

BUSTER BULLETIN

For BUSINESSES

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This is our very **first Business Edition** of our highly acclaimed '**Buster Bulletin**.' We have been producing a non-profit organisation based edition every month for the last three years (sent to over 13,000 organisations across Australia each month) and we have been constantly approached by businesses for a business focused monthly newsletter, hence we have produced this newsletter which is aimed at giving small, medium and large businesses a real insight into:

- grant funding opportunities,
- tender writing,
- how to beat Government and Council red tape,
- innovative marketing opportunities,
- product/service development,
- business planning,
- Human Resource management,
- policy and procedure development; and
- effective financial management techniques.

We will also attempt to answer queries from readers that will resonate with the majority of our readership. While we are a Queensland based business, we have clients all over Australia and have been assisting businesses fight Government and Council red tape, access Government grant opportunities and assist our business clients in winning substantial Government/Council/Commercial tenders now for over 11 years.

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**

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Some of our successes include:

- assisting businesses beat Government and Council fines,
- assisting businesses in meeting Government/Council legislative and compliance requirements,
- assisting businesses at all levels by lobbying Council/Government agencies on their behalf,
- winning a \$6.4million construction tender,
- winning \$220,000 in grant funding for the expansion of abattoir,
- winning \$361,000 in grant funding for an innovative packing facility on a mandarin farm,
- winning a \$110,000 tender for a small electrical firm to upgrade lighting on a Council sporting facility,
- securing many businesses places on preferred supplier lists across many industries, and
- winning an \$800,000 tender for a sole trader in the security industry (now that's what we call rapid expansion!)

Tips on how to market your business effectively

There is a wide variety of strategies and options you can utilise to effectively market your business. Most business straight away think of advertising, and paid advertising at that, when they think about marketing. The cost of using media like television and major newspapers is very high and the benefits of such a strategy generally are limited and not quantifiable. For a new business there are other ways to reach customers at little or no cost.

The first thing to identify the right strategy or tactic to reach your customer. The choice will depend on who your target customers are and where they look for a product or service. Some simple market research can help here.

These are some of today's main choices when it comes to marketing:

- **MEDIA** – from the big players like television and daily newspapers to the smaller like trade magazines and community-based radio stations;
- **DIRECT CONTACT** – such as letterbox drops (direct mail) or leaflet hand-outs;
- **INTERNET** – either your own website, via online advertising or new forms of social media;
- **INDUSTRY AND PROFESSIONAL ASSOCIATIONS** – via newsletters, member offers or networking opportunities.

Successful and inexpensive marketing is created with a flair for publicity. By smart thinking, it is possible to get free or inexpensive publicity in the local media or on the internet. Speak to your web hosting supplier about internet advertising options such as click through optimisation.

But one of the best ways to promote a business is by word of mouth. Satisfied customers will refer others to your business so think about referral incentives.

Tips on Finding and Winning Tenders

- Regularly check the tender advertisements on Government and Council websites.
- Check the Tenders section in Saturday's and Wednesday's newspapers.
- Develop a personal relationship with staff in government/Council agencies. The better they know what goods or services you provide, the more likely you are to be invited to quote or tender.
- Get a foot in the door by making approaches offering a free or reduced price test of your product/service.
- Keep in regular contact with key staff to confirm that they are still in that role. If not, find out whom you should approach.
- Build a competitive niche, such as a reputation for quality and service, or experience in a specific sector.
- Don't assume that you will be given business just because you are 'local'. You must market your business effectively, be competitive on price, quality and service in order to win business.

Business Grants Available

Each month, we will bring you a snapshot of just some of the available grants for businesses.

Grant: Enterprise Connect
Provider: Department of Innovation, Industry, Science and Research
Amount: \$50,000 maximum
Details: Enterprise Connect is funding up to \$50,000 is now available through Workshops, Industry Intelligence and Networking, to deliver workshops, seminars and a range of other activities around Australia. Organisations able to deliver activities that assist businesses to build business value through the following, should apply:

- Understanding the Digital Economy
- Strategic succession planning
- Winning bids for competitive processes
- Branding and marketing

Applications close on 9 March 2012 (bear this one in mind for the next round)

More details are available at: www.enterpriseconnect.gov.au

Grant: Proof of Concept
Provider: Commercialisation Australia
Amount: Minimum \$50,000 Maximum \$250,000

Purpose: To assist researchers, entrepreneurs and innovative companies establish the commercial viability of a new product, process or service.

