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New five-star resort planned

By Iliana Stillitano

A NEW five-star luxury resort earmarked for Western Sydney aims to bolster tourism in the region. Twin Creeks Resort at Liddell, near Penrith, is the brainchild of Twin Creeks Golf and Country Club and will include a 275-room multi-storey hotel, lagoon pool, floating bar, spa, and function facilities.

Plans for the $98 million development have been lodged with Penrith Council and will be assessed by the Joint Regional Planning Panel because of its value.

Twin Creeks CEO Grant Martin said the new resort was well placed at the centre of an innovation corridor in Western Sydney, close to the proposed Badgerys Creek airport, the Sydney Science Park and rapidly expanding Erskine Business Park.

“The longer-term vision for Twin Creeks is to be recognised as the number one accommodation option for Western Sydney and to set the benchmark for future development within the region,” he said.

Mr Martin said the resort’s design was inspired by some of the world’s most successful resort developments.

“We see our development as an opportunity to provide significant investment, economic growth and jobs for Western Sydney, turning the spotlight to Twin Creeks and Penrith as both a domestic and international tourism destination,” he said.

“There definitely is an opportunity to attract events and conferencing to Western Sydney and we are tailoring our facilities to accommodate that growing demand.”

The first stage – which would include 204 rooms, a function centre and new basement carpark for 174 cars – will provide up to 500 construction jobs.

More than 140 people attended an information day held last year and residents raised concerns such as the size of the hotel and traffic impacts.

However, a traffic study included in the development application concluded the increase in traffic could be accommodated with “minimal impacts on the surrounding road system”.

The application also described the resort as an “architectural landmark building for the local government area”.

Mr Martin said the resort would complement the existing 18-hole championship golf course and country club facilities and cement Twin Creeks as a “prestigious recreation and lifestyle destination in Western Sydney”.

The development up close:

Hotel – 275 rooms in two stages across 12 floors around a lagoon pool. The ground floor will feature the hotel lobby, day spa, gym, resort shop, convenience store, lagoon pool, deck and bar.

Clubhouse – will be renovated and expanded to include a sports bar and function space for 400 guests that will take in views of the lagoon pool, ceremonial lawn and golf course. The restaurant will be expanded to accommodate 100 guests, outdoor terrace. The casual dining area will be expanded to accommodate 50 extra guests.

Carpark – existing carpark will be replaced with an underground carpark.
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Sold for $2.2 million
A 1952.7-square-metre site containing nine residential units, offered in one line, has been sold for $2.2 million, 51-55 Alto Street, South Wentworthville. The property fully leased has a combined potential income of $144,450 per annum.

Warehouse passed in
A 2730-square-metre warehouse with a net income of $175,514 plus GST, at 20 Tucks Road, Seven Hills, was passed in at $1.7 million. It is leased for five years to Big Red Packaging which services the online market.

Former Masters sites
Reports prepared by consultancy firm Urbis show Home Consortium would spend $3.07 million on the former Penrith Masters site and $3.35 million on the North St Marys site to convert them into nine- and eight-tenant store centres respectively. The sites would host over 14 million people, some 5600 workers, students and residents passed in over 23 rooms bringing the total number to 143 rooms. The completion date is expected to be September.

Hotel expansion
A 1952.7-square-metre site containing 12.5 hectares of the St Joseph’s Convent site, at 64 Mackillop Drive, Baulkham Hills, for an undisclosed price. The site was sold with development application approval for 71 large residential lots and 75 medium-density lots.

Builder wins award
THE Paynter Dixon building company has won a Master Builders Association Excellence in Construction Award for building four additional floors and upgrades to the Bankstown Sports Club’s Travelodge Hotel.

