

## 'Coaching Conversations' - One day practical training in how to have a coaching based conversation that will lead to positive outcomes for others

In September, KCEC in partnership with Katherine Street of 'People Flourishing' facilitated the delivery of the above training program direct into Kingston. At the end of the day, participants reported that they had learnt how to have a conversation that was purposeful, directed, empowering, focused on the other person and that results in clear and specific action. 11 participants were exposed to this training in a relaxed, supportive and stimulating workshop environment with ongoing one on one follow up coaching available for each of the participants.

We were able to offer this training FREE to participants and hope that it will benefit them to have more powerful and positive conversations.



(Pictured are the participants at the Coaching Conversations workshop)

## IDEAS THAT WORK Claim what's yours!

Starting up a business can be a real challenge. And building a successful business requires determination, strong vision, long hours, financial capital, and of course persistence.

NONETHELESS, SMALL BUSINESSES can often neglect one important and valuable aspect of starting up a new venture - intellectual property (IP).

Business owners are often unaware of how valuable intellectual property is and that protecting it is essential. Managing intellectual property in your new business is just as important as managing the day-to-day running of the business operations.

Do you think your business has any intellectual property? Think again. IP can be your:

- Name, logo and slogan
- New idea
- Products and services
- Client lists
- Production processes

IP represents the product of your mind or intellect. It can be an invention, trade mark, original design or the practical application of a good idea.

## STARTING SMART

The first thing to remember is keep your idea confidential. If you tell anyone, you risk someone else setting up competition against you and profiting from your idea. Customers by nature are drawn and attracted by good reputation and branding. IP rights are valuable assets that can distinguish your business from your competition, making your products and services unique and attractive to your customers.

Most successful business owners will tell you that it is a smart start to ensure that IP protection and management is an integral part of your business plan.

## CAN WE HELP YOU?

IP Australia, the Australian Government agency which administers patents, trade marks, designs and plant breeders rights, has a range of resources to help you to understand how to protect and make the most of your valuable assets - your IP.

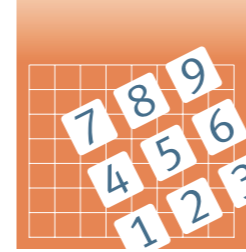
Smart Start is a FREE resource and provides small business with useful tools and a range of information to help them "Get IP SMART from the very START" of the business. The new Trade Mark Assistant Filing Service is a simple and fast way to assess the registrability of proposed trade marks and may help you overcome difficulties with meeting the registration requirement of your trade mark.

For more information, phone 130 651 010 or visit [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)  
(Source - My Business Magazine.)

### QUOTES of THE WEEK

'No nation was ever ruined by trade'. Benjamin Franklin

'A consumer is a shopper who is sore about something'. Harold Coffin



# Down to Business

An initiative of the Kingborough Community Enterprise Centre Inc.

## Success stories from enterprising locals

### Magic Cleaning Supplies Marcus & Karen Halsey



(Pictured are Marcus & Karen Halsey)

Arriving in Australia in Autumn 2008, Marcus and Karen were looking to secure an ongoing business. A probable target had been identified and after some initial consultation with Bill Summers at Bendigo Bank, they were directed to the KCEC for assistance with the financial analysis of the trading figures of the respective business.

Once this had been attended and they were satisfied with the integrity of the trading results of the business, consideration needed to be undertaken with regard to business structure options. For this assistance, professional Accountants were engaged and advice undertaken as to how to best structure.

In September this year, Marcus & Karen became the proud owners of Magic Cleaning Supplies

which employs both themselves and 3 others.

Karen quotes: 'How wonderful it is for the residents of Kingborough to have the services of David and the Enterprise Centre. Being new to Australia and seeking to get into business, we could not have started at a better place than the KCEC. David's previous experience in the finance sector allowed him to clearly explain to us what the financial statements actually meant. Aside from that, he was able to give direct and clear advice on all the other issues related to purchasing a business. We are very grateful of this assistance.'

Should you wish to enquire about supply of your cleaning supplies, Marcus and Karen can be contacted on tel. 6278 1555 or fax 6228 3158

## Baslec Ben & Anna Steven



Ben and Anna Steven opened the doors of baslec in October 2006 after many years of procrastination. The final deciding factor was during a business trip and yet another dose of Asia belly. Ben realised there should be more to life than working 60 hours a week and 6 months out of 12 away from the family. Like many privateer micro business owners, the driver for starting the business really came from a grass roots desire for some work / life balance. Upon returning from Asia via a red-eye flight from KLIA, Anna suggested they dust off their electrical contractors licence and start a business.

