing one application.

Greg was initially sceptical with this strategy and the increased costs but we were firm in our belief that this gave his organisation the best possible chance of success. Greg eventually endorsed our approach.

The results really are a showcase for our abilities – we were successful in winning the Range Gym all three grants totalling \$23,310.

Not a bad result and a nice return to a great community organisation providing great services to the Maleny community. Greg now is singing our praises to all in the Maleny community. It feels great when clients take our advice – take the plunge and reap the rewards

New Team

The Christmas and New Year period has also given me some time to reorganise and infuse our team with new talented Consultants. We have added Kelly Simon, Ian Waller, Ruth Cushley and Tanaz Byramji to our stable. All 4 Consultants bring a wealth of Government/Non Profit experience to Red Tape Busters and will add further depth and expertise to our business. Ruth already is working with many of our Queensland based non profit organisations and the feedback has been fantastic. All clients are highly impressed with her professionalism and attention to detail and have expressed excitement with prospects for the coming year. An overview of Ruth's experience follows:-



Ruth has over 10 years experience in marketing/communication, community and stakeholder management and project management roles within both local and state government as well as in private consultancy.

Ruth has developed, led and evaluated communication and stakeholder management strategies for a number of high profile and often controversial south-east Queensland projects in the road, rail, water and mining industries, as well as for numerous community-based and corporate projects.

Ruth also has strong market research and behaviour change skills, having developed, analysed and reviewed numerous surveys, provided specialist advice regarding online and offline market research techniques, practices, principles and interpretation of research findings. Ruth has also facilitated a range of research and engagement activities including focus groups, in-depth interviews, public meetings, workshops and briefings to a variety of political, industry, management and community stakeholders.

Ruth has prepared numerous successful bids and tenders over the years and has also been on the assessment panel of preferred supplier panels for local government. Ruth also has a proven track record in project management of small to large projects. Coupled with her experience in business development, Ruth offers her clients strong, proactive skills relating to issues and expectations management and always seeks to deliver high-quality deliverables within time and budget.

Ruth places high importance on developing a strong rapport with her clients and ensuring she understands her client's drivers and competitive advantage, so as to capitalise on all opportunities. Ruth brings to our clients a fantastic capacity to prepare great tenders and grants, to assist clients in managing their projects and to provide outstanding customer service. Ruth is certainly a fantastic addition to our team and we are very lucky to have her on board. Each month we will spotlight one of our team so you can get to know us, our ethos and our skills and expertise better.

Tips on Networking Effectively in Business

Over our career and throughout our lives we make connections and maintaining relationships and friendships with a variety of people. Some people in our lives are active supporters who “push our barrow”. Effectively building and maintaining a network of colleagues, business associates, friends and people you might only meet once ensures that whenever you need a new client, a new job, or to develop your skills further, you can call upon your network to help you.

Networking is now vital and is especially vital in small business. An established relationship can make you stand out against the competition. If you have ever been the new employee on the job, one of the critical pieces of advice you will ever receive is to network, network, and network more while you're there. Take advantage of the access you've been given, go out of your way to meet other intelligent individuals and build up a network of contacts which will over time benefit you not only in your current position but also will benefit you enormously if you change jobs.

When we all used to use the mail system as the key form of business to business communication it could take days to establish a connection with someone from another company unless you met them at some conference or workshop or other venue. With the advent of the telephone, professionals gained the ability to just pick up the phone and call someone to make that contact. Today, technology has in many ways made even telephones unimportant. Today we have email, internet, mobile phone, Facebook, Twitter etc. The availability of information on people has drastically improved,

The key to networking is to build and maintain the relationships before you need them. Generally we only ever do something in our lives when we need to. We rarely are proactive and we mostly are reactive. However to get the most out of networking – these relationships need to be developed and cultivated over time strengthening the bond and relationship so that when you do actually need to use that connection it is there ready and available. Good networking will mean that when you really need a job or new clients or some advice or an introduction to someone else or some other business you will be able to tap into your networks and have your existing key contacts help you.

