Cannabis
farms made in the west

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New venture delivers clean drinking water

TERRY COLLINS

KIDS West has raised more than $55M and donated countless hours of time for the wellbeing of children in the Greater Western Sydney area since it was established in 1991.

Created with the primary purpose of raising funds for the children’s hospitals of Sydney, the organisation has spread its reach to provide aid to many organisations improving the health and wellbeing of children throughout Western Sydney.

In the past few years it has spread its area of assistance even further, providing hospital equipment in country areas such as Coolah.

“Our support has even reached places such as Condobolin assisting families in times of drought, even supplying Christmas gifts for those disadvantaged families,” co-founder Trevor Oldfield said.

And now that assistance to drought-stricken townships further out west is expanding more, with a partnership with concept creator Ian Martin-Brown set to give relief by providing clean drinking water.

“Families who drink bore water have been doing it especially tough during the drought and we recently raised $120,000 to buy our first desalination unit, supplied by Saltfree Desalination Australia, for the township of Quirindi,” Mr Oldfield said.

The unit passed through

Mystery Keno player wins $195,000

EARLY a week on, a mystery Richmond Keno player has come forward to claim their prize after scoring a Keno 9 Spot win of more than $195,000 in a draw.

The New South Wales patron held a Keno 9 Spot winning entry in game 137 on Saturday, March 2 taking home $195,366.60.

However, now the punter plans to use their Keno fun money will forever remain a mystery as they have chosen to remain completely anonymous and celebrate in private.

Th e New South Wales patron held a Keno 9 Spot winning entry in game 137 on Saturday, March 2 taking home more than $195,000 in a draw.

Th e winning Keno 9 Spot entry was purchased at Richmond Club.

In 2018, Keno crowned 16 millionaires and multi-millionaires who collectively took home more than $36.47 million. Ten of these major winners were from New South Wales and the ACT.
Biviano’s Italian and Seafood restaurant in Dural is the fine dining jewel of The Hills and surrounds. Celebrating 19 years in 2019, Biviano’s continues to exceed expectations with landscaped gardens, private parking, beautiful scenery and surrounds, private dining facilities and an impeccably designed building and interiors.

Dining at Biviano’s is an indulgence of the senses. Guests are treated to dishes that are planned and prepared with meticulous care and passion. Biviano’s offers an intimate and contemporary atmosphere with precise and welcoming service, ensuring every customer has a grand and memorable experience where hospitality is at the center.

Biviano’s is located 44 minutes (M2), from Sydney CBD and 15 minutes from Castle Hill. Taking pride in offering the ultimate dining experience, Biviano’s 2013 relocation signaled the beginning of a new era in a bespoke venue with polished service, elegant tableware and a celebration of food melding the classic with the contemporary.

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Japanese investments
TWO of Japan’s biggest multinationals, Mitsubishi Heavy Industries and the Sumitomo Mitsui Financial Group, have signed international investment agreements with the NSW government to establish a presence in the Western Sydney Aerotropolis.

Carbon-neutral by 2020
JAPANESE car maker Toyota has spent more than $1M installing solar panels on a new 38,789-square-metre office-warehouse, at the Oakdale Industrial Estate, to become carbon-neutral by 2020.

Mirvac seeks approval
A MASTERPLANNED development proposal for 600 dwellings at the former IBM Business Park at West Pennant Hills has obtained approval of Hills Shire Council to be forwarded to the Department of Planning. If approved the Mirvac project would see 200 medium-density town houses and 400 apartments.

Frasers Property wins
FRACERS Property Australia has approval for the construction and operation of a convenience retail development, at the Eastern Creek Business Hub.

Frasers Property wins
FRACERS Property Australia has approval for the construction and operation of a convenience retail development, at the Eastern Creek Business Hub.

SOUTH WEST
Cost savings up
CAMPBELLTOWN City Council has entered into a power purchase agreement with Origin Energy which will see cost savings of up to 35 per cent a year on energy consumption for the next three years. The agreement means approximately 20 per cent of council’s electricity will come from a solar panel farm based in Moree.

NHMRC grants
THE Children’s Medical Research Institute, at Westmead, has received four highly-competitive National Health and Medical Research Council grants – four of the seven applied for.

KPMG building sold
PROPERTY fund manager, Capital Property Fund, has sold the 33-year-old KPMG building, at 91 Phillip Street, in the Parramatta CBD, for $56.63M, to the world’s largest asset manager, BlackRock. The building is located on 2193 square metres with 6094 square metres of net leasable area.

Uni builds on history
SYDNEY University’s Parramatta/Westmead Campus proposal is part of the university’s commitment to invest $500M in the future of Western Sydney. It builds on its 80-year history of engagement in the Westmead Health and Education Precinct, which contains the largest concentration of health services in Australia.

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THOUSANDS of students in Western Sydney will have access to a new university campus in Blacktown City.

Blacktown City Council has announced it will partner with Australian Catholic University (ACU) in building a university campus in the Blacktown CBD with the first student enrolments scheduled for 2020.

Blacktown City Mayor Stephen Bali, MP, made the joint announcement with ACU Vice-Chancellor and President Professor Greg Craven.

“This is a game-changer for us. A university campus in Blacktown CBD is a vital part of Council’s vision for transforming our city,” Mayor Bali said.

“There are 18,000 university students living in Blacktown City – currently they all have to travel long distances to attend their courses, but now, our high school students will have the opportunity within three years to study at a university right here in Blacktown.”

Largest provider

ACU is Australia’s largest provider of graduate teachers and nurses and is ranked in the top 3% of university’s worldwide*. Professor Craven said he was looking forward to ACU forging deep ties with Blacktown City businesses, schools and community groups. “By 2036 half of Sydney’s population will live in Western Sydney yet currently only 18 per cent of university places are in the area.

“An ACU campus in Blacktown will stand at the cultural and geographical heart of the community. It will put the people first. We will strive to serve Blacktown’s diverse local student body by providing innovative, quality higher education courses as well as state-of-the-art physical spaces for study, recreation and reflection,” Professor Craven said.

Greater Blacktown Business Chamber Vice President, Bob Turner, said; “A university campus in Blacktown will stand as a community and the central location of the ACU Blacktown Campus will increase the vitality of the Blacktown CBD and stimulate business growth and activity. Blacktown City’s 20,000-plus businesses and ACU both win through this partnership.”

Blacktown City Council last year called for Expressions of Interest from universities to partner with Council and business to establish a campus in the Blacktown CBD.

Assessment process

“Following a rigorous assessment process, ACU emerged as the clear contender to join with Council and business in developing and building a university campus,” Mayor Bali said.

“ACU had proven it was capable of responding to the needs of a growing and diverse population and was also willing to make a considerable capital investment in the construction of the campus.”

More than $4,000 higher education students live within 30 minutes of Blacktown, and over 17 per cent of current ACU students and five per cent of staff currently travel from the Blacktown area to ACU’s Sydney campuses.

The new campus will at first occupy several floors of the council-owned building at 22 Main St, Blacktown. ACU plans to partner Council in building two campus buildings in the Warrick Lane precinct in the CBD.

ACU plans to establish an information centre in the Main Street building later this year and then offer ACU College and Executive Education programs in 2020, followed by undergraduate and postgraduate programs in 2021.

The Council and University will consult with the community, industry, ACU staff and external experts to develop the design of the permanent campus within the Warrick Lane development, with occupation scheduled for 2024.

New university campus for Blacktown

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Stamping out abuse of older people

A POWERFUL and independent Ageing and Disability Commissioner will be established in NSW to investigate, and stamp out, the abuse of older people, and adults with disability.

Premier Gladys Berejiklian said the new Ageing and Disability Commissioner will start operations from July 1, 2019 to help protect older people and adults with disability in home and community settings.

“We will not tolerate the abuse, neglect and exploitation of older people, or people with disability,” Ms Berejiklian said.

“That’s why we are introducing a powerful and independent Commissioner to ensure that our most vulnerable citizens are protected.”

The Commissioner will investigate allegations of abuse, neglect and exploitation and will provide support to vulnerable adults and their families/careers following investigations.

It will also raise community awareness about abuse, neglect and exploitation, including providing advice on preventing, identifying and responding to potential issues.

The Commissioner will be given special powers which will include:

- The power to initiate investigations on its own motion, or following a referral or complaint;
- The power to apply for and execute a search warrant, and seize evidence, as part of an investigation; and:
- Information gathering and sharing powers.

The Commissioner will work closely with the new Specialist Elder Abuse Officers, who will be introduced in each NSW Police command, to undertake crime prevention and investigate matters which involve a criminal offence.

Lending a hand to farmers

Blacktown in mid-February on its way to Quirindi, where it was made available for inspection by the team from Kids West, Blacktown City Council and The Greater Blacktown Business Chamber.