Vacant site sold
A VACANT site on which construction of 13 apartments has been approved, at 83-89 Hoxton Park Road, Liverpool, has been sold for $1.7 million. The property, on the corner of Maryvale Avenue and Hoxton Park Road has a R4 High Density Zoning

Property passed in
A FREE-STANDING warehouse and offices, at 20-24 Clapham Road, Regents Park, was passed in at $2.4 million. The 1839-square-metre site zoned light industrial with potential to suit a wide range of uses is located on the corner of Clapham Road and Mary Street.

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CENTRALWEST

Central park figures
DURING 2016 Sydney Olympic Park hosted over 14 million people, some $600,000 events and over 230 organisations employing over 18,000 workers, plus a daily population of workers, students and residents passed in over 21,000.

Two terraces sold
TWO Torrens title terraces, on separate sites, at 42-44 Station Street, Harris Park were sold under the hammer for $2.3 million. The terraces, with rear access, have a B1 zoning.

Property sold in SOP
AN investment property leased to Ribs and Rumps, at 8 Dawn Fraser Avenue, Sydney Olympic Park, has been sold for $5.68 million.

Scholarships worth $1.8 million
MACQUARIE University has offered scholarships valued at more than $1.8 million for outstanding students in India. The scholarships will focus on support and opportunities for postgraduate female students and undergraduate students across all Macquarie courses.

Site sold for $3.2 million
A POTENTIAL development site at 67 High Street, Parramatta, has been sold for $3.2 million. Zoned B4 mixed use with a current FSR of 2:1 and under Parramatta CBD Planning Strategy potential to increase FSR to 3:1 and subject to further urban refinement 6:1 (STCA).

Marvan sells hotel
MAVAN Hotels has sold the Lidcombe Hotel for about $36 million. The property on a 782-square-metre site has a 24-hour liquor licence.

SOUTH WEST

Gas project wind down
AGL Energy will rehabilitate 17 of its coal seam gas wells over the next two years as the company begins to wind down the Camden Gas Project. The wells, located in Menangle, Menangle Park, Glen Alpine, Cowdor and Glen Lee, will be closed as part of the first stage of the project’s closure. Since 2001, 144 wells have been drilled with 92 still in operation.

Builder wins award
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Spirit and business markets. The work includes host over 14 million people, some 5600 workers, students and residents passed in over 23 rooms bringing the total number to 143 rooms. The completion date is expected to be September.

Hotel expansion
WORK is underway on a $3M upgrade and expansion of the Blacktown Travelodge Hotel to meet a rising demand from the leisure and business markets. The work includes 23 rooms bringing the total number to 143 rooms. The completion date is expected to be September.

Chinese buy site
CHINESE development company, Aqua-build, has purchased 12.5 hectares of the St Joseph’s Convent site, at 64 Mackillop Drive, Baulkham Hills, for an undisclosed price. The site was sold with development application approval for 71 large residential lots and 75 medium-density lots.
Small business owners have been thrown a lifeline when it comes to loans. The small business ombudsman, Kate Carnell, recently put the big four banks on notice with a range of recommendations aimed at changing the traditional practices of banks which she said “cause significant harm to some small business customers.”

Ms Carnell recently announced 15 recommendations as a result of a three month long inquiry held late last year in which the Australian Small Business and Family Enterprise Ombudsman investigated allegations that small businesses were being mistreated by the banks.

“The banks have consistently failed to implement changes to address persistent problems,” Ms Carnell said.

Ms Carnell has called for include plain English contracts that get rid of the clauses giving banks all the power.

“Frankly, the banks take ‘kicking the can down the road’ to new levels. This is no longer acceptable and I’ve determined the recommendations we’ve made are adopted as quickly as possible.”

Among the changes Ms Carnell has called for include plain English contracts “that get rid of the clauses giving banks all the power.”

She said the clauses in small business loan contracts gave banks an inordinate level of power over the borrower.

Another of the recommendations calls for business customers to be given at least three months’ notice on whether or not their loans would be extended so as to allow borrowers sufficient time to organise funding.

KPMG said it welcomed several of the ombudsman’s initiatives which it said protected a key Australian asset – the small and medium sized enterprise.