Following are some suggestions to expand your network:-

Join a networking group

If you are very short on time then a networking group becomes very valuable. In this forum you can quickly build relationships with many people at one meeting. If a Networking Group had 30 people attend – imagine how many meetings and how many hours would be involved in developing and maintaining relationships will all 30! Meeting as a Group saves

time and gives you access to people generally from a variety of different backgrounds quickly

Organise your own networking meetings

If you do not have the time to attend business networking events then one strategy could be to start your own networking group or meeting. This however can be time consuming to arrange and you still have to identify the contacts to invite and convince them to come along.

If you were working away from the office and say staying in a location away from home, you could review your contacts and see if anyone lived close by and ask them to lunch, dinner or even breakfast. Networking and food and drink go together very well as we need to eat and we need to connect. So think about networking over a nice lunch!

Online networking sites

Online sites like Facebook and LinkedIn are extremely effective time saving devices for building your network and staying in touch with your existing network. There are more online social networks being created all the time.

Most of the new networking sites seem to be focused on specific areas of common interest. I find that most people I know either use Facebook and/or LinkedIn in addition to the specialist online social networks.

Look after your "Barrow Pusher"

As mentioned there are many people in our lives who have actively 'pushed our barrow' or advocated strongly for us or supported us in some way. In relation to networking these people are vital. You need to look after them. If time is really short and you only have a little time, make sure you allocate time to catch up with these people. Maintaining them as your "champions" will reap massive benefits in the long term.

Some people spend too much time meeting new people and they neglect the very people who are most likely to be able to help. Number 2 priority is nurturing the relationships with potential advocates. We all have a lot more of those than we realise.

Good Employees or Contractors can Make or Break your Business

One of the biggest challenges a business owner has in running a successful small business is to hire the right employees or contractors to get the work done to a standard where your clients are completely satisfied.

In identifying the right employees or contractors the initial step is to identify your needs. You need to work out what skills/experience you require. You then need to assess if this is best achieved by a salaried staff member or you can engage a Contractor. Engaging a

Contractor has issues though and you need to assess the ATO website to ensure you meet all the requirements to engage a Contractor.

The next step is to advertise to find the right person. There are many mediums through which you can advertise including print, online, community noticeboards, your networks etc. Obviously a robust interview process is a must. However how do you work out from those interviews who to give a start in your business?

The personality and the work ethos of the individual involved are important in the selection process. Most “workers” are either self starters who require little or no direction and are self motivated to find solutions and to get on with the job or they are what I call “followers” who need to be guided, encouraged and cajoled through every task.

Being able to identify what type of “worker” you are getting or indeed want can save you lots of time and money down the track.

In developing the strategy and questions for your interview there are four important issues that you need to look for in your next hire:-

The go getter – the person who is confident and knows they CAN do something. This type of positive breeds success as long as the person is not arrogant with an over inflated opinion of their skills and abilities. In the interview pose different theoretical scenarios to identify what the person would do in a certain situation. The confident person who speaks with enthusiasm and who has a well thought out approach to the situation and believes they can do it generally can studies show.

Is the person emotionally stable? Are they a positive person or a doomsdayer? Do they respond to probing questions with an even unflappable temperament or are they edgy and even hostile to certain questions. The people who respond on an even keel generally are low maintenance people who do not buckle under pressure. Employees who are easily discouraged, negative or up and down in mood, are often the same employees who fall victim to over-stress and burnout.

Ownership of Failures and Successes. In the interview pose questions which seek to identify how the person responds to an issue where they have made a crucial error and see if they “own” the error and how they would go about resolving the problem. Similarly pose something which was a success for the individual and ask them to respond showing how they handled the success. Good employees and Contractors will “own” the error and admit the fault and humbly deal with the success where as the “bad” employee or Contractor will avoid ownership of the mistake and will be profuse in their need for praise for the success. If the person can’t take ownership it will be hard for them to grow as a person and as a member of the team and organisation. An attitude of continual improvement is a key to success.