Overview: Proof of Concept grants will fund the steps necessary to establish the commercial viability of a new product, process or service.

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

Limitations: Projects that focus on basic research aimed at creating the base intellectual property are not eligible. For example, projects that predominantly consist of early investigation and conceptual development will not receive support.

Who can apply: Proof of Concept grants are available to companies, researchers and individuals.

To be eligible to apply for a Proof of Concept grant, an applicant must be one of the following:

- a non tax-exempt company incorporated under the Corporations Act 2001
- a researcher applying through an Australian university or Publicly Funded Research Agency (PFRA)
- commercialisation office
- an individual applying through an eligible partner entity
- an individual who warrants to form a non tax-exempt company incorporated under the Corporations Act 2001 if the application is successful.

Applications are accepted year round. More details are available at www.commercialisationaustralia.gov.au

Grant: Skills and Knowledge
Provider: Commercialisation Australia
Amount: Maximum \$50,000

Purpose: To assist researchers, individuals, and small companies new to commercialisation to access specialist advice and services to build their skills, knowledge and linkages.

Overview: Skills and Knowledge will fund activities related to obtaining specialist advice and services to assist in the commercialisation process.

Examples of specialist advice and services include:

- Business planning
- Commercialisation
- IP management
- Management development
- Linkages (collaborations/partnerships)

Eligible applications will be assessed against the following five criteria:

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

Who can apply: Skills and Knowledge funding is available to researchers, individuals and small innovative companies.

To be eligible for Skills and Knowledge funding, an applicant must be one of the following:

- a non tax-exempt company incorporated under the Corporations Act 2001
- a researcher applying through an Australian university or Publicly Funded Research Agency (PFRA)
- commercialisation office
- an individual applying through an eligible partner entity
- an individual who warrants to form a non tax-exempt company incorporated under the Corporations Act 2001 if the application is successful.

Applications are accept all year round.

More details are available at www.commercialisationaustralia.gov.au

Grant: Transmission Support Grants
Provider: Community Broadcasting Foundation Ltd
Region: All States and Territories
Funding: Various
Closes: 16 March 2012

Purpose: To subsidise community radio stations for transmission operational costs.

Overview: This is an overview of the Transmission Support Grants. Each grant program has an individual application form, for this information please refer to the website.

Transmission Support Grants - Equipment

Funds are available to help community radio stations purchase necessary transmission equipment. The grants assist with the maintenance and development of general community radio broadcasting throughout Australia.

Transmission Support Grants - Operational Subsidy

Funds are available to subsidise community radio stations for transmission operational costs. These grants are offered once per year, to reimburse stations for their actual transmission costs during the financial year. The grants assist with the maintenance and development of general community radio broadcasting throughout Australia.

Transmission Support Grants - Special Projects

Funds are available to provide support for:

- projects and local partnerships that aim to increase the sustainability and self-sufficiency of community radio transmission infrastructure, and
- the development and trial of innovative solutions to community radio transmission issues, including the use of new technologies.

Limitations: Grants are not available to stations broadcasting under a Temporary Community Broadcasting Licence(TCBL) or with a narrowcast licence.

Who can apply: You can apply for a Transmission Support - Operational Subsidy grant if you are a long term licensed community radio station transmitting from any type of site, including Broadcast Australia, TXA, Telstra, local council, self-owned or other.

More details can be found at www.cbf.com.au

We have had some fantastic successes in securing funding for radio stations through this program.

Current business tenders available

Have you ever thought you would like to grow your business with a definite income stream but not sure how? Securing business through winning a tender will have a fantastic impact on your bottom line. But...where do you start?

These are some of thousands of tender opportunities advertised across Australia at the moment.