KPMG managing partner enterprise, Rob Bazzani, said, “The commercial and psychological imbalance of power between larger companies which squeeze smaller ones, with little or no recourse in such situations, is a well-known phenomenon but it creates a poor business environment making it difficult for the mid-market to thrive.”

Tyro, an independent EFTPOS provider that serves more than 17,000 small businesses, also welcomed the recommendations saying its research showed small to medium sized businesses want to borrow up to $60 billion a year to grow their businesses but are held back by restrictive loan conditions.

“This is impeding innovation and job creation and reinforces the notion that Australia’s large banks in many cases are actually curtailing economic growth.”

Ms Carnell said the big four banks had committed to make changes in a number of problem areas identified in the inquiry.
Our workers are being robbed, says Mayor

The Fair Work Commission’s decision on weekend penalty rates means about $11.2M a year in lost wages for Blacktown workers, says Blacktown Mayor, Stephen Bali.

‘Some 24,750 workers in Blacktown City have the potential to be affected once all the changes take place,’ he said.

‘If only 20% of these employees work on a Sunday or Public Holiday that would mean approximately $11M in wages will be taken from workers in Blacktown City each year.

‘The lowest paid workers in our economy have been belted and this sets a dangerous precedent for all other workers.

‘I do not accept the argument that we live in a 24/7 economy. There are still clear distinctions between Monday to Friday versus the weekend. If a person is giving up their weekend to serve us, then they are entitled to something extra.

‘There are still clear distinctions between Monday to Friday versus the weekend. If a person is giving up their weekend to serve us, then they are entitled to something extra.

‘The Fair Work Commission has opened the way for hairdressers, beauticians and club employees to have their working rates reviewed. It won’t take long before all penalty rates are wiped out,’ he said.

Jai Martinkovits, the founder of Finance Ferret, says Jai Martinkovits. "The lowest paid workers in our economy have been belted and this sets a dangerous precedent for all other workers."

STRATEGY is as important as interest rate when it comes to financing investment properties, says Jai Martinkovits.

"Our bread and butter is aspirational Australians who often have a significant amount of equity in their owner/occupied property," he said.

"We educate them and help them get their feet into the investment market using that equity."

"We find that when there’s investment lending involved we can add a lot of extra value beyond just rates – we look at structure as well, which is very important.

"A lot of the time, people’s decisions around finance are driven by rate, because they just want to get the best deal.

"So you can kind of get involved in a price war to the bottom."

"When you introduce the investment layer to that, rate is still important, and obviously you want to secure the best deal, but you’re adding a lot of extra value in terms of education and also in terms of the way you structure a deal.

"The benefits are maximum flexibility for that client in the future."

Mr Martinkovits launched the Parramatta-based business early in 2014 to instant acclaim from not only clients but the industry.

"We were delighted to be recognised as Best Newcomer and Credit Representative of the Year at the 2016 NSW Connective Aggregator Excellence Awards," he said.

"In fact, in what could be seen as a great vote of confidence, Finance Ferret was the only company nationally to win (or even be nominated for) two awards."

Mr Martinkovits studied IT, with a focus on business analysis, at university. He always had an interest in combining the two disciplines.

"I always thought it would be interesting to do something in the technology space and it gives us the scope to integrate different finance services," he said.

"Finance Ferret has carved out a niche in complex lending."

"We deal with a lot with self-employed applicants and have no difficulty getting our head around complex income structures," Mr Martinkovits said.

"One of our niche products caters for business people who have only been self-employed for three months and one day after GST registration."

"The Finance Ferret team has grown to keep pace with the business’s rapid success."

"About 18 months ago Josh Geurts came on board as a broker," Mr Martinkovits said.

"Mr Martinkovits has two goals for the business."

"Short term is to build up our traditional referral partner network, while our long-term goal is to build up an strong inbound marketing focussed online presence which generates income day in, day out."

"For more information contact Finance Ferret on 1800 337 738 or visit www.financeferret.com.au."

