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Warwick Farm will never be the same after the $140m redevelopment

**INVESTMENT**

By Red Dwyer

WARWICK Farm Racecourse will never be the same after a $140 million investment expanding the venue into thoroughbred horse racing operation and a conference and hospitality destination.

The investment in the venue – racing began at the course in 1889 – and the flow-on consequences will be a welcome boost to job opportunities and attract further sought-after investment in Liverpool and the region.

William Inglis & Son, which commenced as a family-owned company 1867 in Sydney servicing the bloodstock and breeding industry, is developing the Inglis Riverside Stables adjacent to the racetrack.

The feature of the Warwick Farm precinct will be its accommodation facilities – The William Inglis, a 144-room hotel for racecourse patrons and other guests, and more than 800 stables for horses, according to the company’s website.

The hotel will have an extensive range of conferencing facilities and private dining and meeting rooms, and a rooftop bar and pool deck overlooking the racecourse and stable precinct, with sweeping views of the Georges River and Chipping Norton Lake.

Adjoining the hotel will be a fully integrated air conditioned sales arena, which will accommodate 1000 guests including a ringside dining service for at least 600 customers.

Riverside Stables will include also a micro-brewery and entertainment precinct.

Overlooking the sales arena will be eight corporate boxes for VIPs to dine and bid in private with access to a mezzanine bar, to be known as the 1867 Lounge – the year the business commenced operations.

Acknowledging its 150-year history, also, will be two Moreton Bay fig trees on either side of the hotel, which have been grown from saplings of the famous Newmarket Fig Tree, at Randwick.

"After years of planning, the time has come to relocate our Sydney business to its new home, a truly world class sales and events facility at Warwick Farm," Inglis managing director, Mark Webster, said on the website.

"The Riverside Stables complex is a massive investment by Inglis, and has been created to service the thoroughbred racing and breeding industry for the next 100 years, The Inglis Riverside Stables complex is set to be completed in late 2017, with Inglis moving its office facilities from Randwick in early 2018.

The first sale to take place will be the Inglis Classic Yearling Sale in February 2018. Inglis is holding monthly "hard hat" tours of the new facility for industry participants.

**SUCCESS**

Award for pocket rocket Gina

Judged across 60 nations in the world and out of over 4500 nominations, Ms Field came third in the world in her category of Executive of the Year 2014.

Ms Field gives back to the community through sponsorship of community events, speaking at schools to encourage women to venture into male dominated employment fields, and presenting security awareness to residents of new housing estates.

Ms Field, who is president of the Penrith Valley Chamber of Commerce, is regarded as champion for women chasing their dreams, considered a "pocket rocket" in the business community and is a champion for women chasing their dreams.

Ms Field featured in a TV business show, on radio and in magazines and newspapers.
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Titan leases space

MINING and agriculture company, Titan Australia, has taken a 5-year lease over 4039-square-metre industrial building, at 6 Wonderland Drive, Eastern Creek, at an annual rent of $491,880.

$60 million facility

LINDT & Sprungli has 25,000 square metres of factory and logistics space at its $60 million facility at Sydney Business Park, in Marsden Park.

Adopt new technology

MANUFACTURERS in Blacktown, many of whom are food and beverage makers, need to adopt new technology in order to compete globally, according to a report prepared by Western Sydney University for Blacktown City Council.

$56 million project

A $56 million state-of-the-art aged care facility at Th ornton, near Penrith train station, is expected to open in mid-2018. The development will offer a range of accommodation options, including 48 modern retirement units and a 104-bed aged care home, and community facilities.

Sixth largest

BLACKTOWN is the sixth most productive economy in NSW, with a gross regional product of $14.2 billion, according to a WSU report prepared for Blacktown City Council.

Units sold for $6 million

AN entire block of nine residential units at 1-9/480 Merrylands Road, Merrylands, has been sold in one line for $6 million. The units all fully leased is on a 803-square-metre site close to Stocklands Merrylands and public transport.

Leased for five years

SAINT-Gobain Solar Card Australia Pty Ltd has leased a 1111-square-metre site at, 7 Walker Place, Wetherill Park, for $110 a square metre net for five years.

Agressor rents space

AGRESSOR Corporation has taken out a 3-year lease over an 818-square-metre office/warehouse, at 10 Vicar Road, Wetherill Park, from a private investor, at a rent of $115 a square metre.

Second stage listed

THE 10-kilometre, second stage of the $509 million Bringelly Road upgrade has been added to Infrastructure Priority List as a Priority Project. The upgrade project forms part of the federal and NSW governments’ $3.6 billion Western Sydney Infrastructure Plan.

SOUTH WEST

Units sold for $6 million

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$20 million project

A NEW $20 million, multi-purpose, 1500 square metre community centre, a 1000 square metre library and a 1000 square metre regional arts facility is being built in the Granville Memorial Park. The $20 million project will receive $10 million from NSW Government’s Stronger Communities Fund, with an additional $10 million coming from Cumberland Council savings. It is due for completion in 2019.

OK for new building

THE Health Administration Corporation has approval for a Central Acute Services Building, at Westmead Hospital, including a part-6 and part 13-storey building with a roof-top helipad and an overhead pedestrian link to another building.

WSU at SOP

SYDNEY Olympic Park Authority has welcomed Western Sydney University The College, which joins the Australian College of Physical Education and SP Jain Global School of Management in providing high quality tertiary educational opportunities for local and international students.

Pilot program

A PARRAMATTA City Council pilot program to bring “new life to Parramatta”, The Church Street Retail Frontage Improvement Program, offers successful applicants a grant of up to 30 per cent of the total costs of upgrade works, to the maximum dollar value of $20,000.
Sydney Polo Club president Peter Higgins.

Polo championships closer now

By Iliana Stiliitano

THE Sydney Polo Club is one step closer to hosting the prestigious World Championships at its Western Sydney property after Hawkesbury Council approved a zoning change.

The Hawkesbury Local Environment Plan (LEP) has been amended, making it permissible for the Richmond Lowlands property to hold the two week event which is expected to attract a crowd of 35,000 local, interstate and overseas visitors.

Event organiser Craig Lovett said a development application seeking formal permission to run the event from October 17-30 was expected to be lodged in March.

“Now that the LEP process has gone through, I can’t imagine there will be any hiccups (with the application).”

Sydney Polo Club president Peter Higgins said he was “delighted” with the World Championships – a tourism boost for the region.

“It gives people the confidence that the event is going ahead because there was a lot of scaremongering and false advertising,” Mr Higgins said of a campaign that council requires right down to safety concerns that were raised by the community when it was publicly exhibited throughout December last year and January. As a result, the council received 618 submissions and a 109 signature petition objected to the application.

“The benefits of this are really obvious,” Mr Higgins said, adding the World Championships would inject about $5 million into the local economy.

The rezoning application also sought permission to use the Sydney Polo Club site for other uses including a microbrewery, medical centre, function centre and veterinary hospital – all of which would be subject to a separate development application process.

However the council moved to defer its decision on these other uses until it could resolve traffic management and safety concerns that were raised by the RMS.

Mr Higgins said he did not see that decision as a setback, saying his priority had long been to have the property rezoned so that the World Polo Championships would go ahead.

“We’ve had people knocking on our door wanting to be part of this, wanting to be sponsors. It’s really great news,” he said.
**KPMG expands into Penrith**

KPMG Australia has acquired the business of Penrith-based accounting and tax practice, TRACE Chartered Accountants. The acquisition supports the growth of the firm’s mid-market business, KPMG Enterprise. TRACE Chartered Accountants has been providing professional services to the Nepean community for more than 30 years.

The firm was founded by Brien Tracey, and later joined by his son and new KPMG Partner Peter Tracey. The business has 11 team members (nine of them female).

The TRACE team started with KPMG this week and will continue to be based at the existing Penrith premises.

The KPMG footprint now includes three offices in Sydney, and 14 nationally. TRACE provides professional services to a variety of industries in the Nepean region including manufacturers, retailers, medical and legal, small business and high profile sportspeople.

Announcing the investment, KPMG Australia CEO Gary Wingrove said: “Today’s acquisition of TRACE adds strong relationships and capability in the Nepean region. We’re delighted to welcome a highly motivated and predominantly female team, with a strong cultural fit, and complimentary business service capabilities.”

“KPMG now has a three cities presence in Sydney – Sydney CBD, Parramatta, and Penrith. Western Sydney is one of the fastest-growing regions in the country, and I’m confident this positive trend will continue, with significant infrastructure and associated investment expected through the development of Western Sydney Airport,” he added.

Peter Tracey says: “Becoming part of the KPMG network is an exciting progression for our team and clients, and significantly deepens our resources and breadth of services. Many of our clients have travelled this journey with us, starting off as small ‘mum & dad’ enterprises and growing into multi-million dollar businesses - some of which are now run by a second generation. “We have also forged a strong bond in the local community and look forward to continuing that under the KPMG banner.”

With overall revenue growth of around 15 percent in Greater Western Sydney, KPMG plans to create around 250 local jobs in the next two years.

Two new partners were recently appointed to its Parramatta office, providing additional expertise in audit and advisory business. Capability has also been expanded to include the motor industry and M&A services.

This deal marks the thirteenth acquisition by KPMG Australia in the past two years. Investments include social media risk consultancy, SBT; the Melbourne team of Pacific Strategy Partners; an accounting practice in Karratha, WA; mining services consultancy Momentum Partners; SGA Property Consultancy; First Point Global cyber security business; accounting and advisory business Hayes Knight (WA); human rights and social impact consultancy, Banana; Microsoft Implementation partner, Hands-on Systems; The Performance Clinic; financial services technology consultancy, Markets IT; and most recently specialist Indigenous consultancy, Arrilla.

**Council orders Kmart to provide public toilets**

AMRT Blacktown has been ordered to provide public toilets, after a number of shoppers complained about the lack of amenities at the store. The acquisition supports the growth of the firm’s mid-market business, KPMG Enterprise.

Mr Bali said if the store were to undergo conversion into offices in the 1980s, facilities were later removed and the space in the late 1960s and included toilets but the community and the building’s condition and capability has also been expanded to include the motor industry and M&A services.

The site was approved for the Kmart store in the late 1960s and included toilets but the facilities were later removed and the space converted into offices in the 1980s.

Mr Bali said council stepped in to investigate after a number of shoppers complained about the lack of amenities at the store.

“In light of these concerns, we have been forced to issue an order requiring the store to provide public toilets,” he said, adding lack of a toilet posed a “legitimate health issue”.

Mr Bali said: “Kmart Blacktown serves thousands of customers every day and the community and council rightly expect there should be public toilets in such a store,”

A Kmart spokeswoman said Kmart could not comment as it was a legal matter. Kmart’s owner, Queensland Investment Corporation, did not respond to our request for comment.
City of Parramatta has released its first-ever cultural discussion paper which outlines Council’s commitment to making Parramatta a world-class CBD with culture and creativity at its core.

The discussion paper, Culture And Our City, sets out a plan to expand the global reach of Parramatta and strengthen the cultural and social fabric of the region.

City of Parramatta Administrator Amanda Chadwick said the Discussion Paper was a key moment in Parramatta’s journey to achieving its cultural vision.

“Parramatta is already a vibrant and wonderfully diverse place and this discussion paper is about channelling that energy into making our city truly world-class with people, ideas and creativity at its core,” Ms Chadwick said.

“There are a number of really exciting initiatives already in the works in Parramatta, including the establishment of a world-class museum by the State Government. This discussion paper will work to complement this and support the development of a new Parramatta Cultural Precinct.”