In the beginning, with the help of David from KCEC they pieced together a plan and started to refresh their knowledge base with some night school and plenty of reading. Electrical contracting is basically a trade wrapped in rules and regulations. Many of the rules, regulations and statutory requirements had changed a little in the years' proceeding business birth. Initially this was the most daunting facet of the business. Anna commenced training in MYOB and together they excitedly set about organising an ABN, a business structure and a trading name. The trading name baslec is an acronym for Ben, Anna, Steven, Licensed, Electrical Contractors.

The business plan was written around the concept of Ben working on the tools for around 20 hours per week, collecting supplies and general maintenance of around 10 hours per week and quoting and invoicing around 10 hours a week. Anna was to both administrate and keep the books of the business. The concept was to share work loads and enjoy the company of their children for as much time as possible. Whilst life rarely goes to plan, Anna's role soon jumped to 20 hours per week as trades assistant and bookkeeper whilst Ben's role stretched out to around 60 hours per week, including identifying and marketing to ensure future growth opportunities,

At the beginning of the 2007 – 2008 financial year, the break was made from previous employment

heralding the 'real' birth of baslec. The first six months were interesting with re-wiring houses, installing heaters and many other day – to – day domestic musings. baslec was also engaged to install a full gambit of Lightning and Surge protection to the Broadcast Australia site at Mt. Wellington. Every television and FM radio transmitter now has series surge protection installed and the tower lightning structural protection was tidied up and improved. baslec also sub-contracted it's services to a larger Electrical Contractor in Hobart and then won the tender with Kingborough Council for the re-location of overhead power supplies to under-ground for 22 businesses and residences in central Kingston. This together with the street lighting formed the major part of low voltage reticulation for the Channel Highway re-development.

Today, baslec has gone on to secure steady clientele in the business arena and this young couple from Blackmans Bay can see a very positive future for their business. baslec recognise the value of networking evenings conducted by the KCEC and in attending have secured some very positive sales leads for the future. If you have any requirement for Electrical Contractors, please feel free to contact Ben on 0448 12 13 16. baslec is keen to grow their business in the Southern region of Tasmania and welcomes private and trade enquiries. Anna and Ben may be contacted on 0448 121 316 or [baslec@bigpond.com](mailto:baslec@bigpond.com)



(Pictured is Ben Steven of Baslec)

## Woodstock Fruits Karyn Jones

Karyn Jones first approached the Enterprise Centre at Huonville in October 2007 as she was looking to start up her own business dealing in the manufacture and sale of jams and chutneys with the initial sales targets being markets and wholesalers with the possibility of further diversifying her product lines in the future. With Karyn's business growing, she felt it was time for a direct sales outlet. Consequently, in July 2008, Woodstock Fruits took up residence at the Margate Train.

Karyn and her partner David were old hands in business, having run the Apple Valley Tea house for a number of years. Since selling up in 2005, Karyn was often approached by customers of the Tea House asking how they could get hold of her jams and chutneys.

For their jams and chutney, Karyn and David use 70% of their own fruit which they grow on their property near Huonville. The rest of the produce comes from local growers in the Huon Valley area. They have also acquired the use of a licensed commercial kitchen at Deep Bay, Cygnet.

Recently in the Royal Hobart Agricultural Show & Wrest Point Fine Food Awards; they won silver for their tomato chutney and bronze for their blackcurrant jam.

At the Margate train as well as their jams and chutney, they also sell local fruit and vegetables, honey from North Huon Apiary, Lucaston apple juice, fresh flowers and small gifts.

*"I am extremely appreciative of the advice, guidance and assistance provided by Christina and the KCEC and applaud the foresight of both the Kingborough Council and the Department of Economic Development for providing and supporting these services to the residents of Kingborough and the Huon Valley who are looking for business start up advice."*

To contact Karyn, please call her on: 0438 641 177 or 6266 3463  
Email: [kdjd6@bigpond.com](mailto:kdjd6@bigpond.com) or visit her sales outlet at the Margate Train.



(Pictured is Karyn Jones of Woodstock Fruits)