FINANCE FERRET AT A GLANCE

- Specialises in loans for everyday Australians who want to build a residential property portfolio.
- Can source loans for business people three months after business registration and one day after GST registration.
- Can source finance that will lend 99.99 per cent for property purchases.
- Places emphasis on simplifying the application process for customers through integration with financial technology systems.
EAT STREET CAR PARK TO RECEIVE MAKEOVER

Eat Street Car Park is set to undergo a major transformation designed to make the car park a more welcoming and user-friendly space for visitors and regular users of the multi-level facility.

The $135,000 upgrade will include the installation of wayfinding maps, signage on every level of the car park and new creative design elements to enhance user experience.

“Parramatta has one of Australia’s fastest-growing night time economies. The Eat Street dining precinct attracts almost 240,000 visitors every year who come to enjoy the vast and vibrant array of restaurants and cafés,” City of Parramatta Administrator Amanda Chadwick said.

“The upgrades will provide a more functional car park space that makes it easier for people to navigate around and gain access to Eat Street. It will also help to improve overall pedestrian connectivity to our prime dining area.”

The new designs will feature food-focused imagery, navigational illustrations that direct people towards Eat Street and nearby points of interest, as well as murals depicting key icons and locations within the City such as the Roxy Theatre, Town Hall and the Parramatta River.

The upgrade is part of a pilot project which is expected to be completed by July 2017 with the potential to roll out to two other multi-storey car parks within the City.

For more information about the car park upgrade, visit cityofparramatta.nsw.gov.au.

WHAT’S ON IN PARRAMATTA

Parramasala, 10-12 March
parramasala.com

cityofparramatta.nsw.gov.au

PARRAMATTA LIGHT RAIL WILL CONNECT COMMUNITIES

City of Parramatta has welcomed the State Government’s announcement in February of a preferred route for the first stage of the Parramatta Light Rail project.

Set to transform Sydney’s Central City, Stage 1 of the light rail will run from Westmead, via Parramatta North and the Parramatta CBD, through to Carlingford.

“This is great news for the people of Parramatta and we’re excited that Council’s long-standing vision for a light rail network will now be realised,” City of Parramatta Administrator Amanda Chadwick said.

Light rail will offer an entirely new transport option for the community with frequent connections between parts of the CBD including Parramatta Square; Western Sydney University; Westmead Hospital precinct; and residential areas. It will greatly improve accessibility to, from and around Parramatta and surrounding employment, educational and health precincts.

Council will work with Transport for NSW and advocate for the best outcomes for the community throughout the process, to ensure the project is delivered with community expectations in mind.

“We will be looking for the best results in relation to stop locations, heritage and design excellence,” Ms Chadwick said.

“Now is the time for residents and businesses to have their say on the route and wider issues such as potential impacts on open space, heritage, access and transport options in the CBD.”

Council will be advocating for the first route to be part of a wider network that links Parramatta CBD to other key commuter locations and economic hubs such as Epping and the North West.

“Our vision is for a world-class light rail network and integrated transport system which meets everyone’s needs now and into the future. We look forward to working with the NSW Government to ensure the Parramatta Light Rail fits seamlessly into our city and creates green, liveable streets for Australia’s next great city,” Ms Chadwick said.

PARRAMATTA LIGHT RAIL FITS SEAMLESSLY INTO OUR CITY AND CREATES GREEN, LIVEABLE STREETS FOR AUSTRALIA’S NEXT GREAT CITY,”

WE WILL BE LOOKING FOR THE BEST RESULTS IN RELATION TO STOP LOCATIONS, HERITAGE AND DESIGN EXCELLENCE.”
Mandatory data breach laws passed

By Troy Park

On February 13, the Australian senate passed new laws that will require businesses who are covered by the Privacy Act (1988) – APP Entities – to notify the Privacy Commissioner and their customers if they have experienced a data breach. The Australian Privacy Act will be amended to reflect these new laws.