The discussion paper sets out 30 potential action items for consideration including:

- Growing Parramatta’s annual events and festivals program;
- Determining key delivery partners for a redeveloped Riverside Theatres;
- Developing local film industry partnerships to deliver studios and production facilities and a master list of iconic filming locations across Western Sydney;
- Developing an Aboriginal Cultural Framework and establishing an Aboriginal City Scape Cultural Walk;
- Using planning mechanisms to provide affordable rehearsal studios and other cultural facilities;
- Further develop a Live Music Strategy; and
- Further develop a Heritage Strategy.

City of Parramatta Council Senior Strategic Projects Leader Alicia Talbot said the City deserved world-class cultural facilities to cater for a population of more than 245,000 and the 2.3 million people who live within 45 minutes of the Parramatta CBD.

“A new Cultural Plan will prepare our City for the opportunities and challenges that unprecedented growth brings. Culture invites everyone to celebrate Parramatta as a cosmopolitan global city that is rich in diversity and history,” Ms Talbot said.

The Cultural Discussion Paper has been developed through direct consultation with more than 350 artists, cultural organisations, key industry stakeholders, residents and community members. It will now be open for public consultation which will inform the development of a Cultural Plan, including funding requirements, which will be transformed into cultural activity throughout the City.

The discussion paper is now open to community feedback and ideas, and following this process Council will develop the City’s Cultural Plan which will be released in June 2017.

Culture And Our City can be accessed at cityofparramatta.nsw.gov.au/culture-and-our-city

Submissions can be made by visiting bit.ly/ParramattaCulturalDiscussion or by emailing culturaldiscussion@cityofparramatta.gov.nsw.au. Submissions close Friday 7 April 2017.

Ploughs, park upgrades, cycleways and community programs are among a raft of important projects to be undertaken and supported by City of Parramatta with $14 million in funding provided to Council from the State Government’s Stronger Communities Fund.

Council received $15 million from the Stronger Communities Fund as part of the amalgamation process, with $1 million allocated to community grants and $14 million for major projects. Thirty-four community grants of up to $50,000 each were awarded by Council to not-for-profit groups in early February.

City of Parramatta finalised its priority list of Stronger Community Fund Major Projects after consultation with the community. A total of 37 separate projects will be undertaken, while many more of the 171 ideas submitted will be considered for future implementation as part of Council’s ongoing program of works.

More than $2.3 million will be invested in building or upgrading 21 playgrounds across the LGA, and over $3.9 million has been allocated for upgrades and infrastructure at local parks.

Council will invest $690,000 to take Parramatta’s successful Artists Studios to the suburbs by establishing a satellite creative space outside the CBD, and contribute up to $600,000 for bridge widening works at Bridge Road, Westmead.

Cumberland Council will also provide $500,000 for the bridge project, which will be undertaken by Transport for NSW.

Around $2.5 million has been allocated for the construction of cycleways and walkways in the LGA, including $1.25 million to transform the Eastern River Foreshore, while $2.5 million will be invested in a Master Plan for North Rocks Park and the completion of priority works identified within the precinct.

Detailed planning will now be undertaken for City of Parramatta’s approved Major Projects, including further community consultation for each of the initiatives.

For more information visit cityofparramatta.nsw.gov.au
A MOVE to cut Sunday penalty rates for hospitality and retail workers has been described as a “devastating outcome” for working families.

The Shop Distributive and Allied Employees Union (SDA), which covers retail, fast food and warehouse workers, said the decision of the Fair Work Commission to slash penalty rates for some workers would cost $1 billion in lost wages and not create a single job.

“At a time when wages growth is at a record low, Australian workers need a pay rise not a pay cut,” said SDA national secretary Gerard Dwyer.

“This is devastating for workers and their families. ”

Blacktown Mayor Stephen Bali said the move to change public holiday penalty rates from July 1 would have “long term devastating consequences” for the almost 25,000 workers in the Blacktown area.

“If only 20 per cent of these employees work on a Sunday or public holiday that would mean approximately $12 million in wages will be taken from workers in Blacktown city each year,” Mr Bali said.

“If a person is giving up their weekend to serve us, then they are entitled to something extra. ”

Rooty Hill resident Sharlene Medana said any cut to her take home pay would create hardship at home where she supports her husband who is on a part disability pension.

“We have been travelling to Westmead Hospital at least three times a week for dialysis. The loss of even $50 to $70 would put an even bigger strain on our lifestyle as we need essentials like petrol and food,” she said.

Mrs Medana works 76 hours a fortnight for Spotlight, including every second weekend.

“Spotlight isn’t under an agreement so we are at the mercy of head office saying ‘This is good for the company’. They tell you the company you work for will be able to give you more hours because they are saving money but if you can’t work the hours they give it to someone else or better still absorb the hours and money and the managers get a bonus for saving the company money. ”

“We hope and pray that some politician will stand up for us lowly paid weekend workers.”

Small business minister Michael McCormack said penalty rates had become an impost on business owners and the decision of the Fair Work Commission would encourage more people, particularly casuals, to get a job.

NSW Business Chamber chief Stephen Cartwright said the adjustment in penalty rates for Sundays would mean businesses could remain open and be fully staffed.

Penalty rates in detail:

- Sunday penalty rates for full-time and part-time retail workers will be cut from 200 per cent to 150 per cent of their standard hourly rate or to 175 per cent for casuals.
- Fast food workers will see a reduction from 150 per cent to 125 per cent.
- For hospitality workers, the rate will change from 175 per cent to 150 per cent.

Chinese group pays $70M for land

H INESE property development group Boyuan Holdings has outlaid $70 million for 40.5 hectares on the Northern Road at Bringelly for residential development.

“This acquisition is a strong complement to Boyuan’s existing West Sydney development portfolio,” said Boyuan chief Caden Wan.

“This Bringelly site is close to the airport and ongoing housing demand.” Boyuan, listed on the Australian stock exchange, expects to develop a village centre of about 70,000 square metres, with about 600 housing lots at an average of about 400 square metres.

Boyuan also has conditional first and last right of refusal to buy the adjacent 40.5-hectare site.

A $7.5-million deposit was paid on signing, a further 10 per cent is due on September 1, 2018, and the balance due on settlement on June 18, 2019.

“This acquisition is a strong complement to Boyuan’s existing West Sydney development portfolio,” Mr Wan said.

Mr Wan said the company’s strategy was to pursue further growth opportunities in Australian property, particularly in high-growth corridors.

Boyuan is developing residential sites at Austral and a residential/commercial site at Marsden Park.

By Red Dwyer
On Top of Location other features galore include:

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- Top penthouse may suit owner occupation or even extension (STCA).
- CBD is one minute over the Elizabeth Street footbridge
- 5 Minutes to station, new Western Sydney University Campus
- Walk over or along the river on those balmy nights or just stroll to Westfield
- Local schools - Parramatta Primary / High, Arthur Phillip, Tara / Kings / OLMC and MacArthur to name a few
- Separate Kitchens, Internal Laundries and balconies
- Open plan lounge / dining
- Four let one vacant rent $112,000+
Club prepares for redevelopment

CONSTRUCTION has started on the much needed multi storey car park at Parramatta Leagues Club.

When completed in April next year, the $20 million new car park will boast 776 spots.

In the interim, visitors are encouraged to use the Northcott Car Park or take advantage of the club’s Priority Transport buses or shuttle bus.

Club CEO Bevan Paul said the new car park was the “first and most critical” part of the club’s three step $100M redevelopment that will also include a fitness and aquatic centre and 200-room hotel.

He said the need for improved car parking had long been a concern for patrons, with demand far exceeding supply on match days.

“If you have a 20,000 seat stadium and the car park holds only 400 cars, that’s a lot of people walking or having to catch public transport,” Mr Paul said.

“It’s pretty exciting because it’s taken a long time to get here. I was reminded by someone recently that there was talk of building this car park back in the 80s.”

Mr Paul acknowledged construction would result in some disruption to members but added: “Members tend to respond positively because they can see their money being reinvested. It’s a tangible indicator of improvement."

The club unveiled its grand redevelopment plan in 2015, saying it would provide flow-on tourism benefits to the entire region.

“We will have a pretty fantastic entertainment complex,” Mr Paul said.

The car park plan was approved by the Joint Regional Planning Panel last year.

Blacktown and Penrith lead the way

TOWN CENTRES

By Red Dwyer

BLACKTOWN and Penrith local government authorities are leading the way in having walkable town centres.

Western Sydney should have the same advantages as inner-Sydney suburbs, that is, well designed and planned higher density neighbourhoods to improve health and economic outcomes.

This is the view of the Committee for Sydney’s latest paper, ‘Adding to the Dividend, Ending the Divide’, the third in a series.

“Blacktown City Council is also a pioneer in this approach in the region,” the document said.

“Although it’s early days, Penrith is starting to attract more employment, as businesses cluster to service the growing local population or to tap into a ready jobs market.

“This has fed into Penrith’s growth over the past four years which has outstripped Greater Sydney’s.”

The committee said high density, mixed-use centres supported a greater diversity of services, entertainment and social amenities.

“Western Sydney should have its share of walkable neighbourhoods, which are currently concentrated in the inner city,” the document said.

The committee has embarked on developing a strategy and toolkit for improving the walkability of the town centres and suburbs of Western Sydney to improve health and economic outcomes.

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To show heritage value

The historic St Joseph’s Guesthouse has until May before it must shut down its function centre following a decision by Hawkesbury Council.

Lower Macdonald property owner Steve Kavanagh will need to produce a more substantial Heritage Management Document before he can resubmit a development application to use the premises as a function centre.

That result comes after a decision by council in January to ban functions at St Joseph’s was annulled with a rescission motion, sparking the application’s return to council on February 14.

The matter was discussed behind closed doors but Liberal councillor Nathan Zamprogno, who supported the application, later said an “error in law” prevented councillors from assessing the retrospective development application on the night.

He said a heritage management document – which helps council assess proposals against items of heritage significance – was considered “a little thin and needed to be more comprehensive.”

It will now be up to Mr Kavanagh to submit a new Heritage Management Document before the application can be considered again.

St Joseph’s Guesthouse has hosted weddings since 2014 after the Gothic style Catholic church was restored and has dispensation to operate as a function centre until May 22.

Councillor Zamprogno said the outcome was disappointing because the proposal was the tourism boost the Hawkesbury needed.

Mr Kavanagh declined to comment.

DA lodged for $29M project

A DEVELOPMENT application has been lodged with Campbelltown City Council for a $28 million, 19-storey mixed-used building.

The site at 6-12 Dumaresq Street, Campbelltown, is located between Dumaresq Street cinemas and the post office, and is currently home to squash courts.

Plans show the ground floor will accommodate almost 600 square metres of retail floor space, while levels one, two, three and four will provide parking for 116 spaces.

Above ground parking is necessary because of water-4 table issues.

Level five will also provide almost another 600 metres squared of retail space.

The levels above five will be made up of a mix of studio, two and three-bedroom apartments – 100 in total.

Michael Brown Planning Strategies is the applicant. Council will place the proposal on public exhibition.

Business event attracts big crowd

MORE than 400 business owners, entrepreneurs and those looking to start a business attended the recent Small Business Exchange at Castle Hill.

The event was an opportunity to speak to and consult with organisations and government departments on questions, problems and challenges in numerous areas of business during the free day-long program.

Hills Mayor, Yvonne Keane said the Small Business Exchange was a big success with many businessmen and women coming together, learning skills and taking back new knowledge so they can make better and informed business decisions.