“This unit will help provide around 75,000 litres of clean drinking water for the township every day,” Mr Oldfield said.

“We are now fundraising to supply more of these units to other drought-stricken areas in the west.”

Mr Oldfield and Mr Martin-Brown have enlisted some high-profile backers for this latest venture, with support coming from former NSW Premier Nathan Rees and meetings with local Members of Parliament and the State Opposition leader Michael Daley at Parliament House.

“Our Australian farmers, through no fault of their own, are currently doing it incredibly hard, trying to make a living as well as provide just the basic and fundamental living standards to their families which the bulk of our population, take for granted,” Mr Martin-Brown said.

“We are talking about the supply of clean potable water by means of Portable Reverse Osmosis Units, as well as (in some circumstances), defibrillators and humidicribs for premature babies in remote areas.

“The ground work has been set up in place to start receiving an income stream from body corporates, as well as contributions kindly privately donated by Australians. And a Go Fund Me Page.”

Saltfree Desalination Australia designed a special unit for Quirindi, housed in a 20ft container and including two feed pumps, carbon filtration, iron filtration for the removal of excessive mineral contamination in the farmers’ existing water supply, and a UV Filtration Lamp, so that any bacterial or organic contamination is also removed from their supply by way of a dual power source.

Liverpool Plains mayor Andrew Hope described the gift of the unit, which has now been installed on the council bore at the airport, as “humbled”.

“Our trials will look at monitoring the quality of the water, and making sure it’s suitable for potable water – we don’t have many doubts it will be,” Cr Hope said.

The long-term vision is to put it in one of our villages to improve the quality of town water supply: Spring Ridge, for instance.”

It will be available for stock and domestic use by arrangement with the council, to people whose water quality or quantity may be lacking.

“All our town water supplies and village supplies are monitored very closely for quality,” Cr Hope said.

“We’re managing to treat them to drinkable quality, although you always want to do better than you are.”

Additional units could even be moved from property to property to top up drinking water tanks, he said.

The brine byproduct could be used in dust suppression and roadworks. But raising additional funds and gaining EPA approval could take two more years.

For details on how you can be involved in supplying more units to drought-stricken towns in the state’s west, call Kids West directly on 0419 992 826.

Continued from page 2

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CONSTRUCTION on the new Metro West rail line will be accelerated to start next year—slashing travel times between Parramatta and the city to just 20 minutes.

Premier Gladys Berejiklian said the decision to bring forward construction was due to the strong economic management of her government.

“We always said we would build Metro West as fast as possible and today’s announcement shows we mean business,” Ms Berejiklian said.

“We have worked our guts out to get the budget in a strong position and now we are able to deliver crucial rail projects like Metro West quicker than anyone thought was possible.

“Metro West will more than double the existing rail capacity between Parramatta and the Sydney CBD and only the NSW Liberals & Nationals Government can be trusted to make it a reality.

“This crucial project will reduce the journey between Parramatta and the city to around 20 minutes, with trains running every two minutes.”

Under the plan there will be stations at Westmead, Parramatta, Sydney Olympic Park, North Strathfield, Burwood North, Five Dock, The Bays Precinct and the City.

Investigations are continuing into possible stations between Olympic Park and Parramatta such as Rydalmere and at Pyrmont.

Minister for Transport and Infrastructure Andrew Constance said Labor can’t be trusted to deliver major infrastructure projects.

“During its time in office Labor promised to build 12 rail lines, but did not deliver a single one in full,” Mr Constance said.

Video at www.sydneywest.tv
Dual role for south-west capital

Red Dwyer

RBAN renewal to the north and development of land releases to the south, that’s the aim to boost the Campbelltown-Macarthur centre as the capital of Sydney’s south west and a hub for the Southern Highlands and the Illawarra.

The dual role of the centre will be accomplished by balancing urban renewal along a 20-kilometre rail corridor from Glenfield, in the north, and the growth of land releases from Menangle Park to Appin, in the south, according to the interim Greater Macarthur 2040 document by the NSW Department of Planning and the Environment.

Currently in the northern part of the growth area a strong corridor of mixed, low-density residential housing exists along with large-format light industry, warehousing and logistics centres in Ingleburn and Minto.

To the south, the rural lands include former poultry enterprises and extractive industry; Menangle and Appin are rural villages, with Appin home to smaller-scale residential development.

The goal of the interim plan, which builds on Campbelltown City Council’s vision for the centre – a place of “ambition, innovation and opportunity” – to deliver the 30-minute city, is to provide a framework for the future development of these two elements, supporting the future of the Campbelltown-Macarthur centre.

“Providing local, high quality jobs for Greater Macarthur is a key challenge of the plan … [which] enables refocusing of employment from commuting to harnessing the local labour force for local businesses,” the document said.

Looking to the future, the Glenfield to Macarthur corridor could be home to an additional 21,000 jobs over 20 years through the expansion of employment lands and through knowledge jobs in education and health.

The plan targets an additional 20,000 jobs within, or accessible to, the release areas with land south of Menangle Park having the potential for employment in logistics and warehousing.

Local jobs for local people within 30 minutes of home is a key objective of the government’s A Metropolis of Three Cities document and the Western City District Plan.

We are here to thrive, says Lord Mayor

Parramatta Lord Mayor, Andrew Wilson joined leading property developer, Piety THP, for the official opening of Wentworth Point’s new 5,000 sqm park, Bay Park.

Part of a $700M development project, Bay Park is set to give residents in 466 apartments a green oasis in the heart of the west.

The development, named One The Waterfront, aims to make outdoor living a part of everyday life, with Bay Park boasting a modern rain garden, playground with a slippery dip, walking paths, lush green areas, BBQ facilities and shade areas for small and big kids to enjoy.

The ceremony involved Elder Peta Strachan, traditional custodian of the Darung women of the Burruberongal clan, Blessing delegates with a traditional smoke ceremony, along with songman, Matthew Doyle, and the Jannawi Dance Clan who performed a traditional dance.

Nigel Napoli, Head of Sales and Marketing for Piety THP, addressed attendees and spoke about the importance of bringing innovation and community-focused living to Sydney.
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**Rise of the mini warehouse**

ENT-up demand for industrial space has driven a surge in speculative development, particularly for “last-mile” facilities in the Outer West and South West. Speculative development activity is at 10-year high, according to Knight Frank’s Sydney Industrial Market Overview, Feb 2019.

More than 40 per cent of new completions in 2018 were speculatively built including Stockland’s Ingleburn Logistics Park (37,000 square metres) and Yennora Distribution Centre (21,000 square metres) and Mirvac’s Calibre Estate (20,000 square metres).

“Fast growth in e-commerce is playing a critical role in investment decision making, with the stream of new projects in 2018 elevating overall supply levels to a decade-high,” the report said.

“Despite a slow start to 2018, with only $467M transacting in the first six months, market turnover picked up significantly in the second half of 2018 with $1.12B of industrial assets transacting. This brought transaction volumes for the 2018 calendar year to $1.58B, a 33 per cent increase on 2017.”

The Outer West had been the most active with over 50 per cent, or $840M, in transactions in the region; more than double the $390 million transacted in 2017.

The Inner West and South West accounted for 20 per cent and 17 per cent of transactions respectively.

Consumers demands for faster delivery time at minimised or no-delivery costs has driven increased pressure for last-mile logistic networks, according to Colliers International Industrial Investment Review.

“Online retail sales growth has exceeded 35 per cent per annum over the past two years, according to ABS data, and the speed of penetration is expected to rise over the coming years as consumer preference continues to shift towards online shopping,” the review said.

Colliers believed the case for multi-storey warehousing in urban areas will strengthen over the next few years as it addresses both the scarcity and high cost of land. The agency noted the rise of “mini-warehouses” in the industrial market.

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**Strike fighters made in the west**

A SUBSTANTIAL amount of the content of the first two F-35A Joint Strike Fighters (JSF) to arrive in Australia from the USA was manufactured in Bankstown.

That will be the situation when the RAAF’s total order of 72 jets are delivered Lockheed Martin.

Quickstep Holdings based at Bankstown Airport is an approved supplier for the JSF program.

“We’ve got substantial content on every JSF that rolls of the production line at Fort Worth, Texas, in northern Italy and soon in Japan,” said Quickstep CEO Mark Burgess following the arrival of two aircraft at RAAP Williamtown.

Quickstep builds 35 parts for the JSF, including production of the composite parts which make up about 45 per cent of the twin tails of each aircraft, using state-of-the-art aerospace manufacturing equipment.

The two jets at RAAP Williamtown are the first to be purchased by the Australian government, the budget is set at $1.78B for a total of 72 aircraft.

