

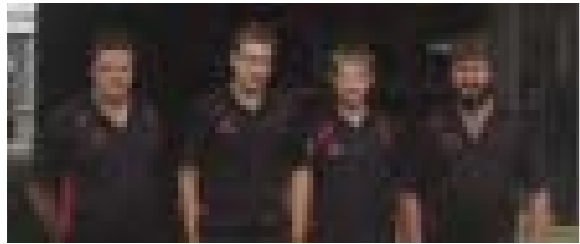
Total Autos Michael Oost

Michael Oost was in the process of taking over the family business in Huonville last year when he heard about the services offered by Business Enterprise Centres.

“Working in the business but not running it meant I had a lot to learn from a commercial aspect. I found the information provided from the Centre was extensive. The “New Business Start Up Checklist” was helpful, as it became a sequential map for me to navigate to ensure I met and understood all associated compliance issues. The availability and ongoing assistance of the Enterprise Centre was much appreciated – they even liaised with my Accountant on the financial matters.”

Michael is constantly expanding his business to offer clients additional services. They now also specialise in Diesel Gas conversions and also do LPG gas conversions at a reasonable price.

“We also want to help people shop local and we’re accredited to carry out “log book” servicing, meaning you don’t have to be inconvenienced by driving in to



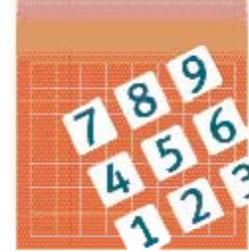
(Pictured (L to R) are Michael Oost, Scott Oost, Sheldon Clifford and Brett Woolley.)

town and waiting around to have your warranty service completed.”

Last year the business expanded and moved to larger premises. Besides Michael, Total Autos now employs 3 other mechanics. The business is also assisted by Michael’s partner Sam, who attends to reception & bookkeeping duties. Michael also commented about his loyal staff.

“Without my dedicated mechanics, the shop wouldn’t run like it does. They work hard and make sure the jobs done right. Thanks to Scott Oost, Sheldon Clifford and Brett Woolley who assist in ensuring a smoothly run shop”.

Total Autos service all vehicle makes and are open from 8am to 5pm, Monday to Friday. They are located at 45 Willmott Road, Huonville and can be contacted on 6264 2480.



Down to Business

An initiative of the Kingborough Community Enterprise Centre Inc.

Success stories from enterprising locals

Awesome Mortgages Andrea Ireland



(Pictured is Andrea Ireland with some happy clients)

After being unable to return to her profession as a Physiotherapist, Andrea was seeking alternate employment. Faced with the opportunity to start something new she wanted to make a lifestyle choice as well as a financial one. Changing careers was not an easy choice to make and, with a young family and a desire to work from home, it was difficult to know what to pursue.

After having done some initial research on a number of options Andrea approached David at the KCEC. Together Andrea and David were able to review the advantages and disadvantages of each of these. With his years of experience in the finance industry David was able to introduce others to speak with prior to starting the business. Through the Enterprise Centre Andrea received help to write a business plan and was introduced to local business owners helped previously by the Centre. *“Probably the most beneficial support though, was that of helping me to feel confident to proceed and start something new”* says Andrea. The support did not stop there however.

Awesome Mortgages, Tasmania, commenced operation in September 2007 as a mobile lender. Awesome Mortgages, the public face of Mortgage Corporation Network a non-bank lender, had been operating on the mainland but had not had a representative in Tasmania.

Awesome Mortgages now supplies affordable loans to Tasmanian residents and businesses to enable them to realize their dreams. They are committed to educating their borrowers through an ongoing

relationship with them and provide low cost financial solutions, superior service and quality loan products. Clients enjoy very competitive rates and flexible loan structures from Awesome Mortgages. This results in savings on their mortgages and being able to own their own homes sooner.

Awesome Mortgages does not just offer home loans but provides finance for a wide range of purposes (investment, business, commercial, development, consolidation/ refinance, etc) and thus are able to develop an appropriately structured financial solution to best meet each individual’s needs and expectations. They simplify the loan process and discuss the options without all the jargon. Having been providing professional loan advice for over 20 years you can trust them as a reliable lender.

Since operating Awesome Mortgages Andrea has also sought advice from David Cleary in relation to obtaining comparative information on other businesses in the industry and various networking groups.

“Through the Enterprise Centre informing me of events I was able to attend the Business Savvy Course which assisted me to understand the areas of business I was not familiar with and provided a great resource to refer to in the future. Thank you David and the Enterprise Centre for all the support you have provided, and I am sure will continue to provide with this and future ventures.”

Andrea can be contacted on;
6229 9161 or 0433 590 958 or
andrea.ireland@mortgage-corp.com.au

IDEAS THAT WORK

Top 10 tips to effective hiring and firing. It’s nothing personal.....it’s business!