“The Hills is one of the two highest annual GDP growth areas in Sydney,” Mayor Keane said.

“We scored 5.9 per cent growth along with Ryde which came in at six per cent in the SGS Economics and Planning Report. This contrasts to several other leading areas in Sydney including Parramatta at 2.3 per cent growth, the CBD at 4.8 per cent and Blacktown at 2.8 per cent.

“This is an outstanding result – and great news for business people because it indicates our local economy is not just alive and well, but booming.”

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FEAT URE

Brave new world of future WORK
By Professor Edward J Blakely

WHAT was work? There’s considerable consternation over the future of work. We hear of auto factories and other firms closing or moving off shore.

Most of us cannot understand the wording for many of the jobs open in the new information age. We need work. It is important not only for income but social stability.

The first thing a person asks you after introduction is what do you do. The meaning is clear: if I know what you do I also know who you are.

For the last 20 years, the issue has been whether we will have enough workers for all of the work required for a modern economy.

Researchers were predicting that there would be only three people in the workforce for every retiree to support everyone in retirement. The number might even fall lower to only one person in the workforce supporting one retired person. That would be scary. But the researchers hadn’t calculated on the rise of robots.

Robots are doing work in factories and on farms. We all experience the phone answered by a machine. That is not very friendly. But it is more productive.

We would not have enough people to answer the telephone if everyone called for a bus schedule. Young people have quickly adapted to using their smartphone to determine their transport options.

How many people can remember when you paid a person at the bridge toll booth. These jobs may have been monotonous, but these activities provided reasonable work and pay for many people. The argument is now where will work come from.

What work?

It is clear that no one can predict what work activities will be like in the future. There was no smartphone 20 years ago. Many of the largest companies in the world like Google and Facebook did not exist two decades ago.

There’s a good chance firms of the future will just be holding organisations for groups with skills. The age of companies may be over.

There is only one company that remains on the New York Stock Exchange from the day the exchange opened in 1892. It is General Electric.

This global firm survived by changing its products and services. It is now one of the world’s leading health insurance and financial firms and still makes a few electric products like aircraft engines.

What we do know is that organisations will be different places and do different things to survive and work must adapt. We do know the shape of future work.

New work in old and new places

Almost all of the current research points to some specific characteristics shaping work. Work will be done by groups who create things, not by people who make things. Robots will make products.

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How our cities embrace change

COVER STORY

By Iliana Stillitano

WESTERN Sydney councils are embracing a new era of change.

The region’s landscape is swiftly changing with big projects, big ticket infrastructure projects and the transformative Western Sydney Airport. And at the core of all this is a push for greater co-ordination among local councils that are pulling aside any suggestions that they are clambering over each other to secure a larger slice of funding for their own areas.

With the Greater Sydney Commission heading the charge to transform Sydney into a thriving metropolis of three cities – Sydney, Parramatta and Western Sydney – it is a battle amongst neighbouring councils vying for a share of the airport development, and on whose doorstep these new developments are on their incessant local infrastructure needs.

Not so, according to David Borger, Western Sydney director of the NSW Business Chamber. He said any suggestion that Parramatta was competing with Penrith which was competing with Blacktown and on so was “just silly.”

“We’re not competing with each other. Our focus should be on working together. When one gets the airport then that benefits the others,” he said.

Not as adamant is Liverpool mayor Wendy Wally.

She said last year’s signing of the Western Sydney City Deal – a federal government undertaking to support Western Sydney councils seems to be working and so on was “just silly”.

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By Andy Marks

SECOND ACT

SECOND banana, second fiddle or second act. The road to success is littered with lesser celebrated figures on whose shoulders the big names rose.

Strop to Paul Hogan, Tonto to the Lone Ranger, Ossie to Daryl Sommers, Costello to John Howard or Robin to Batman. Nobody thinks twice about the foil or ‘straightman’ to the starring act. The talking pink ostrich being the possible exception.

Why then, are we satisfied with Parramatta being rendered as Sydney’s ‘second CBD’?

For years, all three levels of government and developers have talked-up Parramatta’s potential as though it were an underdeveloped limb on Sydney’s burgeoning exterior. While spoken with the best of intent, this approach entirely surrenders the city’s character, value and destiny to a completely different city in the east.

The time has come to lop off the limb, cut it loose, set it free. Parramatta, like its intrinsically distinct city cousins, Bankstown, Blacktown, Campbelltown, Liverpool and Penrith, deserves to stand on its own.

It can, and is forging a different agenda, based on vastly different characteristics. These attributes are completely and utterly independent of Sydney.

Parramatta is tenacious. At Western Sydney University we receive constant feedback from the region’s employers about the ‘can do’, ‘get stuck in’ attributes of our graduates. Attitude is everything.

Without this culturally engrained approach to work, all the qualifications in the world will amount to little.

Parramatta has no limits. The rich cultural heritage and diversity of the region means the ambitions of the city’s young aren’t restricted geographically. Careers that begin in this city have a trajectory that looks to Singapore, Hong Kong, Mumbai and Shanghai just as much as they look to Sydney.

Parramatta is digital. Over time, the wicked transport and infrastructure problems that bedevil Greater Sydney will diminish in relevance. Fed-up with transport, employment and economic development mantras that perpetuate funneling a quarter-of-a-million people into a congested eastern city hugging the coast, the residents of Parramatta and the West are building critical mass where they live, where they work. Digital connectivity, IoT and disruption are the infrastructure challenges of relevance out here. Technology is solving the problems builders and bitumen can’t.

Sometimes the second banana has its day. Paul Keating, Dean Martin and Bert Newton all took the reins of their own destiny. Good or bad, these figures forged their respective paths in a way that went beyond their limited narratives as a junior partner.

Parramatta will always have a relationship with Sydney. The veins of common history run too deep for either city to go it entirely alone. But defining Parramatta by its relationship to Sydney is a mistake. It restricts the city’s potential to a field of vision that looks to Sydney’s possibilities alone. Parramatta is a far broader proposition. Parramatta, and indeed, Western Sydney is no second banana. The city, the region deserves a vision that reflects its constituent parts. It deserves a world view with all the possibilities that embraces.

DR ANDY MARKS IS ASSISTANT VICE-CHANCELLOR AT WESTERN SYDNEY UNIVERSITY.

The road to success is littered with lesser celebrated figures on whose shoulders the big names rose such as Strop to Paul Hogan.
Succession planning in family business

BY DAVID PRING

HANDLING a family business to the next generation is a major process, from selecting and developing the successors, to protecting the brand reputation and retaining knowledge — but the effort is crucial to develop a sustainable organisation for years to come.

Succession planning may be one of the most challenging experiences facing any leader, especially an entrepreneurial business person who has built a family business from scratch, so it is crucial to get right.

A good succession plan can be the first step in maintaining the strength of an enterprise and the family’s prosperity for generations to come.

Discussing how a family business should continue beyond the career, or even the life, of the founder can be difficult, as it often crosses business and personal spheres. However, Dominic Pelligana, Partner, KPMG Enterprise, says breaking the issue down into small projects can help.

“The goal is to have an orderly transfer of management, control, ownership and equity from one generation of the family to the next, whilst acting in the best interests of the business and the family,” he says.

Know what the business needs

Many family business owners assume succession planning centres on who will run the business when they step down, but a broader perspective is necessary. The founder, and his/her board or advisors need to consider where the business is in its lifecycle and what kind of leader or leaders it needs to progress.

The founder needs to consider which aspect of the business they seek to handover and by when. Is it management, control or ownership? Who will be the owner, the leader and the managers?” Pelligana says.

Family members may assume they are in line to take on a leadership position, but it is important to educate them that business needs must be met with the right skills and perspectives. This requires balancing what the business needs with the aspirations of the family members.

“This can start by educating the next generation that we want the ‘best people’ for the roles in the business. If the family members wish to be considered for management, how do we work together to develop them so they can be considered?” Pelligana says.

Protect your brand

Many family businesses are built around a personal brand, and are often named after the founder. Pelligana says when preparing to handover, it is important to retain the brand’s essence and also consider how it can be modernised.

“Think about the business’s identity and brand, and how it impacts the business model itself. If Mum or Dad aren’t around, the suppliers are going to be scratching their heads if no plan is in place.”

He recommends that the nominated future leaders enter the business long before succession actually takes place. Successors can start building rapport with clients and important stakeholders.

“Everyone may know the founder, but you need to start thinking about what happens to key relationships, and who will manage them if the founder is not there.”

This process shouldn’t be rushed, says Pelligana. It can take place over 5 or 10 years, or longer.

“...might be that the founder moves from a CEO position to a Chair position. Stagger that process so it’s not a sudden shock. It could also be a process of having sons and daughters become Directors over time, and they’re held accountable for different parts of the business.”

Keep the bank involved

When planning for the future, family enterprises must decide who will be in charge from a financial perspective, as many banks consider the individual behind a family business to be a critical factor when making decisions on current and future funding.

“When the first generation builds the business, they use a lot of leverage because it’s only concerning them. But as the next generation enters, the bank may still be backing the founder, not the business. So you need to give them the confidence that there is strength in the business to back.”

Retain legacy knowledge

Succession doesn’t just concern leadership and finances, but knowledge. Significant information will have been gained by the founder through trial and error over the years. Pelligana says in the lead up to handover, that knowledge should be documented and communicated through the business as it can become a competitive advantage.

“The family can build up an intuition as to what works and what doesn’t,” he says.

Document the plan

Finally, when a succession plan is implemented, it must be explicitly articulated and formally documented, Pelligana says, even amongst family.

“A common mistake is that many founders do not break these aspects down and think they can express these instructions in a Will. Not only is this ineffective, it can lead to confusion and disputes. This cannot act in the best interests of the family or business.”
What gives? Choices in Family Philanthropy

The family's vision for their enterprise might involve philanthropy, but where does it fit in?

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Growth looks different for every business.

Together, let’s turn your aspirations into reality.

Our advisory professionals can help your fast-growing company set the foundations for sustainable growth.

kpmg.com/au/enterprise
Late payments:
The policy no-brainer for business

By Michael West
Adjunct Associate Professor, School of Social and Political Sciences, University of Sydney

Hammurabi nailed it back in 1772 BC when he declared: “The first duty of government is to protect the powerless from the powerful.”

When it came to common sense, the sixth king of Babylon was an “early adopter,” earlier than say the 29th prime minister of Australia whose government is still trying to force through tax cuts for big business, although one third of them don’t pay tax anyway.

If the government is intent on stimulating the economy, there is a policy no-brainer just crying for attention: tackling the blow-out in the time big business takes to pay suppliers. Usually, a man, Kate Carnell, set up an inquiry into payment terms, they will be reluctant to sting their suppliers with onerous procurement schemes.

Besides the overseas precedents – existing models in Spain, Ireland, France and Germany exhibit various degrees of success – there is economic modelling work (albeit not much) that shows faster payments lead to growth in jobs and wages.

It is axiomatic: speed up payments across the biggest sector of the economy, small business, and the whole system speeds up.

Already, some large corporations are moving in the right direction. Coles recently announced it would pay 1,000 suppliers within 14 days. Tesco is moving from 45 days to 30 days or less.

Heading into the federal budget season, and anticipating the usual “jobs and growth” sloganeering, it would be refreshing to see ministers put hand on heart and utter “jobs and growth” with true conviction.

What can we learn from overseas?