Sales of JSF components last year accounted for about 60 percent of the company’s revenue of $59M million, which is expected to grow by 20 per cent this year.

Quickstep won the Premier’s Export Award in the NSW Defence Industries category for 2018.

“This award is a testament to the hard work and dedication of the entire Quickstep team and we are pleased that we have been recognised for our defence export achievements and our contribution to NSW’s economy and job creation in the state,” Mr Burgess said.

“We’re growing at a very rapid rate and we’ve got a very solid base on which to build and secure additional work on F-35 and C-130 parts and to find new work.”

Quickstep is one of more than 50 Australian companies participating in various stages of the F-35 program to date.

Australian industry has secured over $1.3B in production contracts through the program, with additional work expected as the production rate ramps up over the next three years.

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ENABLING Aboriginal engagement in Airport

WESTERN Sydney Airport is setting a new standard for engagement with Aboriginal communities, with the recent announcement of the Western Sydney Airport Aboriginal Engagement Plan.

The first of its kind for a major Australian Government infrastructure project, the plan will drive Aboriginal engagement opportunities in business, education and employment and help shape the airport’s scope and operation.

Aboriginal firm Enable, headed by AFL legend, former Sydney Swan star Michael O’Loughlin, has been announced as the provider of the plan by Minister for Cities, Urban Infrastructure and Population Alan Tudge.

“Michael O’Loughlin and his team will ensure that Aboriginal people get maximum opportunities out of the massive investment in Western Sydney,” Mr Tudge said.

“The new airport will generate tens of thousands of jobs and we want Aboriginal people to be part of it.”

As part of the airport’s employment targets, Indigenous workers will make up at least 2.4 per cent of the total construction workforce.

A minimum of three per cent of all contracts during the construction of the airport will be with Indigenous firms.

Minister for Finance Mathias Cormann said Enable would be tasked with coordinating Aboriginal engagement across the business and the community, from cultural heritage to employment, education and training.

The Aboriginal Engagement Plan will ensure local Indigenous communities are involved and supported through this significant project,” Mr Cormann said.

“It will be an important part of the plan for the airport and surrounding Western Sydney Parkland delivering hundreds of thousands of jobs and business opportunities to all Western Sydney residents.”

Enable managing director, Michael O’Loughlin, said the company was focused on delivering meaningful engagement with Indigenous Australians, including developing and implementing a Reconciliation Action Plan.

“Western Sydney Airport has embarked on an ambitious plan and we are excited to be part of the journey,” Mr O’Loughlin said.

“By developing a broad-reaching, highly-inclusive Aboriginal Engagement Plan, Western Sydney Airport will raise the bar on all future engagements of this type, setting the standard for how Aboriginal Australians are engaged.”

- Michael O’Loughlin.

Western Sydney Airport’s partnership with Enable and its commitment to continuing indigenous participation in the project aims to build on existing relationships and deepen Aboriginal engagement.

Greater Western Sydney has the highest concentration of Aboriginal people of any single region in Australia.

According to the 2016 Census, of the more than 1,024,000 people living in the council areas that form the Western Parkland City, approximately 26,000 identify as Aboriginal and/or Torres Strait Islander.
Avoiding Office 365 phishing attacks

DARRYL MCALLISTER

Do you know that 90% of modern data breaches now involve a phishing attack? These attacks usually consist of fake emails designed to look like they’re coming from a brand or institution that you trust (for example Microsoft, a courier company or your bank).

Their goal is to entice you to click through to their fake website and enter your username and password details. This enables hackers to steal your identity, breach your systems, and more.

Unfortunately, there’s no silver bullet to avoid these attacks – you need to implement a range of strategies to stop phishing from occurring. Here are five important strategies to consider.

#1 Education

When it comes to preventing phishing attacks, end users are your first line of defence. Unfortunately, they are also often your weakest link.

Today’s cyber-criminals target employees, counting on their ability to exploit human curiosity, distraction and error. Many employees are ill-equipped to identify suspicious or malicious web content, putting themselves and their employers at risk.

For higher-value hacks, criminals put in greater effort to socially engineer the employee and abuse their trust. Senior executives with higher-level corporate permissions and access are often targeted in these types of campaigns – known as ‘whaling attacks’.

Security Awareness Training provides effective cyber-security education for employees. Courses are designed to modify risky user behaviours that can put the whole network in jeopardy.

#2 Office 365 Advanced Email Threat Protection

New malware campaigns are being launched every day. Office 365 Advanced Threat Protection (ATP) can help protect your mailboxes, files, online storage and applications against sophisticated attacks in real time.

It offers protection in Outlook, Word, Excel, PowerPoint, Visio, Teams, SharePoint Online, and OneDrive for Business. By safeguarding against malicious attachments and links, ATP complements the security features of Exchange Online Protection to provide better zero-day protection.

Businesses can add ATP to their subscription for a cost of $2.86 per user per month, and it should only take a couple of hours to customise and implement.

#3 Office 365 Secure Score

Microsoft Secure Score helps increase your organisation’s security by encouraging you to use the new built-in security features in Office 365. Secure Score analyses your Office 365 security based on your regular activities and security settings, and assigns a score.

Think of it as a credit score for security. The average Secure Score in Australia is 30 – but the minimum recommendation is 150! Implement a regular review of your Secure Score to ensure it remains high.

#4 Identity and access management in the cloud

Consider integrating your on-premises servers and users with Azure Active Directory to provide a wide range of security enhancements, including conditional access based on device and location, as well as multi-factor authentication.

The Microsoft Azure Premium P1 plan is the basic offering, with the higher-priced Premium P2 plan for clients that require the highest level of identity and access management across their cloud-based applications.

#5 Dark Web monitoring

The Dark Web is the underbelly of the Internet, consisting of a network of websites which are hidden from your typical internet user. Digital credentials that have been phishing are commonly sold on the Dark Web. The buyers use those usernames and passwords to attempt access to a range of websites, including the Office 365 portal.

A Dark Web monitoring service can help protect your business from this occurring. It searches the most secretive corners of the internet to find compromised data associated with your domain name, and notifies you immediately.

Unfortunately, phishing and whaling attacks are on the increase, and collectively we need to take more precautions than previously required.

Darryl McAllister is managing director at Netcare. Visit WWW.NETCARE.NET.AU
Domestic violence officer Woman of the Year

A CTIVIST, founder and Director of Afghan Women on the Move, and Domestic Violence Prevention Officer at SydWest Multicultural Services, Ms Maryam Popal Zahid, has been named 2019 Blacktown Woman of the Year.

Due to the number of outstanding candidates, a new category, highly commended, was introduced this year and was awarded to registered nurse and senior lecturer at the School of Nursing and Midwifery at Western Sydney University, Dr Olayide Ogunsiji.

Ms Zahid, a proud Peace Ambassador with the International Women’s Peace Group, said she was honoured with the nomination and will work hard within the community to make a positive influence.

“I’m very much privileged, this means a lot to me,” Ms Zahid said.

It is a privilege to be given the opportunity to serve the community and I will try my best to inspire other women.

“When you are able to acknowledge that we have women with voices but also many women without voices, you can then begin to make a change.”

In 2017 Blacktown City Council established a Women’s Advisory Committee to provide advice on issues relevant to women. Chairperson of the Women’s Advisory Committee, Councillor Julie Griffiths, said the culturally diverse committee aims to further highlight the crucial role women play in Blacktown City.

“We are a dynamic group of women committed to providing a forum where the issues and needs of women can be raised and discussed,” she said.

“It’s with great pleasure that we present Maryam Popal Zahid with this award and recognise the skills and achievements of all the nominees.”

Blacktown City Mayor, Stephen Bali, said all the nominees were a true product of the multicultural City of Blacktown.

“I congratulate the 2019 Blacktown Woman of the Year, Ms Zahid, and our Highly Commended award winner, Dr Olayide Ogunsiji, and thank all of the nominees for their ongoing contribution and outstanding work in our community,” Mayor Bali said.

“Over the years, I have been moved by stories of courage and resilience of women who have overcome great personal obstacles and have been able to make a positive change in the lives of others.”

“Your talents and community work have made an indelible impression on the award judges,” he said.

2019 Blacktown City Women of the year finalists

Lisa Gobo
Ms Gobo works on the Community Hubs Australia project for Settlement Services International and is the Community Hub leader at Cobytton Public School in Mount Drumm. Focusing on Cross Cultural engagement and using First Nations approaches Lisa creates a gathering place where all ancestors are honoured, every voice is heard and everybody matters. Ms Gobo is a long-time resident of Blacktown and is in the final stages of a BA in Community Development. She has six years’ experience working with marginalised and vulnerable communities in local community centres across the Blacktown LGA.