Confidence. Though the line between arrogance and confidence can be paper thin, it is never missing. A confident employee can mean money in the bank, an arrogant employee can be a nightmare. Read between the lines as your applicant is answering questions. Can

you see them pitching in when their teammates are in need, or does your instinct say that they will always think they know best?

Hiring good employees or contractors is important in any business. However, the business owner has to nurture and support his team. In this way the team can remain happy, harmonious and high achieving. Business owners must treat their employees as human beings and not as robots. They must take into consideration their ideas and suggestions and treat them with respect, courtesy and dignity. Certificates and experience can only help in understanding a person's potential or qualifications but not about his/her all round personality. It is not enough if the candidate is just well qualified and educated. A new worker must be pleasant to work with and must contribute to the productivity of the firm in a nice and positive way. If you engage someone to fill a role that person must be able to learn on the job quickly even though they may not have the exact skill sets needed for the job. Such people can be made suitable for the job even through training.

Your firm's success at hiring and retaining good employees mainly depends on the environment available for spurring growth. Your employees will not leave you as long as they view your company as a fertile place, best suited for the growth of their abilities and they are well rewarded not just financially for the quality of their work and the dedication to their job.

Grant Opportunities Available to Businesses

Export Market Development Grants - ACT

EMDG encourages small and medium sized Australian businesses to develop export markets by reimbursing up to 50 per cent of eligible export promotion expenses above A\$10,000 provided total eligible expenses incurred amount to at least A\$20,000. Businesses in every State and Territory are eligible to apply.

This program:-

- encourages small and medium sized Australian businesses to develop export markets;
- reimburses up to 50% of eligible export promotion expenses above \$10,000 provided that the total expenses are at least \$20,000; and
- provides up to eight grants to each eligible applicant.

To access the scheme for the first time, businesses need to have spent \$20,000 over two years on eligible export marketing expenses.

Any Australian individual, partnership, company, association, co-operative, statutory corporation or trust that has carried on export promotion activities during the year for which they wish to apply for an export grant is eligible to apply..

To be eligible the business must have promoted one of the following:-

- the export of goods and most services
- inbound tourism
- the export of intellectual property and know-how
- conferences and events held in Australia.

Early Stage Commercialisation - Tasmania

Repayable grants are available between \$250,000 and \$2 million over two years. Applicants need to match funding on a 50:50 basis. Businesses in every State and Territory are eligible to apply.

This program provide repayable grants to assist innovative companies to undertake activities that enable a new product, process or service to be developed to the stage where it can be taken to market.

The program will fund activities associated with the systematic work necessary for installing and establishing processes, systems and services that enable a new product, process or service to be effectively brought to market.

Types of eligible expenditure are:

- Labour expenditure
- Contract expenditure
- Plant expenditure
- Prototype expenditure
- Intellectual property protection expenditure.

Eligible applications will be assessed against the following five criteria:-

- need for funding
- commercial plan and potential
- market opportunity
- management capability
- national benefits

This program is available to innovative companies and an applicant must be one of the following:-

- a non tax-exempt company incorporated under the Corporations Act 2001;
- an individual who warrants to form a non tax-exempt company incorporated under the Corporations Act 2001 if the application is successful.

Grow Your Business Program - Victoria

This program aims to provide advice and support to assist Victorian firms to develop and implement strategies to become internationally competitive.

The Department of Business and Innovation offers a range of planning and management services and advice and support to assist Victorian firms to develop and implement strategies to become internationally competitive.

The Grow Your Business program includes:-

- Grow Your Business - Business Development Plan
- Grow Your Business - Business Strategic Review
- Grow Your Business - Business Development Plan - Mentoring
- Grow Your Business - Group Programs
- Grow Your Business - Networks Program

To be eligible for individual funding businesses should:

- be financially viable
- be a tradeable service
- be based in Victoria
- have a commitment to innovation and/or potential for export/import replacement
- have management strengths
- be committed to strategic planning and growth.