When the ombudsman’s final report is handed down it is likely to deliver a blueprint for reform based on developments overseas. Australia lags behind the rest of the world in acting on this problem. Europe and the UK have introduced various industry codes and legislation to shorten payment times and compel industry compliance.

Legislation may not be needed. As with many things, transparency will be half the battle. If companies have to disclose their payment terms, they will be reluctant to sting their suppliers with onerous procurement schemes.

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DIVERSIFIED

By Red Dwyer

One of Australia’s largest diversified real estate investment trusts has paid $3.2 million for three properties on a prominent corner in the Parramatta CBD.

The GPT Group has acquired three buildings owned and operated by the Salvation Army located on the corner of 93-95 Phillip Street and 32 Smith Street.

The 2439-square-metre site includes offices and a church hall.

The purchase by the GPT Group, which has large retail and industrial interest across Western Sydney, marks the company’s first entry into the Parramatta market.

GPT is very excited to have marked its entry into Parramatta’s CBD office market by securing this prime location,” said Matthew Faddy, GPT’s head of office and logistics.

The site, with a potential new gross floor area of 28,037 square metres, is suitable for a mixed-use hotel or serviced apartments and commercial project, according to industry sources.

The site is close to the Department of Education’s 25,000 square metres of ‘A-grade’ office space to accommodate 1800 government staff, under construction by DEXUS Property Group, at 105 Phillip Street.

The GPT Group owns the Rouse Hill Town Centre and co-owns Westfield Penrith and Macarthur Square, at Campbelltown, plus numerous industrial interests across the region.

Elsewhere in the CBD, the NSW Government has approval for the construction of a 17-storey school and a two-storey sports complex for the Arthur Phillip High School and the construction of a 4-storey building for the Parramatta Public School, at 175 and 80-100 Macquarie Street, Parramatta.

Anglican church as developer

The Anglican Church has sold two church properties to provide capital for the redevelopment of an industrial site at Rydalmere as a church.

The Anglican Church acquired the industrial site for $8.25 million in order to combine its properties at Telopea and Dundas.

An Asian investor/developer purchased the Dundas Anglican Church, at 79 Kissing Point Road, for $7.6 million and a church site at 24-26 Lord Avenue, Telopea, fetched $2.78 million.

The 5000-square-metre site, at 32 South Street, Rydalmere, would be developed as the new church for the Parramatta LGA parish, serving several surrounding Western Sydney suburbs.

The new site is expected to be open in the third quarter 2017.

Building starts on new town homes

STOCKLAND and MJH Multi have started construction on the $63M Azure town home series at Stockland’s Elara community in Marsden Park.

The new precinct within the Elara community will offer high quality, affordable homes, which will have particular appeal to first home buyers looking to crack the rising Sydney property market.

Azure will include 176 architect-designed one, two, three and four bedroom homes situated close to the future sporting grounds, St Luke’s K-12 Catholic School and proposed neighbourhood shopping centre at Elara.

The off-the-plan sales process received a strong response from homebuyers with more than 85 per cent of Azure town homes already sold.

The remaining town homes will be priced from $399,000 for a one bedroom with garage to $664,000 for a three bedroom with double garage and $739,000 for a four bedroom, double garage, freestanding home.

Nationally, Stockland sells approximately 50 per cent of its residential lots and completed homes to first home buyers. Stockland is positioning its town home developments as its strategy to improve housing affordability in Australia’s major capital cities.
SYDNEY IS in the grip of a housing affordability crisis. Not only does Australia’s biggest city possess some of the world’s most expensive real estate, it’s also going to need 725,000 new homes to cope with projected population growth over the next two decades.

While the relentless rise in property values has been good news for some, it’s also created a range of unintended consequences for the city as a whole. The failure of our housing market is widening the divide between older homeowners and a younger generation.

They are either locked out of home ownership or pushed to the fringes of cities to seek more affordable rent, leaving them far from jobs and good transport. Fiscal incentives have also benefited the ‘haves’ instead of the ‘have-nots’, leading to a constrained supply of homes for those on low to middle incomes.

As a result, Sydney faces not only a significant number of individuals and families in housing stress, but also rising homelessness and significant additions to the already 187,000 Australian households on the social housing waitlist.

To make matters worse, our rental system is one of the world’s most unstable and unaffordable. This makes it difficult for low to moderate income earners to be housed in locations with high amenity of living and community benefit that are also near to jobs and services.

Need to act

If we don’t act quickly on the problem of housing affordability, and rental affordability in particular, Sydney will face an exodus of our best people. If we don’t act on the problem of housing affordability, and rental affordability in particular, Sydney will face an exodus of our best people. If we don’t act on the problem of housing affordability, and rental affordability in particular, Sydney will face an exodus of our best people.

Th e resultant uplift in affordable rental housing is not just building more high-rise units, but rather by addressing the so-called ‘missing middle’ – housing options like more townhouses, terraces and manor houses, which are more energy efficient than detached housing and also offer more variety and flexibility for Sydney’s changing demographic.

Affordable Option Initiative

Our Affordable Housing Initiative provides a solution to address both the missing middle and affordable rental housing through a simple, but potentially profound change to state planning regulations.

We propose an amendment to the SEPP of the dwellings are designated as affordable rental housing.

This amendment would allow individuals, small developers and Community Housing Providers (CHPs) to participate in the provision of affordable rental housing by undertaking low-scale development (3-10 dwellings) on existing single residential lots.

Development of this size and scale, appropriate to its surroundings, would provide an uplift in density without compromising the character of the area or placing a significant strain on surrounding infrastructure.

The resultant uplift in affordable rental housing across Sydney would also ease commute times by allowing key workers to live closer to jobs and services, improving their quality of life as well delivering a direct boost to the economy: every 30 minutes that these workers may partake in the provision of affordable rental housing.

The Affordable Housing Initiative is not aimed at housing supply (per se) but enabling flexible housing choices via an increase of the ‘missing middle’.

Small developers partake

Depending on the outcome of other decisions facing Government, this may occur simultaneously with other initiatives geared at accelerating the supply of apartment buildings.

This initiative is not aimed at housing supply (per se) but enabling flexible housing choices via an increase of the ‘missing middle’.

It also seeks to increase access to (rather than ownerships of) housing via an incentive-based mechanism to ensure provision of affordable rental within these developments.

The Affordable Housing Initiative is a practical and elegant part-solution to a complex and worsening problem. Isn’t it time we act to make sure our city continues to be a place that people of all ages and from all walks of life can call home?

AMY BROWN is Partner, Infrastructure and Urban Renewal at PwC.
Tips for a hassle-free business transaction

SECURITY

By Alex Hezari

BUYING a business is an exciting time – full of hopes for the future.

Selling your business is equally exciting, as you celebrate your success and prepare to move on to a new project or phase in your life.

However, it’s important to remember that business transactions can go disappointingly, and expensively, wrong.

That’s why it’s important to get advice from professionals such as commercial lawyers, accountants and real estate agents.

Dooley and Associates Solicitors have put together tips that will help to ensure you don’t receive any unpleasant surprises when buying or selling your business.

Tips for buying a business
1. Conduct thorough due diligence.
2. Make sure that the method used in valuing the business is accurate. Think about how you will deal with stock.
3. Allow for adjustments to the purchase price in the event that anything occurs or arises that may affect the profits or value of the business, for example, employee entitlements.
4. Carefully consider apportionment of the purchase price for stamp duty purposes in terms of both the dutiable property the subject of the transaction, and its location.
5. Obtain comprehensive representations and warranties by the vendor as to the state of the business and adequate restraints from the vendor.
6. Review the deadlines for payment of stamp duty in each relevant location to avoid incurring late fees and determine whether the business will be sold as a going concern and whether you will be liable for GST on the purchase price.
7. Consider whether conditions precedent should be included in the contract.
8. Identify any key personnel and whether such personnel are to be offered new positions of employment and/or whether they are the subject of an adequate restraint of trade.
9. Identify the intellectual property to be purchased and the relevant owner. Obtain warranties and indemnities in relation to the vendor’s right, title and interest to such intellectual property.
10. Ensure that any premises necessary to conduct the business will be assigned or transferred to you at completion.

Tips for selling a business
1. Make sure the method used in valuing the business is accurate and, if relevant to your business, that there is a mechanism for valuing any trading stock at completion.
2. If you agree to a deferred purchase price payment structure, consider requiring security or a guarantee in respect of the outstanding amounts, minimise where possible the right of retention by the purchaser and always specify minimum values as to claims to be made by the purchaser for things such as alleged breach of warranties to ensure you get as much of the deferred payments in your pocket as possible.
3. Carefully consider apportionment of the purchase price for the purposes of CGT.
4. Identify the intellectual property owned or licensed by you and determine whether such intellectual property can be assigned.
5. Ensure that you have received proper assignment of any intellectual property created by third parties prior to entering the sale contract.
6. If you are to remain liable under a lease or other contract, obtain indemnities from the purchaser.
7. Make sure you understand your obligations under your lease and other key contracts which you wish to transfer as part of the sale.
8. Co-operate with the due diligence enquiries of the purchaser, but ensure proper confidentiality provisions are entered with them before handing over your sensitive information.
9. Be aware of the possible consequences of any pre-contractual representations made.
10. Ensure that you only give warranties that you are able to comply with and that any changes are fully disclosed in writing prior to completion.

For more information, contact Taylor Nicholas on 8004 1222 and Dooley & Associates Solicitors on 1300 306 335.
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Jobs Available Western Sydney (JAWS) offers the only platform that solely focuses 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 3,000 jobs inside Western Sydney since its inception in late 2013. The nature of 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 offline services cannot deliver.

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JAWS benefits include:

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• JAWS Facebook page has over 29,000 fans.

• JAWS is supported by two of the region’s leading newspaper groups – Western Weekender and Western Sydney Business Access; ensuring that the brand is well promoted at all times.

• Advertisers can select from packages that include social media and traditional print advertising.

• JAWS offers value for money compared to more conventional forms of job advertising.

• Gets real results that you can observe.

• Many businesses use only JAWS when advertising available jobs.

• It is modern recruitment; JAWS gives the employer more control.

• JAWS newsletter database exceeds 5,000 recipients.

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Visit www.jobswesternsydney.com.au today and discover a more effective way to reach the region’s best job applicants.
Parramatta city culture and activity

By Geoff Lee
State Member for Parramatta

Parramatta has many unique assets - from our heritage, our diverse backgrounds, our built and natural assets and our environment - and these should all be an important part of our future as a Central City.

Our cultural, recreational and entertainment activities should be embedded into our city landscape and be an important part of what makes Parramatta a liveable and dynamic city.

We are experiencing tremendous growth and investment in Parramatta which is set to continue as the NSW Government delivers the infrastructure that will help take Parramatta to the next level.

As more people live and work in Parramatta, now is the time to start to influence how we use our public spaces for culture and recreation, building on some of the success already underway in Parramatta. Council has driven some exciting events throughout the year we have multicultural festivals and parades, food festivals and theatre events, all contributing to the cultural life of the city.

The new Powerhouse Museum and Arts and Culture precinct will no doubt be a further catalyst for cultural development in Parramatta CBD.

However, it’s not just the big events and festivals that make the culture of a city and the everyday use of public space and we do see this trend growing in Parramatta.

There are runners and cyclists down by the river, and morning exercisers in front of the Town Hall, and the tables and chairs by the fountain occupied with workers and residents catching up for a coffee or a chat.

For a city to be truly liveable it’s also about the everyday use of public space and we do see this trend growing in Parramatta.

There are runners and cyclists down by the river, and morning exercisers in front of the cathedral.