Dr Olayide Ogunsiji
Dr Ogunsiji is a registered nurse and senior lecturer at the School of Nursing and Midwifery, Western Sydney University. She migrated from Nigeria to Australia in 1999 with a Sociology degree and experience as a Lecturer. As a new migrant, she was unable to gain employment and was turned down on several occasions due to a lack of local experience. After several unsuccessful attempts at getting a job, she went back to University to gain new qualifications resulting in a successful career path.

Jane Attard-Taylor
In 2014 Ms Attard-Taylor decided to change her career path to work in an industry that she felt passionately about. Jane attained a Cert III, IV and diploma in Community Services at Nirimba TAFE and is now working as a Program coordinator at the Blacktown Women and Girls Health Centre. She has been deeply moved by the large number of women and children affected by domestic violence. Jane is a strong advocate for reducing domestic violence against women in the community.

Maryam Popal Zahid
Ms Zahid’s work focuses on gender, women’s rights and the displacement of Afghan diaspora around the world. She is also a volunteer advocate for human rights, health, justice, and promotion of democratic values. She is currently working as a Domestic Violence Prevention Officer at SydWest Multicultural Services to reduce violence against women and their children in Afghanistan, Indian and South Sudanese communities. She is also the founder and director of Afghan Women on the Move (PWM) which supports education for girls outside religious and community influences to help them have a voice and become socially, economically and emotionally independent.
Time for Federal Government support

The Sydney Olympic Park Business Association and the Western Sydney Business Chamber have called on the Federal Government to back its state counterparts and commit to funding Sydney Metro West (Metro West).

In welcoming the NSW Government’s recently announced commitment of $6.4B towards Metro West, Western Sydney Business Chamber Executive Director David Borger warned significant federal investment was still required.

“The benefits of Metro West will flow through the Australian economy for generations. The Federal Opposition has pledged $3B to the project, but frankly, this isn’t enough. The Commonwealth should be providing at least 15% of the total project cost, or about $5B.”

“Metro West is a city-shaping project that will transform Sydney’s Central City in the same way the planned Aerotropolis is expected to transform Greater Western Sydney. It will shape the economic geography of Australia’s largest manufacturing bases and the rising cost of electricity is an issue that needs to be implemented real reforms to improve the performance of project management and delivery.”

“The next expansion of Sydney’s public transport network will be heavily focused on Western Sydney including Parramatta Light Rail Stage 2 and the Sydney Metro West and Sydney Metro Western Sydney Airport. This new coordination authority will ensure the efficient delivery of state-significant projects and recommendations to improve the performance of project management and delivery.”

“Rising energy costs are becoming a huge burden on business and residents and we believe the next government of NSW needs to be implementing real reforms to improve access to reliable and affordable energy.”

“The Chamber has a number of proposed measures that would cut energy costs, including the removal of all state taxes and levies on energy bills and increasing gas supply through additional natural gas production and or LNG importation.”

The Chamber has a number of proposed measures that would cut energy costs, including the removal of all state taxes and levies on energy bills and increasing gas supply through additional natural gas production and or LNG importation.

Western Sydney is home to one of Australia’s largest manufacturing bases and the rising cost of electricity is an issue that needs to be addressed more aggressively by government if we want to keep it,” he said.
Nominate your favourite local business
Register your business or vote for your favourite today!
www.thebusinessawards.com.au
Chamber to deliver a leadership masterclass

**Binh Rey**

We are very excited about the coming year at the Cumberland Business Chamber. There will be packed full of interesting site visits to our members facilities as well as opportunities for members to network at the monthly events. March’s focus is all about leadership.

We are hosting a special event in conjunction with our media partner Western Sydney Business Access to present a leadership forum at Lily’s restaurant in Seven Hills.

Leadership is an important topic for any company if they wish to steer the organisation and its people in the direction of growth and profit.

Our special speaker/trainer for the half day event is Riccardo Bosi. He heads up Lionheart Australasia, where he teaches leadership, strategy and creative innovation. He is a former Australian Army Special Forces Lieutenant Colonel, with extensive experience in practical and cutting-edge leadership.

His combined business and military backgrounds have given him insight into what makes a good and efficient leader, with innovation being at the forefront. Riccardo shares what he knows about leadership.

**What makes a good leader?**

Riccardo borrows a quote to describe a successful leader: “The trick is to spend most of your time sharpening the axe.”

He is aware of how easily people are distracted by the noise and influencing factors around business, teaching that in order to get the job done, we need to focus on the end state and actions required to get there.

In terms of business success, a leader will consider the desires and ideas of all stakeholders, converting them into an action plan which satisfies the business and those invested in it. Riccardo emphasises that a good leader is people-centric.

A business idea doesn’t have to be first-grade in order to succeed, but the people involved need to be of a high calibre. His own definition of a real leader is: “Someone who, using nothing but what they are, unites many to achieve good.”

He notes that forcing and manipulating people may get the job done, but real leadership considers the future of a business, including the people in it.

**Leadership in practice**

Riccardo bases his leadership training on five pillars, all of which are built upon a foundation of trust. A leader who tells the truth is in line with the first pillar, that of character.

He likens this to the early leaders of Ancient Rome, prior to the of corruption of power. Character also involves staying loyal to an ideal, which is in line with his advice to focus on the end state.

The second pillar of leadership is about competence; knowing your job. This includes understanding the psychology of people and relationships, as human interactions are key to business success.

Invention is the third pillar and it is here that Riccardo talks of new systems and ideas along with contributions from other business stakeholders. Invention is followed by empowerment, where the importance lies in ensuring those who work for the business are better off for having worked there. If the people are better off, so is the organisation.

The final pillar for leadership is understanding who and what you are. Self-awareness and self-reflection allow for improvements to other pillars, leading to an overall bettering of the business.

**Innovation in leadership**

A good leader isn’t required to conceive each new idea alone. A team that is encouraged to be involved in creativity is likely to be more productive and allows innovative minds to be guided towards progress. Also imperative is the importance of patience and persistence, both of which will help develop the five pillars of leadership.

We hope you will be able us at the Cumberland Business Chamber March event at Lily’s restaurant in Seven Hills!
Managing heart attack risks

Heart disease is the single leading cause of death in Australia and in 2017 claimed the lives of 18,590 Australians, or 12 per cent of all deaths.

And according to Australian Bureau of Statistics publication Causes of Death 2017, the alarming statistics don’t stop there. Again in 2017, the latest figures available, 51 Australians died every day from heart disease or put another way, heart disease was responsible for a death every 28 minutes.

Also, in 2017, as an underlying and contributing cause heart disease was a factor in nearly one in Four or 34,827 deaths in 2017.

There are, however, steps that can be taken to reduce your chances of suffering heart disease or having a heart attack. While some risk factors associated with heart disease tend to be genetic and cannot be prevented, others such as smoking, being overweight and lack of exercise can be addressed.

National President of the Pharmacy Guild of Australia George Tambassis says community pharmacies can play an important part in helping people reduce their risk factors.

Mr Tambassis said the control of risk factors was critical in reducing heart disease as people with two or more risk factors faced a greatly increased chance of having a heart attack over those with one or no risk factors.

But there is no room for complacency and the National Heart Foundation reports that close to 73 per cent, of Australians aged 30 to 65 years reported having been told by their doctor they have at least one risk factor,” he said.

“Even one risk factor is one to many.”

The main risk factors are:

• Family history of heart disease
• Age–risk increases as you age
• Hypertension
• Diabetes
• Gender
• Smoking
• High cholesterol
• Physical inactivity
• Being overweight or obese

Risk factors which can be addressed include cholesterol, obesity, high blood pressure and smoking and many community pharmacies have specific programs aimed at these issues.

“Being overweight puts the heart under added stress, increasing the likelihood of a heart attack,” he said.

“Obesity is also a major factor in the onset of diabetes which can also add to heart risk factors.”

“Added to this is the fact that very overweight people often have sleep problems which are also a risk factor for heart attacks.”

“Community pharmacies conducting weight management programs can assist and monitor patient sand customers trying to lose weight. These programs are also very targeted at diabetes management.”

“Many community pharmacies also conduct smoking cessation programs, with staff and pharmacists supporting and counselling participants wanting to give up smoking. The programs also promote healthy living with diet and exercise.”

“Community pharmacies also often have facility for cholesterol checks and some hold regular health checks which cover a range of areas and risk factors.”

Mr Tambassis said regardless of what programs are being undertaken to reduce risk factors, people should be aware of warning signs and symptoms of a heart attack.

Heart attack symptoms

“Heart Research Australia warns that most people believe a chest pain is the only warning sign. However, almost half of heart attack survivors experience jaw, neck, back or shoulder pain during a heart attack, yet only one in five Australians are aware they are symptoms of a heart attack.”