However, for businesses covered by the requirements of the Privacy Act the most important question is – what does the Privacy Amendment (Notifiable Data Breaches) Bill 2016 mean for me?

In short, the new laws mean businesses that identify or reasonably suspect they have been unlawfully breached or have lost private data are legally required to report the incident to the Office of the Australian Information Commissioner (OAIC).

In addition, the compromised business may be required to formally notify affected customers through a statement (or other communication such as a phone call, email etc) that outlines the description and nature of the data breach, the type of information affected, and how customers should respond to, and remediate, the effects of the breach.

If this notification has not been completed within a reasonable time period, the law also gives the Privacy Commissioner the ability to direct a business to issue such a statement.

What constitutes a data breach?

The passed legislation considers an eligible data breach to have occurred when there is unauthorised access, disclosure or loss of customer information which generates a real risk of serious harm to the individuals concerned. Serious harm could include physical, psychological, emotional, economic or financial harm, as well as harm to reputation.

This can occur via a malicious online attack (cyber security incident) be human based (documents accessed without permission by a third party) or through loss or mishandling of private data (lost hard drive or computer, and hard copy documents in the rubbish).

Such information includes personal details, credit reporting information, health information, and tax file numbers.

These amendments have been several years in the making and will be well received by members of the public who are becoming increasingly concerned about their privacy and expect that companies that hold their personal information are taking adequate measures to ensure its security.

Moreover, mandatory notification will now give affected individuals the opportunity to take steps to minimise the damage that can result from unauthorised use of their personal information – such as cancelling of credit cards, changing passwords and closer scrutiny of bank statements for fraudulent transactions.

The new laws and associated amendments to the Privacy Act are expected to be fully in place in 12 months, following official Royal Assent.

In a statement, the Privacy Commissioner outlined that leading up to this date, his office will provide guidance on the changes through the OAIC website and specially hosted information events around Australia.

In the meantime, the Commissioner recommends that businesses continue to take reasonable steps to protect stored data through guidance provided within the OAIC’s Data breach notification – a guide to handling personal information security.

In August with the capacity to seat up to 50 people.

“Being able to work in the incubator, within a supportive community with like-minded people has been of the most helpful aspects of this journey,” said Andrew Cipollone, Avoy’s managing director.

“Starting a business can be one of the hardest projects for someone to embark upon,” said Andrew Cipollone, Avoy’s managing director.

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In the meantime, the Commissioner recommends that businesses continue to take reasonable steps to protect stored data through guidance provided within the OAIC’s Data breach notification – a guide to handling personal information security. These documents can be found on the OAIC’s website: www.oaic.gov.au

Troy Park is principal at www.integersec.com.au

ENTREPRENEURS

By Red Dwyer

The pop-up Macquarie University Business Incubator had seven start-ups on its books prior to its official launch.

The incubator, open to entrepreneurs and start-ups looking to turn their ideas into a thriving business, was developed thanks to a $1 million grant from the NSW government’s Boosting Business Innovation Program.

“We’ve already seen some great success stories from within our incubator,” said John Shi-Nash, director of the incubator.

“In fact, we have one company, Avoy, that has just achieved market breakthrough after conceptualising their idea in the incubator last year.”

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Later this year the university expects to replace the pop-up incubator by a permanent structure in August with the capacity to seat up to 50 people.

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“Being able to work in the incubator, within a supportive community with like-minded people has been of the most helpful aspects of this journey.”

Later this year the university expects to launch a range of entrepreneurial training programs that will help participants gain a deeper understanding of what it takes to be an entrepreneur and the steps they need to take to achieve commercialisation.

The university expects to replace the pop-up incubator by a permanent structure in August with the capacity to seat up to 50 people.
Rarely does an opportunity arise to buy a quality retail investment let alone three in a vibrant well established neighbourhood centre such as this. Respectively leased to a Butcher, Takeaway and a Florist these three tenancies compliment the diversified retail mix that helps make this centre the success that it is.