We see the ping pong tables in use in front of Town Hall, and the tables and chairs by the fountain occupied with workers and residents catching up for a coffee or a chat.

All great cities have good public spaces for people that draw in residents and tourists, which bring workers out of their offices at lunch time and after work and students before and after school.

In New York, people play chess in the park and people camp in the woods and exercise on outdoor gym equipment year round, keeping the city pulsing with life. Across the cities of Europe, laneways, gardens and piazzas are constantly occupied with people day and night, moving between restaurants and cafes, going to galleries, shops or small bars.

I would also like to see the discussion extended past the CBD boundaries.

The Parramatta North Heritage Precinct is within close proximity to the CBD and its heritage gives it uniqueness much like the Rocks is to the Sydney CBD.

There are also a number of opportunities and synergies between Council’s plan and the NSW Government commitment to create a cultural precinct. I see the Parramatta North Heritage Precinct as an ideal home for an arts and culture precinct dedicated to digital arts.

There are number of buildings in the North Parramatta site earmarked for restoration that could potentially be adaptively reused by creative and knowledge based artists, communities and organisations, supporting cultural expression and innovation in Parramatta.

We could also use the site to train up local talent from producers, film makers, artists and performers and produce and showcase more home-grown works. This could be done by incorporating a creative campus in the Parramatta North Heritage Precinct.

From day to day life in the public domain, events and festivals to a unique arts and cultural precinct there are significant opportunities here. With the right focus and commitment Parramatta will not just reach but exceed its potential as a place to visit, live and work.
**COMMENT**

**INSIGHTS**

By Hardeep Girn

Just this week I visited a business called Pure Insights in Castle Hill.

The business started in 2002 and is now a leading counseling and training organisation with specialist expertise in the job services industry.

Their campaign “Bring Back Happy”, made me think about the businesses where there is no fun or laughter. Many came to mind. It also brought up memories of events from my days in corporate life around 2009-11.

Stress and bullying in the workplace are in the absence of happy or fun experiences.

It’s a significant issue in the corporate world as well in school that organisations like Make Bullying History (http://www.make-bullyinghistory.org) tackle head on. Until now, I’ve not shared my personal experiences of being bullied at work.

For me, the fun stopped and the harassment started with a senior manager wanting to bring her own staff member to replace me. She falsely claimed my project management was self-serving to keep me in a job.

My projects were investigated and my management of being bullied at work.

I took on the regulatory project using the passion and the direction of the company.

We often believe company founders hold the passion and the direction of the company. However, by incorporating fun, happiness and purpose, your staff and those around you, can become an immense force to help magnify your message and reach “amazing”.

As my friend, Jen Harwood says, “No one person can be great alone, it takes others to get there and stay there”.

Tack along a fun and happiness focus of working with people and you’re unstoppable.

Visit www.pureinsights.com.au Know My Group is a marketing and sales organisation that uses business relationships, PR and media to introduce new opportunities. Serving any size of business and across most industries, the brands in the Group are Know My Business, Know My Life and newly formed Know My Health. Get in touch to see how we can help you position your company to get introduced to new opportunities. Call 1300 046 876 or email sales@knowmygroup.com.

**SAVE THE DATE**

John Demartini **EVENT**

The Executive Mastermind Wealth Group seminar (EMWG) has been specifically designed to help busy entrepreneurs raise themselves to the next level.

Our next EMWG’s seminar time and date is being held at Sydney CBD venue.

**Speaker profile - Dr John Demartini**

Dr. John Demartini is considered one of the world’s leading authorities on human behaviour and leadership development and the founder of the global education organization, the Demartini Institute which has over 72 courses on self-development, life mastery and leadership in its extensive curriculum. Dr. Demartini’s knowledge is the culmination of over 43 years of cross-disciplinary research. As an educator he travels full time around the world addressing both public and professional audiences in media, talks, seminars and consultations where he teaches people self-governance and how to develop their leadership and empowerment in all areas of their lives. Dr. Demartini is the author of over 40 self-development books including the best-seller The Breakthrough Experience and has produced an extensive library of CDs and DVDs that cover topics ranging from financial mastery to business mastery, relationship development to health and healing, the art of communication to inspiring education and leadership. He has been featured in a number of books including The Second Opus and My God alongside Ringo Starr, Seal and Hugh Laurie. He has shared the stage with some of the world’s most influential educators such as Stephen Covey, Sir Richard Branson, Wayne Dyer, Deepak Chopra and Donald Trump and been interviewed on the world’s leading television and radio networks such as Larry King Live, The Early Show and Wall Street and magazine publications such as Shape, Leadership, Success, Prestige, Entrepreneur and O (Oprah).

If you are interested in finding out more about this amazing journey of personal discovery, please contact me on my mobile 0412 471 954, or email wendylouma@gmail.com
PATENTS 101 FOR MANUFACTURERS

BY ANDRE MYER

WHAT IS A PATENT?

The objective of the patent system is simple – reward innovation with a government sanctioned monopoly.

For a limited period (typically 20 years) a patent holder has the exclusive right to exploit a patented invention in the country where the patent is granted.

For Australia this means no third party may make, sell, market or import into Australia a product covered by an Australian patent without the explicit permission of the patent holder.

WHY SECURE A PATENT?

In the absence of a patent for an invention, third parties are generally free to copy or reverse engineer the invention.

WHAT ARE THE COMMERCIAL BENEFITS OF A PATENT?

For manufacturers investing in R&D a patent is a vital defence mechanism for combating cheap imitations from low cost manufacturing countries.

A strong patent portfolio further is not only vital for defending a manufacturer's market position or investment in R&D, it also enhances the value of the manufacturer's business should it become the target for acquisition.

Another strategic consideration when deciding to build a patent portfolio is that such portfolio could be leveraged to gain access to technology of other innovative manufacturers by way of a cross-licence agreement.

Occasionally manufacturers stumble upon a potentially valuable invention, but which is not core to the manufacturer's business.

Such invention potentially could be patented and licensed to third parties for commercialisation.

For many manufacturers, however, simply being able to state that a product is patented is sufficient to keep unsophisticated imitators at bay is reason enough to pursue patent protection.

WHAT IS PATENTABLE?

Manufactured products and manufacturing processes are generally patentable, provided they are novel and non-obvious.

In order to be novel, an invention must be new both in Australia and overseas. Any commercial use of an invention can be prejudicial to the patentability of the invention. Often manufacturers may have seen a product overseas and which is not available in Australia.

At times such manufacturers may be under the impression that they may pursue patent protection in Australia. Such notion is false as the invention no longer satisfies the novelty criteria for valid patent protection.

HOW DOES ONE SECURE A WORLDWIDE PATENT?

A common misconception amongst manufacturers is that one can obtain a single patent which spans the globe.

The fact of the matter, however, is that patents are territorial rights and that one is required to apply for patent protection in every jurisdiction where protection is required.

SHOULD ONE FIRST TEST THE MARKET AND THEN APPLY FOR A PATENT?

The answer is an emphatic ‘no’. In most countries, any non-confidential disclosure will destroy the novelty and hence the patentability of an invention.

A handful of countries, including Australia, provide for a grace period to enable a valid patent application even after a product has been shown to the public.

Invoking the grace period provisions are fraught with danger and should only be considered a last resort.

For further enquiries contact André Meyer of Meyer West IP: andre@meyerwestip.com.au.

HABIT

Having seen a patent number on a product, how can a manufacturer ascertain what is covered?

Information on patents can be accessed via IP Australia’s AUSPAT database:


Every patent has a patent specific specification which describes the nature of the invention and the features of the invention covered by the patent.

By studying the specification a manufacturer will be able to learn the nature of the invention and the scope of protection of the patent.

For further enquiries contact André Meyer of Meyer West IP: andre@meyerwestip.com.au.

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There are 1,200 grants and $50B available

You never know unless you try

By Bruce Patten

AFTER 30 years I am still regularly encouraged but disappointed by many business owners I meet. After assessing their business for eligibility to grants from the 1200 currently available (worth $50B) they become aware of how much funding they have missed. Their response is often: “I wish I had met you years ago and was already claiming these grants.”

Because we work on a contingency fee there is absolutely no risk to them to use our services and experience and with a 99% success rate the potential return is high. Grants are a complex and specialised area. Business owners engage specialists like accountants, lawyers, patent attorneys, financial planners and tax experts but do not think about grants.

How does a business identify the various grants they may be eligible to claim and then make a successful application? Search the internet. For example, www.business.gov.au is the government grant website. There is a lot of useful information on the grants available but it does not show you how to make a successful claim. Warning: Never pay anyone for information on grants.

Engage a grants consultant. They will assess your business for eligibility to the available grants. This is usually a free service. From their assessment, they should advise the grant applications that could be completed in-house, and those that are more complex or competitive and require professional assistance. Very few grants are guaranteed, however, the Research and Development Tax Incentive, Export Market Development Grant (EMDG) and Business Evaluation Program are entitlement grants. By meeting the grant requirements your application will be accepted.

ENTITLEMENT GRANTS
Research and Development Tax Incentive
The Research and Development Tax Incentive pays companies up to 43.5% of eligible R&D spend on creating innovative technologies. Companies with tax losses receive the incentive as a tax free cash benefit, which can assist financing the development process when most needed. Eligible projects must be conducted primarily in Australia and involve both innovation and technical risk. Successful claims include creating new products, software development, improvements to manufacturing equipment, security devices, online trading platforms and environmental products. Claims must be lodged within 10 months of the end of each financial year and prior to lodging the company tax return.

Export Market Development Grants
The EMDG scheme provides exporters and potential exporters with a 50% reimbursement of eligible expenses with the grant capped at $150,000 per claim. Exports include any sale of a product, service, know-how, IP or trademark that will secure foreign-sourced income. This includes sales to overseas customers or to tourists.

No export sales are necessary for the first two claims with the first claim covering two financial years. Eligible expenses include international fares, overseas representatives, agents and subsidiary costs, patents and trademarks, samples, website development and hosting, advertising, entertainment, trade shows and Australian consultants.

Business Evaluation Program
If your business operates in one of the growth sectors (advanced manufacturing, medical technologies and pharmaceuticals, mining equipment and technology and services, food and agribusiness, oil gas and energy resources and enabling businesses) with turnover or expenditure between $1.5m and $100m and been operating for at least three years you could be entitled to a free business evaluation.

Following the evaluation you will receive a report with recommendations on how to improve business efficiencies and profitability together with a matched grant of $20,000 to implement the recommendations.

Competitive grants
The majority of other grants are competitive so your application must rank higher than the others submitted. When preparing your application focus on the benefit you will create to the Australian economy, both directly and indirectly. This includes increased employment, profits, company tax, exports, import replacements, reduction in government spending, increased knowledge, efficiencies, increase competitiveness, engaging other business services or benefits to ancillary businesses.

Are you ready to take your business to the next level with support from grants? Bruce Patten is principal at Pattens Group. www.pattens.com

To find out more visit: www.pattens.com or phone: 1800 GRANTS or email: grants@pattens.com

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ENTITLEMENT GRANTS
Research and Development Tax Incentive
The Research and Development Tax Incentive pays companies up to 43.5% of eligible R&D spend on creating innovative technologies. Companies with tax losses receive the incentive as a tax free cash benefit, which can assist financing the development process when most needed. Eligible projects must be conducted primarily in Australia and involve both innovation and technical risk. Successful claims include creating new products, software development, improvements to manufacturing equipment, security devices, online trading platforms and environmental products. Claims must be lodged within 10 months of the end of each financial year and prior to lodging the company tax return.