“ Heart attack warning signs may include pain, pressure, heaviness or tightness in one or more parts of the upper body in combination with other symptoms of nausea, shortness of breath, dizziness or a cold sweat.”

“ Heart attack warning signs and symptoms vary and may not always be sudden or severe. You can have these symptoms for weeks before a heart attack actually occurs.”

Mr Tambassis said more than 5,700 community pharmacies in Australia were already providing a wide range of public health services that are easily accessible and cost effective.
Welcome

WELCOME to KPMG Family Business feature articles, which I hope you enjoy reading. If you would like to discuss these articles or how KPMG can help with your business, please feel free to contact me on 9455 9996 or davidpring@kpmg.com.au

AASB 16 Check: Will my ‘SMALL’ proprietary company become ‘large’?

PATRICIA STEBBENS AND MICHAEL VOOGT

The new leases standard requires entities that are lessees to recognise a right-of-use asset for most of their leases. This could result in a significant step up in the value of assets recognised on transition. This AASB 16 Check considers the impact of AASB 16 Leases on financial reporting obligations for proprietary companies under the Corporations Act 2001.

Transition scenario
Let’s pose a scenario that prior to the date of initial application of AASB 16, a company had 30 employees, revenues of $60 million, and total assets of $10 million. It was classified as a small proprietary company under the Corporations Act 2001, and did not have to prepare or have its financial statements audited. The company leases warehouse premises to store its inventories, and two floors of an office building.

On applying AASB 16, the company recognises right-of-use assets for both of these leases. As a result, total assets increase to $20 million.

At the end of the financial year, the company has total assets of $30 million, revenues of $70 million, and 30 employees.

Question: Given the increase in total assets on application of AASB 16, does the company need to prepare financial statements for lodgement with ASIC?

Interpretive response: It is highly likely. The company now meets the requirements of a large proprietary company under the Corporations Act.

In technical speak
A proprietary company is classified as a large proprietary company where any two of the following conditions are met:

• consolidated revenue for the financial year is ≥ A$25 million.
• consolidated gross asset value as at the end of the financial year is ≥ A$12.5 million.
• employees of the company and its controlled entities as at the end of the financial year ≥ 50 employees.

[Corporations Act 2001, s45A]

In November 2018 the Government proposed increasing these thresholds. Refer to our Reporting Update 18RU-004 Special purpose on life-support? for more detail.

First published by Patricia Stebbens, Partner, KPMG Australia and Michael Voogt, KPMG Australia

What is top of CEO’s agenda?
Digital Transformation is top of CEO agendas

For big business, public trust was a major issue, no doubt fuelled by the Royal Commission into the Banks, as well as well-publicised corporate scandals. The mid-market conversely placed the lack of public trust as number eight in the poll, behind issues of cybersecurity and data privacy.

We’re not surprised that the mid-market puts worries about digital transformation at the top of the list. For the mid-market that can be extremely challenging. There’s a lot at stake: in the innovation race, the winner usually takes all. However, true transformation should also include culture – often the poor cousin behind the more visible technology investment.

Being cost competitive – with respondents citing the rising costs to employers of energy, raw materials, taxes and government charges and labour costs, including wages – is a definite issue. Award and penalty rates remain top of mind at the smaller end-of-business scale and contribute to uncertainty.

This is fuelled by genuine unrest on how Big Data is being used, how often, by whom, as individuals grapple with a world in which information is shared, traded and potentially misused.

To learn more, please contact David Pring on 9455 9996 or davidpring@kpmg.com.au

First published by Rob Bazzani, National Managing Partner, KPMG Enterprise Australia, in Inside Small Business
Balance brings success

At KPMG Enterprise we believe that in a rapidly changing world, supporting family business is more important than ever.

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To find out how, talk to us today.

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Developing a WORLD-FIRST automated cannabis farm for Australian conditions

MICHAEL WALLS

PRECISION Metal Group (PMG) is at the forefront of developing Australia’s first large scale legalised cannabis production facilities.

The award-winning Western Sydney engineering firm is developing a world-first fully automated growing system which it plans to implement with leading medicinal cannabis cultivation companies.

Farming of legalised cannabis is huge business globally. In 2017 the Australian Therapeutic Goods Administration (TGA) rescheduled certain medicinal cannabis products to schedule 8 of the Poisons Standard, making the prescription of medicinal cannabis legal in Australia.

PMG CEO Jason Elias said with Australia’s first cannabis farms expected to be providing medical marijuana by next year or so, planning was well advanced in terms of how the cultivation facilities would work.

“We recognised a significant opportunity to use our engineering and project development skills to work in an exciting area of legalised cannabis farming,” Mr Elias said.

“Australia is in a unique position in the sense of this being a start-up industry so the opportunities for investment and job creation are significant.”

Mr Elias said his firm is developing a one-stop solution to build and then maintain an automatic cannabis growing system for Australian conditions.

“This is a fully automated unit designed uniquely for Australian conditions. No one has done this anywhere in the world,” PMG has previously developed a range of innovative products including the mobile swimming pool, mobile food container, fully automated mobile emergency relief unit and recently announced their successful bid of the Land 400 project for armoured vehicles.

The cannabis oil produced from the plants at the farms can be used to help Australians with conditions like epilepsy, chronic pain, multiple sclerosis or those needing paediatric care.

In the US sales of legalised cannabis are expected to exceed $17M by 2021 and stocks have doubled or tripled in value over recent years.

Federal legislation in Australia now allows people or organisations to apply for a licence to cultivate medicinal cannabis with the Commonwealth Government’s Office of Drug Control.

They will have to pass a “fit and proper person test” and prove that their crop growing site is secure.

Recreational use of marijuana remains illegal across all federal, state, and territory.

As of February 2018, there were several medicinal cannabis cultivation companies listed on the ASX, including:

• Algae.Tec (ASX:ACB).
• Atlas Pearls (ASX:ATP).
• Auscann Group Holdings (ASX:AC8).
• Botanix Pharmaceuticals (ASX:BOT).
• Cresco Pharma (ASX:CPH).
• Esense-Lab (ASX:ESE).
• MGC Pharmaceuticals (ASX:MGC).
• Roto-Gro International (ASX:RGI).
• Zelda Therapeutics (ASX:ZLD).

The federal legislation also legalises manufacturing cannabis, but this activity will only be carried out by authorised chemists.

Importantly, in every state and territory, patients must ask their doctors or specialists about the possibility of using medicinal cannabis in their case.

If a patient is eligible, the medical practitioner may make an application to the government for access to medicinal cannabis.

PMG expects to released concepts for the Automated Australian Cannabis Farm over the next two months. Visit www.precision-metalgroup.com
World Heritage town of Luang Prabang

Laos has suddenly become a tourism hotspot for adventurous Australians but Luang Prabang, Laos’ ancient capital, has been around for a long time. It has richly decorated temples, quaint French-Indochinese architecture, intriguing history, intense spirituality, and inviting cuisine. This UNESCO World Heritage-listed town is a great place to visit.

Most of the town’s key sights are set on a small peninsula between the Mekong and the Nam Khan Rivers. Luang Prabang’s charming old quarter is filled with Lao-French buildings, good bakeries, cute cafes, great restaurants, nice shops and interesting markets.

Because it has become quite popular recently, Luang Prabang has become pricey for a traveller on a budget, but there is still some accommodation for around $40 a night while some of the top options are pushing $250.

Luang Prabang is a great place to slow down and chill out but there are a number of ‘must-do’ things for all visitors. Here are some of them:

The temples and monks
Luang Prabang is the spiritual centre of Laos. You could easily while away hours admiring the ornate decoration on the wats. Some not to miss include Wat Visounnarath with its unusually shaped stupa, one of the oldest built back in 1512; gold-gilded Wat Xieng Thong where Lao kings were once coronated; and Wat Mai next to the Palace Museum, which was once the home of the head of Laotian Buddhism.

The Royal Palace
Built over a century ago in a French-Lao architectural style, the Royal Palace was created for King Sisavang Vong during the French colonial era. After the 1975 revolution, the complex was taken over by the government and later converted into the museum it is today. Inside the grounds you’ll see the king’s cars and a gold-gilded royal barge, while the main building has a throne room and more. It is not in the same category as some of south-east Asia’s other palaces but it is worth taking a quick look.

Mount Phu Si
This is a 150-metre high mountain boasting 360-degree views from the summit right in the middle of Luang Prabang. Like almost everything else in Luang Prabang these days, you need to pay to walk the few hundred steps to the top. It is beautiful at sunrise or sunset but it gets really crowded up there at sunset and some of the visitors who want to take photographs can be loud and pushy.