Tender Description	Location	Closing Date
Proposed New Whole of Government Supply Arrangement for Computer Hardware and Associated Services	Queensland	30 March 2012
Requests for Proposals for the Provision of Electricity and Gas Distribution Operations, Maintenance and Minor Capital Works Services	Victoria	30 March 2012
Tender for Inclusion on the Contractors Panel for the Supply of Preventative and Reactive Electrical Maintenance Services	New South Wales	12 March 2012
Provision of Home Security equipment	Victoria	20 March 2012
Provision of Contract Cleaning Services at the Port Dalrymple Trade Training Centre	Tasmania	23 March 2012
LandCorp Contractor Prequalification	Western Australia	12 April 2012
Construction of a Shared Path and Pedestrian Bridge and associated works	Victoria	4 April 2012
Supply and delivery of Pipe and Fittings	Queensland	22 March 2012
Communications Cost Recovery Solutions	Australia Wide	29 March 2012

Are there any tenders opportunities that suit your business? Red Tape Busters are able to tailor specific tender searches from the many databases we have access to....you will be amazed at the amount of opportunities available in your field.

If you would like to know more on how we can assist you to identify these, send an email to admin@redtapebusters.com.au requesting more details or visit our website www.redtapebusters.com

Small Business Tender Successes

Just to highlight our successes in working with small businesses and assisting their bottom line, I would like to share with you two examples of how we have helped two small businesses win substantial tenders. In both cases these businesses are just normal small family type businesses that really needed an injection of work and of course income to survive in this tough economic climate.

SJD ELECTRICAL

We have been working with Hayley and Sean from SJD Electrical now for approximately 2 years. They approached us seeking help in identifying and accessing tenders and of course they needed specialist assistance in preparing responses to the tenders. Over this time we have assisted Hayley and Sean in winning tenders and in fact recently won then a \$110k tender with a local Council. While \$110k to some people really isn't much, to a small business striving to survive, this is a fantastic result! So far we have now been successful in winning tenders for SJD where they are a sole supplier and in writing tenders that have secured them places on preferred supplier listings.

These wins have substantially improved the financial bottom line of SJD Electrical and ensured their financial viability for years to come. Sean and Hayley have been wonderful repeat clients over this period and we will continue to work with them to win more tenders and help them further expand their business.

GF PROPERTY MAINTENANCE

Similar to SJD Electrical, Geoff and Karen approached us almost two years ago seeking help in winning tenders. GF Property Maintenance were in the same position, struggling in the current economic climate and needed to win tenders to stabilise the business and indeed assist with expansion. Over this time we have won 6 tenders generating a very stable income for the business and also securing them places as a preferred supplier. Again we are working with Geoff and Karen to win more tenders.

HOT OFF THE PRESS We have also just been notified that we have secured a place on a preferred supplier listing for a graffiti removal company from a tender we wrote for them. A great outcome again for a small business that has the potential to send a sizeable amount of work their way!

If you are a small business and need help in growing the business, marketing your business, winning tenders, contact us. We have the expertise to help you!

Where to from here?

So, by now you should have an understanding that there is so much more to business than just day to day operation and that there is extensive help out there to grow your business whether it be through grants, or targeted processes designed to increase revenue or increase compliance.

The grants and tenders above are only a small snapshot of what is on offer. If you are interested in discussing how Red Tape Busters can put their years of experience to great use in your business and make all your hard work pay off, then we would love to talk to you.

For a free no obligation chat you can contact us on 07 3882 2055 or you can go to our website at www.redtapebusters.com for more information.

Testimonials

At RTB, we don't advertise, that's really saying something for a company that has been in business over 11 years. What we do rely on though is the great feedback we have from our clients. Any company is only as good as it's clients will tell you.

"Our company would like to express our deepest thanks and appreciation to the staff at Red Tape Busters. They have been writing our tender applications for the past 3 months and I am delighted to say that we have won two tenders that Red Tape Busters completed for us. We are very pleased with the personal attention they have given us and we consider them to be part of our team. We can honestly say that their personal attention to detail, ability to listen and translate our business has been fulfilling. Once again, we express our gratitude. We will be continuing to use Red Tape Busters for each tender we need to submit."

Geoff and Karen Firkin
GF Property Maintenance

Your stories

Is there an article you would like to see included in next month's newsletter?

We receive many requests to cover specific topics in our newsletters - you can leave your request at www.redtapebusters.com/contactus.aspx

We offer this newsletter as a way to assist businesses, to provide information directly relevant to businesses, however if you wish to unsubscribe please let us know.

Advice in the newsletter is general in nature, individuals and organisations should obtain specific advice dependent on their circumstances before making any decisions.