Export Market Development Grants
The EMDG scheme provides exporters and potential exporters with a 50% reimbursement of eligible expenses with the grant capped at $150,000 per claim. Exports include any sale of a product, service, know-how, IP or trademark that will secure foreign-sourced income. This includes sales to overseas customers or to tourists.

No export sales are necessary for the first two claims with the first claim covering two financial years. Eligible expenses include international fares, overseas representatives, agents and subsidiary costs, patents and trademarks, samples, website development and hosting, advertising, entertainment, trade shows and Australian consultants.

Business Evaluation Program
If your business operates in one of the growth sectors (advanced manufacturing, medical technologies and pharmaceuticals, mining equipment and technology and services, food and agribusiness, oil gas and energy resources and enabling businesses) with turnover or expenditure between $1.5m and $100m and been operating for at least three years you could be entitled to a free business evaluation.

Following the evaluation you will receive a report with recommendations on how to improve business efficiencies and profitability together with a matched grant of $20,000 to implement the recommendations.

Competitive grants
The majority of other grants are competitive so your application must rank higher than the others submitted. When preparing your application focus on the benefit you will create to the Australian economy, both directly and indirectly. This includes increased employment, profits, company tax, exports, import replacements, reduction in government spending, increased knowledge, efficiencies, increase competitiveness, engaging other business services or benefits to ancillary businesses.

Are you ready to take your business to the next level with support from grants? Bruce Patten is principal at Pattens Group. www.pattens.com

To find out more visit: www.pattens.com or phone: 1800 GRANTS or email: grants@pattens.com

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Shipment of trains
THE QLD Government has refused to accept 80% of a shipment of trains from an Indian consortium because of design and safety issues. The AMWU wants the trains to be made locally instead.

New facility
AUTOMTOIVE drive train manufacturer Dana has opened a new manufacturing facility in Victoria.

Cost of gas
ACCC Chairman Rod Sims said the domestic price of gas is making Australian manufacturing uneconomic.

Confidence is stable
BUSINESS confidence remains stable according to the Westpac-Melbourne Institute Index. It is sitting on 99.9% nationwide which is down 1% from the end of 2016 but up 3% from this time last year. Individually, New South Wales-South Australia-Western Australia recorded large drops in confidence of 8 percent each.

Tank talks underway
TALKS are underway in Canberra to upgrade the Army’s M1 Abrams Main Battle Tanks and to bring the manufacturing and maintenance process here to Australia for local industry.

No growth at all
CHINA’S manufacturing output has hit a new low. Economists expected a rating of 51.5 points in the HSBC Purchasing Managers Index, which indicates minimal growth, but the result was 50.5 which is close to no growth at all.

Three-wheeled delivery
AUSTRALIA Post is trialling electric three wheeled delivery vehicles in Hobart. Hobart was chosen because of the high percentage of online shopping there.

Out of the doldrums
AFTER four months of decline the Ai Group/Housing Industry Association Performance of Construction index has lifted from the doldrums. It rose 5.4 points to 53.1, from negative growth to accelerating growth. Commercial and Engineering construction contributed to the lift.

Better than the rest
MCKINSEY Global Institute has found that the Australian construction industry is outperforming most of the world. Global construction labour productivity has averaged 1% per year over the past two decades – much lower than here. McKinsey attributed our success to our unionised front line workers who are well paid and highly trained – better than in other countries – and Australian construction projects are meticulously planned to avoid labour issues.

Landmark contract
A DESIGN and construction contract has been signed which will see a landmark $300,000,000 residential-commercial multi-storey complex constructed in Potts Point. Construction company Watpac is introducing the Internet of Things (IoT) to its building projects with drone technology and wearable devices.

Motor prototype
AN Australian manufacturer has developed a prototype high power density electric motor to be used in light aircraft.

Global food needs
ACCORDING to the Food Agility CRC, food production offers a huge opportunity for Australian industry over coming decades with estimates that global food production will have to double to meet future demand.

Distribution partnerships
INTERNATIONAL robot manufacturer, Universal Robots, has signed four distribution partnerships with Australasian companies, saying that because labour costs are so high in this region manufacturers are looking to automate their operations.

Bet on the fix
TESLA CEO Elon Musk (pictured) had made a public bet on Twitter that if he cannot fix South Australia’s electricity problems in 100 days his solution will be free of charge.
STRATEGY

To SMSF or not to SMSF?

Hamlet’s famous speech which cuts to the heart of the big questions of life has nothing to do with self-managed super funds. Does it?

When I am asked this question in my role as a Financial Planner and SMSF Specialist Advisor, what comes to mind are the big questions of life because though the nut of the conversation is money, the nutshell is about people, life, emotions, love and all the other areas of life that seep into the money conversation.

People are drawn to the SMSF for several reasons, some of which include:

- Controlling how you invest for retirement and willing taking on the responsibility of doing so.
- Reaching fees and charges.
- Taking on Investment Strategies that only an SMSF vehicle allows for.

So, Who’s Driving and SMSF Now?

As I write this article my Professional Association the SMSF Association of Australia partnered with CBA is releasing a report entitled “The SMSF Report”.

It highlights that there are over 80,000 SMSFs in Australia. As the proud owner of one of them, I’m in the company of more than one million SMSF Trustees who chose to use an SMSF to build wealth for retirement.

We’ve chosen to remove ourselves from industry funds with their small, premixed investment menus consisting of bland managed funds with little or no transparency.

We’ve chosen to remove ourselves from expensive public offer funds with their smorgasbord of investment choices layering fees on fees and mixed levels of mediocre customer service.

We set up our SMSFs, opened our bank accounts, rolled over our superannuation funds and the rest is on us!

Some of us used our SMSF to buy a share portfolio, some of us purchased managed funds, some geared up and purchased residential and commercial properties and some of us staked and are still holding money in the same bank account.

Some of us have a long way to go with time on our side to build wealth for retirement, others are already drawing a pension.

We’re are affected by changes to Government Income Tax and Superannuation Policies at different times and degrees.

We’re all at the driver’s seat of our SMSF. We’re all at the driver’s seat of our SMSF headed for our destination called retirement and financial product advice as you go.

We're all at the driver’s seat of our SMSF. We’re all at the driver’s seat of our SMSF headed for our destination called retirement and financial product advice as you go.

Some of us know the road rules that govern how we drive our SMSF and others are blissfully ignorant that the ATO and ASIC are watching us using our SMSF Auditors to make sure the road rules are obeyed.

To quote Spiderman’s Uncle Ben Parker: “With Great Power Comes Great Responsibility”.

Are you meant to run a Self Managed Super Fund?

Self-Managed Super Funds (SMSFs) are a popular choice for Australians wishing to take control of managing their retirement savings.

Whilst establishing your own SMSF offers you greater control and flexibility over your super, it also imposes the responsibility of complying with complex legislative and administration requirements.

Being an SMSF Trustee means actively driving and maintaining the biggest pot of money you will amass through your working life.

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It involves being responsible for the investment strategy and ensuring that you are doing the best job at sourcing investments that will produce a retirement benefit for you.

It involves staying compliant with the rules on running an SMSF, providing annual financial statements and an income tax return to the ATO. It also involves engaging an SMSF auditor who is registered by ASIC and provides an independent tick that you’re in full compliance with super and tax laws.

Team SMSF

SMSFs that succeed in meeting the retirement income goals of their members enlist the help of SMSF specialists.

A team of professionals who are experts in SMSFs can ensure that you meet your Trustee obligations and that you make the most of the benefits of running an SMSF.

Your SMSF Specialist Team would include:

- An SMSF Auditor who is registered with the ASIC and independent from the rest of your SMSF specialists.
- An SMSF Specialist Adviser who can establish an SMSF for you and can give you strategic investment advice and financial product advice as you set off on your journey to build wealth for retirement.
- Take care that your accountant ticks both boxes here. All accountants advising SMSF Trustees will need to be Licensed with ASIC to give this financial advice.
- Likewise, a financial planner who is already licensed with ASIC will need to demonstrate that they are an SMSF Specialist.
- An SMSF Administrator and tax agent who will help you manage financial transactions like accepting contributions, document investment decisions, keeping records regarding member balances, preparing annual financial statements and income tax returns.
- Creating a SMSF is a significant step forward. Make sure you get the right advice. Visit www.carnegiefp.com.au

With the time you retire, your superannuation should be the biggest pot of money you created in your lifetime. Your Super Fund started as a tiny sum of contributions like seeds thrown into fertile soil. Over the course of your working life, these seeds will grow into your Wealth Tree.

We can help you make smart choices about your Superannuation at whatever stage of growth it’s in.

Sheila Cabacungan has been advising Western Sydney’s small business owners and their families about growing their Wealth Tree using Superannuation for over 20 years.

She’s a SMSF Specialist and a Certified Financial Planner dedicated to aligning Financial Wisdom with your Wealth and Life Goals to create Investment and Insurance Strategies that work as hard as you do.

Visit our website www.carnegiefp.com.au for wealth education on Self-Managed Super Funds and to find out about our Wealth Education Seminars. Or call 02 9687 1966 to make an appointment about your Wealth Tree.

Thinking about an SMSF?

• Got Questions about what’s involved in running an SMSF and being a Trustee?
• Wondering if an SMSF is the best Superannuation Vehicle for you?
• Got an SMSF already and want to know if you’re going to achieve your retirement goals?
• Want a fresh take on your existing SMSF Investment Strategy?

Sheila Cabacungan and the team at Carnegie Financial Planning and Carnegie SMSF Services partner with SMSF Trustees providing Advice, Education, Tax and Administration Services that support the growth of your Wealth for Retirement.

Visit our website www.carnegiefp.com.au for wealth education on Self-Managed Super Funds and to find out about our Wealth Education Seminars. Or call 02 9687 1966 to make an appointment.
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Eagles RAPS is a service where young people who have not been able to attend mainstream schools for various reasons come to realise a dream of obtaining an education.

For many Eagles, RAPS is their only chance of education and a chance to gain skills needed to succeed in life.

Our wish is to expand our services to meet the needs and challenges that young people face in a rapidly changing world.

You can help make a change by joining us for this event. Meet our ambassador Mark “Frosty” Winterbottom, enjoy exceptional food, drinks, great company and have some fun.

Ticket purchase and donation

DATE: Thursday 11 May 2017
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VENUE: Lily’s Restaurant Bar & Function Centre
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COST: $65 per head

If you are unable to attend this great event but want to help young kids achieve a brighter future, we welcome your donation.

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KPMG
Lecturers recognised at industry awards

EXCELLENCE

WESTERN Sydney University lecturer Doctor Anton Bogdanovych has won the ‘ICT Higher Education Educator of the Year 2015’ award at the Reimagination Thought Leaders Summit organised by the Australian Computer Society.

A lecturer in Programming and Video Games Development at the School of Computing Engineering and Mathematics, (SCEM) Dr Bogdanovych says the primary focus of his teaching is to make programming as fun for students as playing video games.

He uses the visual framework called ‘Clara World’, where students have to advance the intelligence of a little ladybug by solving visual and fun programming challenges.

“Central to the development of students’ computational thinking is the careful and unique composition of challenging problems every week, in such a way that solving them generates what is known in psychology as the state of flow, or ultimate excitement," he says.

“These problems are taken from diverse real world scenarios, ranging from high tech robotics to things popular among students such as TV shows and games.”