Markets
It would not be south-east Asia without markets and Luang Prabang has them in abundance. It starts with the morning market which always commenced before I got up and finished by about 11 am.

Exploring further afield
I suggest renting a bicycle one afternoon for further exploration of the town’s outer reaches before going further afield. 30 kilometres from Luang Prabang, Kuang Si Falls is a multi-level waterfall with turquoise waters, flowing through lush jungle. You can swim and cool off in its shallow pools or enjoy the spectacle sight of the main falls. Near the entrance gate, you see part of the Tat Kuang Si Bear Rescue Centre that rescues bears from poachers and provides them with a home.

There are direct flights to either Bangkok or Singapore from Australia and onward flights from there to Luang Prabang. A visa is required to enter Laos but it can be obtained at the Luang Prabang airport for about $40.

www.LenRutledge.com
Words: Len Rutledge Images: Phensri Rutledge
Feature supplied by: www.wtfmedia.com.au
What you need for business set up

MANI SHISHINEH

This might be one of the most critical business decisions you make — so getting it right is important.

Whether you’re a first-time entrepreneur or a seasoned business owner, selecting the right structure for your business can be challenging. There are multiple options, all with different pros and cons. Far too many business owners just skip this important decision altogether, effectively merging their personal and business interests and leaving themselves at risk. If you’re serious about going into business, then you need to get serious about properly structuring it.

Here are the four most important criteria to consider:

• Your personal liability exposure from your business products or services.
• Whether you have (or plan to have) partners or investors in the business.
• The administrative costs of setting up and maintaining your business structure.
• The tax effectiveness of the structure.

The right legal and accountancy advice is essential in setting up the most appropriate structure for your business.

In Australia, there are generally four options for structuring your business.

Sole Trader: This is the simplest and least expensive option. Designed for business owners who are the sole proprietors of their companies, this structure doesn’t give you much protection if things go wrong. Your personal assets are unprotected from any claims arising from your business.

Pty Ltd Company: Incorporation effectively makes your business a separate legal entity from you. This structure involves quite a bit of paperwork and can be expensive to maintain. But it offers your personal assets protection from liability and only your company assets are at risk in the event of any legal actions and company debts.

Partnership: Creating a Partnership allows you to go into business with multiple people and share income. Partnerships are easier and less expensive than Companies to set up. However, all partners together are personally responsible for business debts and actions against the Partnership. And each partner is individually liable for debts incurred by the other partners. This means you have unlimited liability, unlike a Company structure.

Trust: A Trust isn’t an organisation at all, but instead a legal structure to hold assets. For example, you might set up a Trust to hold your business assets, then appoint a Trustee to manage them. Commonly, the Trustee is a Company and the Trust provides asset protection and limits liability from operating the business. Trusts are very flexible for tax purposes. However, a Trust is a complex legal structure and establishing a Trust costs significantly more than a Sole Trader or Partnership.

Once you’ve decided on the best structure for your business and chosen a business name, you need to Register your business and chosen a business structure and establishing a Trust costs significantly more than a Sole Trader or Partnership. And will probably need to register for GST too. So there really are no differences between the various Australian business setup options here.

First you need to sign up for an ASIC Connect account. Next, you need to take your ACN and apply for an ABN (Australian Business Number). An ABN has become a very important unique identifier of your business (necessary for opening bank accounts, filing tax returns, including on invoices, etc.) and every Australian business needs one. At the same time, you can register on this Australian Government website for your TFN (Tax File Number), PAYG (Pay As You Go) and GST. There are no registration fees for these registrations.

IP Australia: This step is often skipped by start-up businesses, but is vital for protecting your business, brand name and intellectual property. Although you have registered your business name with ASIC, this does not mean that you have exclusive ownership of it. It can be used as a “trading as” name, “Pty Ltd” name or trademarked as a brand name. To prevent this, you need to register your business name (and logo and tagline) with IP Australia.

Website Domain & Social Media: You also need to register your business online and these days that doesn’t just mean a website address. It includes all the major social media platforms too! You can register your “.com.au” and all derivative domains with a service like Netregistry. Mani Shishineh is principal solicitor at Legalbit. Visit www.legalbit.com.au

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WESTERN SYDNEY BUSINESS ACCESS MARCH 2019
Power to distinguish your business

ANTHONY MOSS

Standing out from the crowd and ahead of the competition is the single biggest challenge for companies today. Your customers are bombarded with choice. In any industry, there is a surplus of businesses, all competing and providing similar products and services, of similar quality, at similar prices, to the same market.

To stay relevant, competitive and continue growing your business, it is essential to have a strong and clearly defined business strategy in place. A good strategy will shine a light on what you need to do to win and what your customers describe as for them.

There are five key questions that need to be answered to develop your strategy as follows:

1. What is your winning aspiration?
   - Devising a winning aspiration will provide strong and clear direction for you and your team. This question really urges you to explore what success looks like for your business. What is it you really want to accomplish? Describe the ideal outcome from your efforts in say 5 or 10 years time. Do you seek, local, national and or international market penetration? Do you seek to be a global player or a boutique niche business? How will your customers describe your success - as perhaps the greatest innovator, or offering the best value? How many offices will you have and where? How will your staff describe the culture?

2. Where will you play?
   - After you have set your winning aspiration, you need to pinpoint exactly which playing field and in which position you want to play. Where do you want to be distinctive, compared to your competitors and with what set of customers? Define your specific target market, what demographic, what geographic area do you want to play and focus your resources on. Do wish to offer a premium, mid-range or low-cost product or service. Your choice will have implications for resources required, likely volume, competitive dynamics and your likely return on investment. These choices can be unique to your organisation.

3. How will you win?
   - Where the rubber hits the road. This question identifies how you will organise to deliver your products or service positioning in the chosen way to reach the target audience. It requires you to be clear in the value propositions you offer clients, how they differentiate and add value, understand your capabilities and then be willing to make the changes you need to make to stay relevant which is why we recommend you engage an experienced external facilitator to guide the process.

4. What capabilities must you have in place to win?
   - When you consider a new strategy this often requires the need to develop new capabilities - whether that is in production, service delivery, innovation, marketing or data analytics for example. In addition, you need to decide how to access those capabilities whether to hire in, engage a consultant or to establish an Advisory Board.

5. What management systems are required to support your choices?
   - What information do you need that if you had it would make the implementation of your strategy effective? How can you get that information? Is it competitive intelligence, data analytics, customer journey mapping, focus group feedback? With a new strategy there is often a need for new information to make better decision making.

ANSWERING these questions gives you focus on how to marshal your resources. Of course you’ll need a plan to execute your strategy and you need a culture in the organisation that will embrace no matter the new direction. More about that in future articles

Anthony Moss is CEO Lead Your Industry Pty Ltd. Visit www.leadyourindustry.com
If you have a position that needs filling, JAWS (Jobs Available Western Sydney) reaches the Western Sydney jobs market like no other platform.

JAWS offers the only platform that solely focusses on matching job seekers with employment opportunities in Western Sydney.

JAWS achieves results like no other job advertisement options: at an affordable cost. The nature of job posting allows job seekers to easily interact with the jobs they are interested in.

Employers have a unique method to find staff, allowing them to see interested people first hand. JAWS has posted over 5,500 jobs inside Western Sydney since its inception in late 2013.

The JAWS formula is easy to use and highly interactive.

One of the most unique aspects of this platform is the ability for our fans to tag friends and family to specific jobs; offering employers a more targeted advertising solution and new age recruitment opportunities that other online and online services cannot deliver.

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OMAINE de la Solitude is one of the oldest estates in the French region of Chateauneuf du Pape, tracing its history back to the 13th century with no less than a Pope in the family tree! It has been run by the Lancon family for many decades.

Back in 2016 a discussion between Florent Lancon, of Domaine de la Solitude, and the French wine critic Michael Bettane was the catalyst for an incredible wine cuvée.

The idea was to produce a wine as a tribute to their ancestor Paul Martin, who was one of the first French vignerons to sell his wine in bottle in the 18th century under the name “Vin de la Solitude”.

Records at the domaine showed that blend of grape varieties used in the 18th century were very different. Whilst Grenache is the workhorse of Chateauneuf-du-Pape in the 21st century, hundreds of years ago, it was not that way.

Florent modelled the new wine on the ancient blend of 30% Counoise, 25% hundred-year-old Grenache noir, 15% Syrah, 15% Mourvèdre, 5% Clairette, 5% Bourboulenc, 5% Roussanne, Clairette rose and Grenache blanc.

Two things are immediately obvious - the wine contains a huge amount of the rare Counoise grape (less than 0.5% of Chateauneuf is planted to this variety) and quite a portion of white grapes, still allowed in Chateauneuf but only used by a few producers.