PEOPLE REPRESENT THE greatest resource of most businesses. They are what provide the business with capacity and leverage - so they are valuable. They are also an area of high management risk and managing people can be time consuming. If a dispute or a problem arises, it can become time consuming, expensive and frustrating. Employing staff isn’t just about getting them to do the job and writing a pay cheque each month. For your business to perform well, you need the right people doing the right job and low staff turnover.

To achieve this, the hiring process is an important starting point. And if things do go wrong, you need to understand your rights and responsibilities. So, if you want to hire or fire someone, here are some tips to help you along the way.

1. Start off with a job description
2. Always issue an employment letter
3. Have a probation period
4. Always check out references and employment history
5. Complete periodic performance reviews and provide feedback
6. Manage under performance
7. Maintain employment records
8. Understand the responsibilities and differences of termination titles ie, dismissal, redundancy or retrenchment
9. Meet all your obligations
10. Understand that you won’t always get the right result

(Source - My Business Magazine.)

QUOTES of THE WEEK

We will either find a way or make one’. Hannibal (247 - 183BC)

‘A bank is a place where they lend you an umbrella in fair weather and ask for it back when it begins to rain’. Robert Frost

Snuggle Down Inn Kieron Mills

Snuggle Down Inn Kingston opened its doors in June 2008 under the worst possible conditions. "For three months, we were the only business on what was essentially a construction site" states business owner, Kieron Mills, who concedes this was a tough and difficult time. "Our core business is the on-site manufacture of quality feather and down products such as quilts, pillows and sleeping bags. We also provide a complete rejuvenation service of feather and down products and retail a select range of bedroom products and accessories.

Customers were unaware of where the business was and what it was about. In addition to this problem, we had bought a franchise from a similar business but this arrangement fell through leaving us with machinery and trained staff but no system, branding or market placement."

With 32 years experience in the telecommunications industry, Kieron totally understands the critical importance of networking to business success. He immediately contacted the Kingborough Community Enterprise Centre and acknowledges the support and help he received has been invaluable to the growing success of the business.

"I grasped the opportunity to participate in the Business Savvy Program, a three day program

designed to help new businesses. As well as receiving useful general information on business survival, I gained an understanding of the unique opportunities in the Kingborough area. I thoroughly enjoyed the program, and met with others from diverse range of businesses. In the past six months, I have also attended two networking dinners; these are great opportunities to meet with and expand your knowledge of the whole of the Kingborough community".

"As the business grows and our shopping precinct (behind the Kingston pub) expands, we are sure we made the right decision to forge ahead and work towards developing our own unique concept for our manufacturing and rejuvenation business".

If your quilt needs cleaning or recasing, or you need new high quality natural bedding products bedding or you simply want the best advice on gaining a great night's sleep, please contact Kieron or his staff, Kait and Andrea on 6227 1790 at Snuggle Down Inn, Kingston Gateway Shopping Centre, 14 Channel Highway Kingston.



(Pictured is Kieron Mills with Staff member Kait Collidge with a happy customer)

Seashell Apartment Helena Blundell

This summer saw the grand opening of Seashell Apartment. For owner operator Helena Blundell, who worked in the Hospitality industry for 14 yrs with Federal Hotel Group, this has been an exciting and challenging business move. Helena is also a Film producer of corporate and training DVDs and principal photographer for Leisure pleasure show on Win TV and owns a studio called Reflective Image specialising in wedding photography.

Seashell Apartment is a one-bedroom style apartment with its own ensuite, suited to accommodate 1-2 persons. Seashell apartment is situated at Helena's home at 48 Ocean Esplanade Blackman's Bay Beach. The outlook is magnificent with the apartment having gorgeous unrestricted water views. Bookings can be made online through the web site www.seashellapartment.com.au. Already, guests from England, Germany and all over Australia have enjoyed the Seashell Apartment experience.

Contributing to Seashell Apartment's success has been the booking system created in Tasmania called Channel Manager, which was developed by Jeanette and Colin Hatcher who own the highly successful Hatchers Manor at Richmond. In order to multi list and reduce the risk of overbooking, Channel Manager is a centralized booking system which updates immediately any bookings made on line through the booking sites and through the

operators own bookings. Channel Manager also cross promotes all hotels and accommodation venues listed with in it and as a result Helena has been able to get her business up and running with no advertising costs.

"Its been a great month and I'm really enjoying meeting people from all over the world and all walks of life from retired couples to young honeymooners, those on business or visiting family and friends in the Kingborough area. I would like to thank the Kingborough Council for their support and enthusiasm for this venture. The KCEC have provided great support and advice and I have been able to participate in some fantastic business courses such as Business Savvy. The assistance of David was invaluable and I would urge anyone to use this fantastic resource and wealth of business knowledge and would also recommend attendance at the regular networking dinners the Centre organises".

A group of accommodation operators in Kingborough have linked together to develop an internal network of local operators with ideas for cross promotion and future creation of a web site and brochures promoting accommodation in the Kingborough area.

For further information or for a booking, contact Helena at Seashell Apartment on; 6229 2223 or www.seashellapartment.com.au



(Pictured is Helena Blundell and snapshots of the attractions at Sea Shell Apartment.)