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The risk of cyberattack and other malicious information based crime is rapidly increasing in Australia due to continued uptake of technology by business and today’s 24-7 interconnected, online world.

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[Information Security in 2017]

“How good is your human firewall?”

**Date:** 29 March 2017

**Time:** 2 to 4 pm

**Location:** Waldorf Hotel, Paramatta

**COMPETITION**

By Red Dwyer

The political landscape in Western Sydney is becoming more competitive as politicians clamour to be heard on the future of the region.

And long may this competition flourish between the major political parties as the transformation of the region gathers pace.

This is the view expressed in the Committee for Sydney’s latest issues paper, ‘Adding to the Dividend, Ending the Divide’, prepared in association with SGES Economic Planning, Arup and Western Sydney University.

The document said the renewed and healthy competition between the main political parties aimed to show they have the best commitment to Western Sydney’s future and the policies and programs of infrastructure that the area needs to thrive.

The Parramatta-based Greater Sydney Commission had noted and “taken up in earnest” the decisive which shift had occurred in awareness of the opportunities and challenges of Western Sydney over the last three to four years, the document said.

The issues paper nominated the Badgerys Creek airport as a game change in the perception of the region.

‘Perhaps most practically, the announcement of Sydney’s second airport at Badgerys Creek has already changed the profile of the region for investors and offers a major catalyst for the development of new industries and innovation related sectors in Western Sydney,” the document said.

“The commitment to create a new cultural precinct in Parramatta with the relocated Museum of Applied Arts and Sciences at its heart, also reflects the shift in policy and public investment towards the West.

‘Very importantly, the private sector has begun to respond with significant new commercial office investment [particularly] developments in Parramatta and the developing of new capacity in the area by some global companies.”

However, on a negative note, the document highlighted the jobs gap between western and eastern Sydney as a significant problem.

‘Despite advances, particularly in the growth in the number and proportion of Western Sydney residents with university degrees and the growth in financial and insurance services in Parramatta, large concentrations of jobs in high value adding professional services sectors are not emerging at sufficient pace to match the growing number of tertiary qualified Western Sydney residents”

The document said while research showed that Parramatta’s GDP grew faster in the last few years than that of the Sydney CBD and of North Sydney, eastern Sydney dominated in high value jobs which was expected to persist for some time ahead.

‘The gap in income reflected this situation. The average income in Sydney was clearly divided between the eastern half of Sydney where the income was much higher, and the western half, where the average income was well below the Australian average.

**INFRASTRUCTURE**

Western Sydney will continue to lag behind the rest of Sydney unless the state government commits to building a north-south rail line via Badgerys Creek.

That’s the view of at least two Western Sydney mayors who have called for immediate action to address the infrastructure shortfall across Sydney’s west.

Penrith mayor John Thain said connecting growth suburbs in the North West and South West with a rail line passing through Badgerys Creek airport would ‘transform’ Western Sydney.

And Blacktown mayor Stephen Bali said now was the time for state and federal politicians to show their commitment to the west and Badgerys Creek and onward to Campbelltown.

‘We’re going to have this gigantic airport at the size of (London’s) Heathrow at Badgerys Creek but we haven’t figured out how people are going to move around.

‘If people are really serious they will come up with a plan. There are too many nodding dogs in the room, all I’m calling for is a plan.”

Sydney Business Chamber’s western Sydney director David Borger said he was keen to see the results of the federal and state government’s joint study into the provision of north-south rail services to Badgerys Creek airport which is expected to be completed later this year.

The Western Sydney Rail Needs Scoping Study is looking at 11 rail options across Sydney’s north, west and south and Badgerys Creek.

‘But John (Thain) is right, if we don’t reserve the corridor now it will be so much more expensive to build the line later,” Mr Borger said.

Mr Bali agreed the rail link would be a game changer but said building one line would be setting the west up for fail.