Dr Bogdanovych says it was a privilege and an honor to receive the award. “If I can help students fall in love with programming then I’m fulfilling my role as an educator,” he says. “Once they love programming then nothing can stand in the way of them mastering it.”

This was definitely the year for SCEM as Dr Tomas Trescak, received the gold medal for best ‘Information Computer Technology lecturer’ of the year.

History of bottled water focus of new book

CULTURE

A BOOK co-authored by a Western Sydney University cultural researcher takes a new look at bottled water to investigate how markets for the product were developed, and how the new habit of constant sipping emerged.

Plastic Water by Professor Gay Hawkins from the Institute for Culture and Society, Kane Race from Sydney University and Emily Potter from Deakin University, was launched at Gleebooks.

“This landmark study is the outcome of an ARC project, and is of major interest to all those concerned about the future of water, the global plastics waste crisis and the rise of markets for essential resources that should be shared,” says Professor Hawkins.

She says the book goes beyond the usual political and environmental critiques of bottled water to investigate its simultaneous existence as a personal health resource, an object of boycotts, and part of accumulating waste matter.

“Plastic Water focuses on the ontological dimensions of drinking bottled water—the ways in which this habit enacts new relations and meanings that may interfere with other drinking water practices,” says Professor Hawkins.

“The book considers the assemblage and emergence of a mass market for water, from the invention of the polyethylene terephthalate (PET) bottle in 1973 to the development of ‘hydration science’ that accompanied the rise of jogging in the United States.”

“It also looks at what bottles do in the world, tracing drinking and disposal practices in three Asian cities with unreliable access to safe water: Bangkok, Chennai, and Hanoi.”

“And it considers the possibility of ethical drinking, examining campaigns to ‘say no’ to the bottle and promote the consumption of tap water in Canada, the United States, and Australia.”
Ageing secrets from people in their 90s

THERE are many reasons why some people live long healthy lives while others don’t, but one of them is undoubtedly genes.

That doesn’t mean we should be negative about our chances of ageing in good health. Although our genes are handed down from our parents, the hand that we are dealt seems to be influenced by our lifestyle, too.

Physical activity and stress can change how genes function by adding “chemical tags” that act as on/off or dimmer switches, influencing our health and lifespan. The study of this process is known as epigenetics.

In a series of research studies with nonagenarians who were in robust health (the BELFAST studies), we found that participants carried fewer of the genes that are implicated in cardiovascular disease and showed some gene types which may have helped boost their immunity.

In the most recent BELFAST nonagenarians’ study, we built on these findings and asked active nonagenarians why they thought they had lived for so long and in such good health.

Family history and personal stories are powerful tools when used in parallel with genomic analyses.

They can help us to understand how our beliefs, behaviour and lifestyle choices subtly fine-tune how our genes function in daily life.

By talking to nonagenarians about their lives, we identified how important they considered their genes to be, but they also told us about several other factors that they thought supported their long and healthy lives.

Genes and good health

Nonagenarian siblings recognised genes as important. Ellie, 99, said: “I suppose it was the family I was born into – my mother’s female relatives all seemed to live into their 90s. I can remember cousins and aunts, all were over 90.” She added: “The men didn’t live so long.”

In fact, Ellie had observed something scientists still don’t understand: why women live longer than men. Evidence suggests that it may relate to male hormones in the womb leading to increased age-related disease.

Train body and mind

All of the people in our study spoke about the importance of keeping mentally and physically active. Robert, a shopkeeper, said: “Hard work all my life. I think that is the secret.”

Norman, 95, one of two nonagenarian brothers, both railwaymen, said: “I left school at 16 and, yes, we had to go to work then. It wasn’t like today when you can keep your education going until you are 23 or 24.” His brother, Joyce, 96, agreed: “Yes we worked hard. There is no doubt about it.”

Samuel, 95, but “going on 25”, keeps mentally busy and told us that he had just finished writing his tenth book.

The health benefits of physical activity are hard to ignore. Regular exercise changes our epigenome, activating genes that improve muscle function. Exercise not only protects our muscles but also our brains with a possible dose-related effect – the more we do, the greater the effect. Exercise is good for everyone – and it’s never too late to start.

Eat well

Many of the study participants mentioned the importance of food in ageing well. Norman said: “I have always led a quiet life. Didn’t smoke or drink to any extent and was always fed on good solid food. No junk food.” His brother, Joyce, added: “We always had sensible food. Never smoked, except for a couple of months.”

Eileen, 92, gave details of ‘good food, good healthy meals. Mama would have a big pot of broth for us.’

There is truth in the saying: you are what you eat. Scientists have provided evidence that fruit and vegetables may dampen cancer-causing genes, or may protect us from cancer by altering epigenetic markers.

Few participants smoked, avoiding the known epigenetic effects of cigarette smoke including lung damage, increased risk of dementia and cancer.

Be positive, stay social

‘Many of the participants described “being happy”, “always cheerful”, “never melancholy” and being content with a “rich life” and family relationships. Typical examples from siblings include Samuel, 95, who said he is “interested in people, interested in life.”

His sister Ethel, 93, added: “[I am] interested in things, and everything that’s going on.” Whilst Sarah, 95, one of two sisters, told us: “Oh, I am always happy” and her sister Maria, 94, said: “I have just a happy disposition.”

The ability or willingness to cope with difficulties was another common attribute we observed. As Eileen, 96, told us: “[I just take things as they come.”

Successful ageing is considered to be more than the absence of disease and being able to live independently but involves being socially active. Friends and family are important factors in ageing well, making for good mental health, reduced risk of premature death and can help people deal with stressful events in their lives.

The epigenetic modification of our genes – and the life stories of healthy nonagenarians – offer explanations about how diet, physical activity, stress and exposure to toxins and infections can subtly alter our genes and our predisposition to disease.

The key to ageing well may not depend on choosing our parents wisely (even if we could), but making good lifestyle choices.

This article was first published at www.TheConversation.com.au by Irene Maeve Rea, Professor Emeritus, Queen’s University Belfast; Jennifer Rea, NIHR Academic In-Practice Fellow, UCL and Ren Mills, Professor in Experimental Gerontology, Queen’s University Belfast.
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Understanding you, your brand, your product, your business, your goals or your message that you'd like to translate into an engaging event is very important to ME. Creating that one event that will inspire and make that everlasting impression for your guests or attendees takes more than just putting an event run sheet and timelines in place. ME has a process, it calls the 4M's with Memphis Events.

Mindsetting
Getting in your mindset enables us to understand your objectives and what you want to achieve. Understanding your business is crucial to delivering your event. What does your brand stand for? What message is your brand sending? And where does your business sit in the marketplace?

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Measure
Yeah, you had a good time... but with effective reporting tools and key performance indicators, we ensure that your event performs for your brand and keeps your customers coming back every time.

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- Corporate Events - Sales Conferences, AGMs and Business Meetings, Special Events - Award Nights, Entertainment, Gala Dinners, Government Events and Christmas Functions.

Over the past three years we’ve had the opportunity to work on a range of events, ranging from multi-day conferences to product launches, as well as our very own signature event, Cheese Lovers Festival that is held annually in the Hunter Valley.

Each event comes with its own unique challenges and road bumps hence our experience provides a lot of diverse insight into creating the perfect event for you.

For more ideas and understanding on how ME can assist email info@memphisevents.com.au and receive a complimentary 1 hour session. Visit www.memphisevents.com.au
Protecting your digital assets

By Katherine Hawes

DIGITAL asset is anything you own or have rights to that is accessed via the internet or by any other form of digital technology.

There are five main digital assets a business should be accessing and controlling. They are domain names, hosting, SSL certificates, social media accounts and the website itself. This blog discusses the importance of these assets.

Domain Names
Your domain name is the internet site address that enables people to access your website. Each domain name is unique. It’s this uniqueness that gives your business its online identity and consequently your brand. Domain names registered in Australia are governed by the Australian body AuDA and domain name detail searches can be performed on AuRegist. For any domain name you own, make sure you safely retain the following details; a list of domain names, the registrar account logins and the EEP codes. Make sure your details are correct as the registrant.

Hosting
Do you know who hosts your site(s) and how to contact them if your site goes down? The WhoIs online tool can tell you. Once you know, ensure you have all required logons, like your account login.

SSL Certificates
When a business has an e-Commerce site this means they are paid by customers through the website. An SSL certificate is required to encrypt sensitive information like credit card or account numbers, to ensure the information stays unreadable during the transaction process. If you are not sure if you have one, an online SSL examination tool will tell you. Ensure you know the company name and details of your issuer and most importantly, the certificate expiration date. If the SSL certificate is not renewed after expiration, your payment facilities may be suspended which could be catastrophic for your business financially.

Social Media Accounts
Nowadays social media is not a ‘nice to have’, it is a ‘must have’ in order to stay competitive in the market place. It is crucial for finding, engaging and forming relationships with new customers, retaining existing customers, creating a business buzz and building your brand. Never be afraid of social media, it is just a re-invention of old fashioned networking. If you aren’t embracing social media, now is the time to start.

Website
Consider taking copies of your website files and databases and storing them in remote locations. If you are not tech savvy, spend the money to hire someone to do this for you. The backup cost is small compared to the potential cost of recovery should you lose them.

If your digital assets are the lifeblood of your business, ensure you maintain and protect them. Neglect could cost you your business.

KATHERINE HAWES IS PRINCIPAL at WWW.DIGITALAGELAWYERS.COM

Hi my name is Katherine Hawes and I am a woman in business - just like you. I understand the stress involved in owning and operating a business in the digital and social media age.

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✓ to help you grow and protect your greatest assets
✓ to help with ensuring you have the right business model in place and can navigate to a new one, if you don’t,
✓ to help you with getting the right agreements in place with vendors, team members, investors, partners and others,
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When two tribes meet head on

SMURF in Wanderland is one man’s insightful and hilarious examination of football, tribalism, belonging and identity.

David Williams – acclaimed documentary theatre maker, writer and football fanatic – is the ‘Smurf’.

For the uninformed, ‘Smurf’ is the nick-name given to a Sydney Football Club fan and ‘Wanderland’ is the home ground of the Western Sydney Wanderers.

Williams is a long-suffering Sydney FC fan, who frequented Western Sydney Wanderers’ games on their home turf in Parramatta. Kitted out in his Sydney FC sky-blue jersey, Williams-the-Smurf stuck out like a sore thumb amongst the sea of red and black.

Instead of fearing for his life, Williams found a beautiful and profound unity amongst the ritual and fierce loyalty of the Wanderers fans.

Directed by Griffin Theatre Company’s Artistic Director Lee Lewis, Smurf in Wanderland is a must-see for both theatre-lovers and football fans alike across Western Sydney and beyond.

This is a story that breaks down the barriers of geography and debunks the myths of hooliganism at the football. It tells a tale of loyalty and unity integral and familiar to all football fans.

In conjunction with the production, National Theatre of Parramatta will present a photographic exhibition ‘Wanderland’ by award-winning photographer and die-hard Western Sydney Wanderers fan, Eric Berry (2015 Photographer of the Year, FourFourTwo).

The exhibition will feature stunning images from Western Sydney Wanderers matches and a unique insight into the magic of football.

Exhibition: 5 to 29 April in the foyer of Riverside Theatres Parramatta performance dates:

Thursday 20 April at 7.30pm – Preview
Friday 21 April at 7.30pm – Opening night
Saturday 22 and 29 April at 2pm and 7.30pm
Wednesday 26, Thursday 27 and Friday 28 April at 7.30pm
Thursday 27 April at 11am - includes Q&A
Followed by Griffin Theatre Company season: SBW Stables Theatre, Kings Cross, 2-13 May
Duration: 90 minutes plus interval
Tickets: Adult $49, Concession $35 From the Box Office (02) 8839 3399 or www.riversideparramatta.com.au. Transaction fees: phone $4.60, web $3.60 and counter $2.60. Discounts available for Riverside Theatres’ Members.