Counoise is a dark-skinned grape that does not produce a lot of colour or tannin. It is used by domains, including Chateau Beaucastel, to add spiciness and acidity. The presence of white grapes adds a lightness and freshness.

All grapes were co-fermented and vinified as whole clusters (as an aside Florent has a great interest in Burgundy winemaking techniques). The wine was vinified in tronconic wood vats.

The alcoholic fermentation was very long. For this new cuvée the wine was macerated for 80 days and aged for 18 months in old barrels.

In keeping with the old character of the vintage the 750ml version wine has been bottled in heavy old style glass with a rendition of the original label for Vin de la Solitude. The top of each bottle is hand waxed.

There are only 1000 bottles of this wine for the world and a reasonable percentage of that is on its way to Australia.

The 2016 vintage in Chateauneuf-du-Pape is being hailed as the best of the last 30 years so this wine is expected to sell out very quickly. In keeping with its prestigious character the wine comes in a wooden case of three bottles.

Rhone expert Josh Raynolds from Vinous Media has reviewed the wine: “Brilliant ruby. A suave, expansive bouquet evokes fresh dark berries, candied flowers and smoky minerals, backed by a hint of peppery spices. In an elegant yet concentrated style, offering seamless black raspberry and spicecake flavors that show very good depth as well as clarity. Juicy acidity adds lift and definition to a very long, floral-accented finish framed by velvety, harmonious tannins. 93-95 Points.”

TIPS for resisting the Internet’s grip

ELLIO BERKMAN

“22 of the Cutest Baby Animals,” the headline said. “You won’t believe number 11!”

Despite an impending deadline – not to mention my skepticism (how cute could they possibly be?) – I clicked on the story. I’m only human, after all.

Yet this failure in self-regulation cost me at least half an hour of good work time – as have other clickbait headlines, bizarre images on my Twitter feed or arguments on Facebook.

The insidious, distracting suck of the Internet has become seemingly inescapable. Calling us from our pockets, lurking behind work documents, it’s merely a click away. Studies have shown that each day we spend, on average, five and a half hours on digital media, and glance at our phones 221 times.

Meanwhile, the developers of websites and phone apps all exploit human behavioral tendencies, designing their products and sites in ways that attract our gaze – and retain it. Writing for Aeon, Michael Schudson points out:

- Developers have staked their futures on methods to cultivate habits in users, in order to win as much of that attention as possible.
- Given the Internet’s omnipresence and its various trappings, it is even possible to resist in our growing Internet consumption, which often comes at the expense of work, family or relationships.

Psychological research on persuasion and self-control suggests some possible strategies.

Tricks for clicks

It’s important to realize some of the tricks that Internet writers and web developers use to grab our attention.

The strange number 22 in the headline is an example of the ‘pique’ technique. Lists are usually round numbers (think of Letterman’s Top 10 lists or the Fortune 500). Unusual numbers draw our attention because they break the pattern.

In a classic study, the social psychologist Anthony Pratkanis and colleagues found that passersby were almost 60 percent more likely to give money to panhandlers asking for US$0.37 compared to those who were asking for a quarter.

People in the study also asked more questions of the panhandlers who requested strange amounts, compared to those who begged for a quarter. The same thing happened when I saw the headline. In this case, the skepticism that caused me to ask the question “How cute could they possibly be?” backed off: it made me more likely to click the link.

An attention pique (such as asking for $0.37 or calling out photo #11) triggers us to halt whatever we’re doing and reorient to the puzzle. Questions demand answers. This tendency has been dubbed by psychologists as the rhetorical question effect, or the tendency for rhetorical questions to prompt us to dig deeper into an issue.

These tricks exploit built-in features of our minds that otherwise serve us well. It’s clearly advantageous that unexpected stimuli capture our attention and engage us in a search for explanation: it might stop us from getting hit by a car, or alert us to sudden and suspicious changes to the balance in our bank account.

So it wouldn’t make sense to turn off that kind of vigilance system or teach ourselves to ignore it when it sounds an alarm.

Binding ourselves to the mast

Content on the net isn’t only designed to grab our attention; some of it is specifically built to keep us coming back for more: notifications when someone replies to a post, or power rankings based on up-votes. These cues trigger the reward system in our brains because they’ve become associated with the potent reinforcer of social approval.

- Yet this failure in self-regulation cost me at least half an hour of good work time – as have other clickbait headlines, bizarre images on my Twitter feed or arguments on Facebook.
- Instead, good self-control was characterized by the ability to avoid temptations in the first place. We often think of self-control as the ability to white-knuckle our way through temptation, but studies such as this one indicate that self-control can also be as simple as planning ahead to avoid those traps.

- Coming out with your commitment

If you really must win a game of chicken, the best way is to accelerate to top speed, remove the steering wheel and brake from your car, and throw them out the window – all in view of your opponent.

- In a less dramatic fashion, precommitments can be much more effective when they’re announced in public. Researchers have found that people who publicly commit to a desired course of action such as recycling or being sociable are more likely to follow through than people who keep their intentions private.

- We are deeply social creatures with a fundamental need to belong, and publicly declaring a plan puts one’s reputation at stake. Between the social pressure to live up to expectations and any internal sanctions we self-impose, public precommitment can be a powerful two-pronged attack against self-control failure.

- More and more, scientists who study self-control are starting to see tools such as precommitment and software that blocks our websites not as “hacks” that circumvent the system but instead as integral pieces in the self-control puzzle.

For example, a recent study tracked the everyday lives of a large sample of people on a moment-by-moment basis, asking them questions about their goals, temptations and abilities to resist them.

- Contrary to expectations, the people who were generally good at self-control (measured with a reliable questionnaire) were not the best at resisting temptations when the temptation presented itself. In fact, they were generally pretty bad at it.

- The key is that self-control and resisting temptation are not the same thing. Odysseus had one, but not the other.

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- The next time you need to get something done, consider precommitting to avoiding the Internet altogether. Like Odysseus, realize that if you find yourself facing temptation directly, the battle may already be lost.

Elliot Berkman is Associate Professor of Psychology, University of Oregon.

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**Questions to consider when hiring**

**LOUIE RAMOS**

To fulfill your digital marketing potential, it might be time to consider hiring a digital marketing agency that is well-versed in the art of digital marketing. Digital marketing has become a key component of most marketing strategies, stretching the reach of your customer base and offering direct access to your ideal customer.

However, with so much resting on an effective, hard-hitting marketing strategy that feeds into your overall development and growth strategy, it’s important that you team up with the right agency.

To get the most out of the experience of forging a productive and rewarding relationship with an agency, here are five key questions you should be asking to ensure that your marketing needs will be met.

1. **Who will be handling my account?**
   
   The success of any relationship is dependent on the ability of the parties to communicate effectively. Get to know your core team and work closely with them as they are going to help you achieve your digital marketing goals. The better you know the agency team the better the collaboration.

2. **How often will I receive custom reporting and what information will it contain?**
   
   To justify your agency choice and digital marketing budget, it’s important to be presented with campaign results that enable you to measure performance. Clear, easy-to-understand reporting will mean that you can evaluate the efficacy of campaigns against overall strategy goals to inform future decision-making.

3. **How will you help me to reach my marketing goals?**
   
   There’s always an element of trust involved when hiring an outside agency to manage a aspect of your business. Digital marketing is not always an exact science. With so many variables, algorithms and trends to consider, there’s always a chance that a campaign won’t yield expected results. However, an agency that’s willing to share all results with you is more likely to help your business reach those marketing goals by offering workable solutions based on transparent information.

4. **Does your agency keep up to date with developments in the industry?**
   
   Digital marketing is constantly morphing as the continuous flow of information informs, influences and shapes the views and thoughts of customers the world over. This flipping sentiment has an almost immediate impact on how agencies need to respond to the market. Check out your agencies blog and their social media presence. An active blog indicates that the agency has a dedicated team who are not only passionate about what they do but want to share that information with others.

5. **How well does the agency understand my business and my customers?**
   
   A good agency, whether experienced in your sector or not, will challenge your brief to ensure they fully understand your goals and expectations, and this will give you an indication of their strategic approach to your campaigns.

These questions are mere guidelines and you are encouraged to ask as many questions as are necessary. You are placing your brand’s success into the hands of your chosen agency; there are no irrelevant questions.


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Technology and learning in the Classroom: getting the balance right

CHRISTIAN MORO
KATHY MILLS

AUSTRA LIA was one of the first countries in the world to have more computers than student schools. But as the numbers of computers and other technological devices increased, student performance did not. The days of cramming computers into classrooms and expecting improvements in learning are numbered. Some argue there's little evidence to justify investment in technology in the classroom. In fact, some studies even suggest potential harms. Some have suggested links between screen time and increased ADHD, screen addiction, aggression, depression, and anxiety, dizziness, headaches and blurred vision.