Small Business Solutions – Queensland

The goal of this program is to enhance the business skills, profitability and growth of small businesses across Queensland. Small Business Solutions provides small business owners the opportunity to get real business assistance from accredited industry professionals.

In addition to one-on-one coaching from qualified mentors in their workplace, SBS also offers small business owners access to:

- Vocational Education and Training Qualifications through Skills Recognition; plus
- Tailored Training Events for specific small business needs.

The Clever Green Eco Innovation program – South Australia

This program aims to promote industrial ecology within the manufacturing industry through awarding \$1 million per financial year in funding until 30 June, 2013. The objective of the Clever Green™ Eco-Innovation program is to improve the economic performance of South Australian manufacturers; while minimising environmental impacts and leading the way in sustainable manufacturing.

The program aims to:

- develop business cases for collaborative projects in energy, material, water efficiency and waste minimisation
- use eligible business cases and grant funding to establish pilot plant, infrastructure and technology projects, which are innovative and collaborative.

Applicants have the choice of applying for:

- Eco-Innovation Feasibility Study Grants (EIFSG) - A fully funded grant is available for feasibility studies or business case development, which will identify and quantify the costs and benefits of implementing various resource efficiency or waste minimisation projects.
- Eco-Innovation Infrastructure Grant (EIIG) - A dollar for dollar co-contribution grant is available up to a limit of \$350,000 (excluding GST) for pilot, infrastructure or technology demonstration based projects. Projects eligible under this program are:-
- funding of pilot projects and infrastructure projects (where the benefits do not accrue exclusively to one business);
- technology demonstration projects.

Each applicant must:

- be a financially viable business or commercial enterprise, with a current or proposed connection in South Australia
- hold an Australian Business Number (ABN); and be a legal entity capable of entering into a legally binding funding agreement.

Northern Territory Trade Support Scheme

This program is generally be offered on a dollar-for-dollar basis and its aim is to provide small and medium-sized Territory companies with financial support to market their products or services overseas.

The Scheme aims to build stronger trading partnerships and create new export opportunities. It provides Northern Territory based organisations with financial help to offset the costs of international marketing activities.

The scheme can offset up to 50 per cent of the costs of activities such as:-

- attendance at international expos and trade shows
- promotional products
- accommodation
- freight costs
- website development for international audiences.

Eligible projects include:-

- existing and new international market development activities
- market investigations
- establishing in-country support
- supporting inbound visits to the Territory by approved overseas buyers or trade missions.

Any business, industry group or other organisation with a substantial presence in the Northern Territory can apply for assistance.

Small Business Grants – City of Perth WA

Funding from \$500 to \$2000 is available through this program which aims to offer cash grants to small businesses within the City of Perth. The grants may be used to assist with business startup or expansion, buying equipment or for other business related projects.

The program aims to:-

- Support and encourage small businesses.
- Encourage innovative and creative small business projects.
- Support businesses that demonstrate a notable benefit to the city's people and/or business communities.

Available Tenders

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

Business Opportunity	Location	Closing Date
Vehicle Smash Repairs, Windscreen Repairs and Towing	Queensland	12 February 2013
Pavement Data Collection Road Cracking Survey 2013	Tasmania	6 February 2013
Open space Mowing Services	Victoria	28 February 2013
Airconditioning and Mechanical Services Maintenance	Victoria	8 February 2013
Ground Maintenance in and around Stormwater Channels	NSW	6 February 2013
Community Care Home Maintenance Contract	Queensland	28 January 2013
Supply and delivery of Mobile Plan for Parks and Gardens Maintenance	Victoria	6 February 2013
Southport Courthouse - Facade Refurbishment	Queensland	12 February 2013
PHPA Channel Marker Refurbishment	Western Australia	1 February 2013
Supply and Maintenance of Automated Doors: ACT Government Property Group Managed Sites	ACT	14 February 2013

Winning a tender is a sure fire way of increasing your business turnover and most have a guaranteed income attached to the contract.

At any time there are thousands of tenders on offer - could there be one that is a perfect fit for your business?

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