Venue: Riverside Theatres – Corner of Church and Market Streets, Parramatta

Directed by Lee Lewis With David Williams Set and Costume Designer Charles Davis Lighting Designer Luiz Pampolha Sound Designer and Composer James Brown Dramaturg Kate Worsley

RIVERSIDE
Burger Project expands into Parramatta

ROCKPOOL Dining Group and Neil Perry AM will serve their first house-made burgers in Parramatta on March 10. Burger Project opened on the ground floor of V by Crown Group’s luxury 29-storey development.

Neil Perry was in the kitchen from 11am on launch day, manning the burners and steering hundreds of house made burgers into the hands of customers who have eagerly awaited the expansion of the popular burger brand into Sydney’s western suburbs. The group’s ninth Burger Project in the country, and the first in western Sydney, is similar in look and feel to its counterparts, sporting a distinguished smart-casual interior designed by leading architect Grant Cheyne.

Housed in Crown Group’s striking vertical retail and residential village, Burger Project Parramatta is one of the largest Burger Project shopfronts so far, with an eye-catching glass frontage, large open kitchen, and seating for around 90 customers.

The menu features 14 hand-crafted burgers showcasing 36-month, grass-fed Cape Grim beef from Tasmania, free-range Lilydale chicken, as well as a delicious vegetarian crumbed confit mushroom option.

Chips can be salted and sauced up in a range of lip-smacking flavours, while house-churned soft-serve is the hero of a range of ice-cream desserts.

Classic shakes, sodas and iced teas are all shaken, spritzed and brewed in-house, in keeping with Burger Project’s commitment to making everything from scratch.

Neil said he was excited to cater to Burger Project’s demand in Sydney’s west and to be creating around 30 jobs in the local area.

“Western expansion has been in our sights for some time,” Neil said. “Many of our Sydney customers stem from the west and Parramatta is an impressive and lively city undergoing an amazing transformation.”

“We’re thrilled to be part of this incredible community and to be bringing our lovely burgers, hand-made with slow food values, to its incredibly diverse food scene.”

BURGER PROJECT PARRAMATTA
Address: Shop 1 and 2, 134–140 Marsden Street, Parramatta, NSW.
Hours: Monday to Sunday, 11am – 9pm.
Website: www.burgerproject.com.

For enquiries and bookings Call (02) 8837 8000 Email parramatta@waldorf.com.au

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RESEARCH

By Warren Midgley
Associate Professor of Applied Linguistics,
University of Southern Queensland

There are 7,099 known languages in the world today. Choosing which of these to teach our children as a second language is an important decision, but one that may be based more on feelings than facts.

There are several different ways of thinking about what languages we should offer at school. Research suggests that Australian school children may not be studying the right ones.

The world's most commonly spoken languages

If sheer numbers of speakers is our primary consideration, and we want our children to learn languages that have the most speakers, then – excluding English – the three most commonly spoken languages are Mandarin (898 million), Spanish (437 million) and Arabic (295 million).

The languages of emerging economies

If the focus of language learning is to improve business prospects, then one strategy would be to select those that are spoken in the fastest-growing emerging economies in the world.

The world's top emerging economies

If the world's top emerging economies are our primary consideration, and we want our children to learn languages that are spoken in the fastest-growing emerging economies in the world, then the top three would be Hindi, Indonesian and Malay.

The languages of Australia's trade partners

If the world's trade partners are our primary consideration, and we want our children to learn languages that are spoken in the world's top trading partners, then the top three would be Mandarin, Japanese and Korean.

What languages should children be learning to get ahead?

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If the world's trade partners are our primary consideration, and we want our children to learn languages that are spoken in the world's top trading partners, then the top three would be Mandarin, Japanese and Korean.
Why the difference? Australians may explain this disparity between the two lists. One innovative Australian project addresses this issue by recruiting elderly migrant language tutors with local school students, meeting the need for competent language tutors, and having the added bonus of providing these migrants with the opportunity to feel they are making meaningful contributions to their new communities.

Some innovative strategies
One innovative Australian project addresses this issue by recruiting elderly migrant language tutors with local school students, meeting the need for competent language tutors, and having the added bonus of providing these migrants with the opportunity to feel they are making meaningful contributions to their new communities.

Another project which began in the US uses digital technology to pair up students as peer tutors: each student is a fluent speaker of the language the other is trying to learn. The effectiveness of this, and other digital strategies, have not yet been fully investigated in the Australian school context.

Where to from here? Given the rapid changes in the status of languages across the globe, it is critically important to regularly review the languages that are offered and promoted to students at schools, and to explore innovative approaches to these languages. In this way, we can maximise the opportunities for children to learn languages that will be of practical advantage to them into the future.
“The longer-term vision is to be Western Sydney’s No. 1 hotel... No. 1 in terms of five-star, top end of the market” – Grant Martin, Twin Creek’s CEO, on plans for the $99 million, 11-storey, 275-room hotel within the Twin Creeks Golf and Country Club, at Luddenham.

“This acquisition is a strong complement to Boyuan’s existing West Sydney development portfolio.” – Caden Wan, Boyuan Holdings CEO, following the Chinese development group’s $70 million purchase of 40.5 hectares on the Northern Road at Bringelly, for residential development.

“Cloud computing in the Asia-Pacific is probably about three to four years behind the US, but there is a massive catch-up so cloud operators are investing significant money.” – Robin Khuda, AirTrunk founder, following the Singaporean company’s $31 million purchase of a data centre site, at Huntingwood.

“After years of planning, the time has come to relocate our Sydney business to its new home, a truly world class sales and events facility at Warwick Farm.” – Mark Webster, MD, Inglis, bloodstock auctioneers, on the relocation to its new $140 million Riverside Stables complex, adjacent to the Warwick Farm racecourse, and set to be completed in December.

“It is clear that no one can predict what work activities will be like in the future. There was no smartphone 20 years ago. Many of the largest companies in the world like Google and Facebook did not exist two decades ago.” – Professor Ed Blakely.

“Facebook encourages you to keep the interaction on their site by getting you to encourage ‘Likes’ for example. But if you do this you have no control over the traffic because you don’t own the platform.” – web developer, Deb Jeffreys.

“Some owners start a business with its sale being the end in mind, while others end up considering this conclusion to their life in business because they don’t know of any other workable answer to the question, “what next?” – KPMG’s Ken McCracken.

“If you have a 20,000 seat stadium and the car park holds only 400 cars, that’s a lot of people walking or having to catch public transport.” – Parramatta Leagues CEO Bevan Paul.

“At a time when wages growth is at a record low, Australian workers need a pay rise not a pay cut.” – SDA national secretary Gerard Dwyer.

“Kmart Blacktown serves thousands of customers every day and the community and council rightly expect there should be public toilets in such a store.” – Blacktown Mayor, Steve Bali.

“We’ve had people knocking on our door wanting to be part of this, wanting to be sponsors. It’s really great news.” – Entrepreneur Peter Higgins on then bid to secure the World Polo Championships to Richmond.

“The Affordable Housing Initiative is a practical and elegant part-solution to a complex and worsening problem. Isn’t it time we act to make sure our city continues to be a place that people of all ages and from all walks of life can call home?” – Amy Brown from PwC on Sydney’s housing problem.
Take a walk on the wild side

ELITE Travel has partnered with Bench Africa to bring the Western Sydney Business Access readers an African experience to remember.

Leave technology and all the distractions of modern life behind. Experience incredible wildlife sightings, uninterrupted landscapes and breathtaking sunsets. This is Africa!

Witness the world-renowned Wildebeest Migration in Kenya; marvel at the awe-inspiring beauty of Victoria Falls and the majesty of Mt Kilimanjaro; or delight in the vibrant sights and sounds of Cape Town. And if you’ve got some time to kill then why not even tick them all off on the one trip?

Elite Travel partner, Bench Africa’s ‘Highlights of Africa’ tour is an all-encompassing adventure through East and Southern Africa.

Start off in Kenya and Tanzania, with a visit to the spectacular Serengeti National Park, the world famous Masai Mara, the breathtaking Ngorongoro Crater and Amboseli National Park standing in the shadow of Mt Kilimanjaro.

Continue to South Africa where you can explore the highlights of this magnificent country including the ‘Mother City’, Cape Town, the spectacular coastline along the Garden Route and a big five safari experience in a private game reserve.

Conclude this trip of a lifetime at the mighty Victoria Falls. This 29-day tour offers the very best of East and Southern Africa and prices start from $11,210 per person, twin share.

What if your group fancies a bit more freedom than a group tour can offer? Not a problem! In South Africa and Namibia, you have the option of self-driving. Not only is this a safe option but also keeps those pesky costs down.

Travel at your own pace, stopping to take in the wonders whenever the mood strikes!

For the more adventurous travellers, why not scale Africa’s highest mountain Mt Kilimanjaro; track the mountain gorillas in Rwanda; take a walking safari in Zambia; a horseback safari in Botswana; or even head off on a camel-safari in Kenya?

A lovely way to finish any holiday is with a few days on a white, sandy beach! Choose from the exotica of Zanzibar, the untouched islands of Mozambique, or luxury resorts of Mauritius and Seychelles.

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Facebook advertising secret sauce

Deb Jeffreys

Facebook advertising is delivering fantastic returns on investment for many of our clients.

The extensive small data the social media giant holds about all of us allows marketers to seek out their targets with incredible precision.

For you this means you don’t waste advertising spend targeting people who will never be interested in your services.

Then once you find your target you can make them pay attention to your marketing material for a very low cost… if you know how.

Here's some of Brilliant Digital's Secret Sauce:

1. Entertain

If Google is a place people go for information, Facebook is where they go for entertainment. This is important because if you want:

· Facebook to show your Ads.
· People to stop scrolling and notice you and the cost per click to stay low.

You must entertain.

A boring post about your services simply won’t work. Stories are a superb way for businesses to entertain their market.

A snippet from a case study with a real picture and some story highlights will stop the thumb mid-scroll.

2. Destination Website

Send the traffic to your website. Facebook encourages you to keep the interaction on their site by getting you to encourage ‘likes’ for example. But if you do this you have no control over the traffic because you don’t own the platform.

Send them to your website and you take control. You own the platform. You can guide the traffic where you choose. For example, to content you control and own.

3. Brainstorm new markets

If you’re trying to reach new markets think outside the square.

What do you know about people who already buy your product or services?
· What age are they?
· What sex?
· Where do they live?
· What are their hobbies and interests?
· Job titles?
· How much money do they earn?
· Do they already buy similar non-competing products to yours?

Facebook allows you to target by many demographics like this – the most powerful is buying behaviour similar to the one you want.

Think hard. It’s worth a bit of brain power.

4. Re-target existing markets

Heard of Gary Vaynerchuk? He’s a social media guru. He describes re-targeting or re-marketing like boxing. Jab. Jab. Jab. Cross. Hit them with a message. Hit them again. And again. Then ask for the sale. And it works.

Put Facebook's pixel into your website and you can track everyone who clicks through to your site and then target them again and again.

For a very low spend.

5. Measure return

Here’s an old marketing quote. “50% of our marketing works really well. We just don’t know which 50%”

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