There is also a risk that schools’ focus on acquiring the “next best thing” may come at the expense of students’ interpersonal, cognitive, critical thinking and communication skill development. Teachers should use technology in a balanced way that enhances learning and skill development. Here are six evidence-based tips on how to do just that.

1. Use two (or more) ways of communicating

There are endless opportunities for students’ writing to appear in ways that combine two or more modes (such as visual, audio or spatial). Making e-books, videos, animations, blogs, web pages, and digital games are just some of the new ways of demonstrating literacy that involve clever combinations of these modes.

Words are rarely used on their own on digital platforms now. Instead, they’re illustrated with images, screen layouts, pop-ups, hyperlinks, and sounds to create meaning in different ways to say, an essay.

Multimodal literacies are actually a requirement for students in the Australian curriculum. More than 200 learning outcomes address this type of literacy, right from foundation (prep) to year 12. Supporting children to create multimodal designs, even something as simple as creating a digital drawing or diagram, is a fantastic way to ensure educational benefit when using technology.

2. Channel creativity

Try to choose technologies that support creativity (e.g. Stencyl) or build something basic code (e.g. Hour of Code), express their ideas to solve problems (e.g. Scratch), write simple code (e.g. Hour of Code), express their creativity (e.g. Stencyl) or build something (e.g. Roblox for education).

3. Choose collaboration

Give students opportunities to work together in learning and engaging with digital communication skills, for example engineering or architecture.

Nearly half (44%) of current jobs are at high risk of being digitally disrupted in the next 20 years. The fastest-growing jobs now require multimodal design and digital communication skills, for example engineering or architecture.

2. Channel creativity

Look for opportunities for students to produce rather than consume, and to be interactive and creative. Don’t just play educational games - make them. Students shouldn’t be sitting passively watching a screen, or sitting through lecture-style content while watching the teacher flip through slides.

Avoid educational software that simply requires students to engage in closed answer, “fill-in-the-blank” responses. While sometimes useful for memorising information, such as spelling words, using platforms that encourage creativity and support children to think for themselves is better for learning.

Try to choose technologies that support interactivity, critical thinking, and problem solving. Examples include educational games that allow exploration (e.g. The King’s Quest), or websites that encourage the learner to solve problems (e.g. Scratch), write basic code (e.g. Hour of Code), express their creativity (e.g. Stencyl) or build something (e.g. Roblox for education).

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Continued from page 34

Collaborative digital activities can be used to engage students in higher order thinking skills and explore content in depth with the support of classmates. This includes devices and software that allow multi-user learning and encourage students to interact with each other. This includes interactive discussion boards, or applications such as "minecraft for education" where students can experience a digital learning environment together.

Incorporate "distributed expertise", where classmates help each other out in areas of digital strength, rather than seeing the teacher as the only expert. This has been shown to have great benefits in developing students’ soft-skills (such as creative thinking, communication and teamwork).

4. Movement is key

Many digital technologies involve more sensory involvement than in the past. Using virtual reality (VR), augmented reality (AR) or mixed reality (also called hybrid reality – where digital and physical objects co-exist), can encourage children to be active physically while using their brains.

Research shows moving can help keep the brain active. Cognition is deeply connected to the child’s bodily interactions with the world, so technology use and learning doesn’t need to be motionless.

This can include placing QR-codes (markers) around the room for them to scan, or the student using augmented reality apps where their smartphone or tablet is used to render 3D objects, text or animations on the screen when the camera is pointed towards a marker. An example of software capable of performing this includes Augment, which also offers specific instructions and accounts for educators.

5. Media-free moments

While research supports the many benefits of using modern technologies for learning, there are guidelines for managing time with technology. Teachers and parents should establish media-free zones, and set content and time limits appropriate to age and the curriculum.

Removing smartphones, turning off computers and keeping an area completely technology-free at regular times during the day is important to establish healthy habits with technology.

6. Support cyber citizenship

Teach students digital etiquette, how to present and protect themselves online, and how to be critically literate. Model good digital citizenship and behaviour, and always be ready to learn. Adults can’t assume children know how to interact safely and responsibly online.

Research shows critical skills are often lacking among primary students. Teachers and parents have an important responsibility to show students how to critically evaluate how reliable online sources and other media are.

Australia was one of the first countries in the world to have more computers than students in schools. But as the numbers of computers and other technological devices increased, student performance did not. The days of cramming computers into classrooms and expecting improvements in learning are numbered.

Some argue there’s little evidence to justify investment in technology in the classroom. In fact, some studies even suggest potential harms. Some have suggested links between screen time and increased ADHD, screen addiction, aggression, depression, and anxiety, dizziness, headaches and blurred vision.

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Christian Moro is Assistant Professor of Medicine and Biomedical Sciences, Bond University. Kathy Mills is Professor of Literacies and Digital Cultures, Australian Catholic University.

THIS ARTICLE WAS FIRST PUBLISHED AT WWW.THECONVERSATION.COM.AU

A student uses Augmented Reality as a new technology to understand anatomy. Christian Moro/Author Provided

A student uses a tablet during a science lesson to play a game that assesses their understanding of the content covered. Christian Moro/Author Provided
An exhilarating show tumbles in

Winners – 2018 Green Room Award – Best Work for Young Audiences Nomination – 2018 Helpmann Award – Best Presentation for Children Winner – 2017 Sydney Theatre Award – Best Production for Children

Australasia’s leading national youth circus, the Flying Fruit Fly Circus, will burst on to the stage at Riverside Theatres this Easter school holidays with its multi award-winning show, Junk.

Junk is set in 1940s rural Australia - a time when the neighbourhood street was a playground full of adventure and make-believe.

An ordinary boy discovers an abandoned junkyard inhabited by a gang of wild-at-heart kids. With boundless enthusiasm, the group urge him to play as children once did.

Inspired by childhood stories from elderly residents of regional Australia, a cast of talented young performers present a vibrant and refreshing exploration of the changing world of childhood, imagination and fun. Junk takes audiences into a magical world of play through circus and acrobatic skills, beautiful shadow-puppetry and live musical performances on instruments from a bygone era.

Executive Director and Producer, Richard Hull, said: “We are all very proud of this work, which so beautifully reflects our company’s home and roots in regional Albury-Wodonga. It also asks some relevant questions about how children are allowed to dream, imagine and discover risk in our modern-day society.”

Artistic Director: Jodie Farrugia

Flying Fruit Fly Circus was founded in 1979 as a holiday project for local youth in Albury-Wodonga and is recognised as one of the world’s leading youth arts companies. With many landmark projects to its name and an ever-increasing alumni working in leading companies around the world, it is perhaps Australia’s most successful cultural community development project, continuing to enrich the lives of many young Australians.

Featuring: Savanna Barker, Holly-Rose Boyer, Campbell Clarke, Matilda Hendrie, Kayla Hulin, Mitchell Kisby, Fidel Lancaster-Cole, Thomas Leask, William Ledingham, Gabrielle Lee, Ellie Marks, George McFarlane, Poppy McFarlane, Soma Murphy, Angus Onley, Ewan Schell and Abbey Szakal.

What: Junk
When: 6.30pm on 17th and 18th April, and 11am on 18th April
Tickets: Adult $39, Concession $34, Child $23, Family of 4 $96
Available for Riverside Theatres’ Members. Transaction fees: phone $4.60, web $3.60 and counter $2.60.
Where: Riverside Theatres - corner of Church and Market Sts, Parramatta
Tickets: https://riversideparramatta.com.au/show/junk/ or from the Box Office (02) 8839 3399
Recommended Ages: 6+

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Written by Duncan MacMillan

Directed by Kate Champion

Co-Director Steve Rodgers

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“We recognised a significant opportunity to use our engineering and project development skills to work in an exciting area of legalised cannabis farming. Australia is in a unique position in the sense of this being a start-up industry so the opportunities for investment and job creation are significant.” – Precision Metal Group Jason Elias on his firm’s plans to build automated cannabis farms for Australian conditions.

“It is great to hear that Sydney Market is exploring opportunities to secure the future of Sydney Markets to the [Badgerys Creek] Aerotropolis, giving the region huge potential to become a centre for the distribution of fresh food and agribusiness in NSW.” – David Borger, executive director, Western Sydney Business Chamber

“Parramatta Square presents us with an unrivalled opportunity to capitalise on the strength of the Parramatta office market.” – Lang Walker, chairman, Lang Walker, on approval for two, 50-storey office towers in the $2.7B Parramatta Square project.

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