‘I have argued there needs to be two lines, not one. A north-south rail line would make Badgerys Creek work but we also need an outer west line to service Richmond, Penrith and Badgerys Creek and onward to Campbelltown,” he said.

‘If we only have one line, we’re losing the battle. That would commit Western Sydney to gridlock.

‘We’re going to have this gigantic airport the size of (London’s) Heathrow at Badgerys Creek but we haven’t figured out how people are going to move around.

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Blacktown City Council has appointed leading childcare educator Dr Marina Papic as the Manager of its childcare operations, Kids' Early Learning. Dr Papic has worked in the education sector for more than 30 years and brings a wealth of knowledge and expertise to her role,” said Mayor of Blacktown City Councillor Stephen Bali.

“Her appointment will allow us to refine current programs, create new initiatives and continue to be at the forefront of early childhood education.”

Dr Papic joins KEL from Macquarie University where she was the Director of the Children and Families Research Centre.

“I’m excited to be leading the Kids’ Early Learning team and work for an organisation that is committed to early childhood education and care,” said Dr Papic.

“What sets Kids’ Early Learning apart from other childcare providers is its focus on evidence-based education.”

“This not only involves applying research evidence to our decision making, but also using our experience, skills and training, so that together we can meet the needs of our community’s children now and in the years ahead.”

Operated by Blacktown City Council for more than 40 years, Kids’ Early Learning is one of the largest childcare operations in NSW.


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Operated by Blacktown City Council for more than 40 years, Kids’ Early Learning is one of the largest childcare operations in NSW.

For more information, on the exhibition or workshops contact Blacktown Arts Centre on 9839 6558.
Drones in our city skies

By Professor Blakely

ID you get drone for Christmas? Drones are becoming increasingly popular. Once new they are becoming the world’s newest delivery system as well as surveillance system. Drones are doing the work on farms that shepherds used to do. They can spot animals anywhere and with the drone driver’s assistance, they can do the work that shepherds did in the past. You don’t have to pay them nor do you have to feed them. The drone doesn’t get sick or ask for an increase in pay or benefits. If it has petrol it flies.

Drones are becoming new urban infrastructures. We have all seen the drone work when we view real estate photos. These photos taken from the air and strange angles are drone products. So, like it or not, we are in a new drone era.

The drone is rapidly becoming a new tool for urban mass distribution of all kinds of items. Drones are being used to deliver packages to remote communities where it might take days to reach by traditional post. Drones are also being used in short-haul delivery. Amazon and several other firms are currently trialing home and business delivery drones under limit to individual homes and apartments.

A more ambitious but very likely use of drones will be to replace home food delivery currently supplied by auto and motorcycle pizza delivery personnel.

The drone will not get lost and will deliver a great hot dish and other foods to your home or apartment quickly without fear of any distractions like traffic congestion.

A bigger role for drones will be the delivery of small items across the city replacing car or bicycle deliveries that currently are used for rapid movement of legal papers or precious items.

Today we are accustomed to having important papers delivered to us for signature or other lawful requirements by vehicle. Sometimes, the drivers of these vehicles have a hard time getting through traffic and once through traffic finding appropriate parking. The drone eliminates all that.

Another use of drones will be to move large numbers of small packages to vacant rooftop parking lots as the spaces become available with the advent of automated vehicles or driverless cars.

While it remains too early to speculate a great deal on all the applications of the drone they will certainly become a new force in transportation.

They are an obvious replacement for the many short-haul movement requirements that we all face in getting important legal and other documents to end-users and having signatures and counter signatures completed in a timely fashion.

There will surely be drone stations in almost every post office in the country. Post offices or newsgaters and other well located community services will be drone drops.

The drone will be a boon to local professionals like doctors who need to send x-rays and other documents to other physicians when internet communications are not appropriate.

Drones will be used in court proceedings to move documents that are required for use in the courtroom but not needed on a day-to-day basis. There are myriad of other uses for the drone.

Another important use for drones will be dispatching them as very fast observation platforms over auto collisions and other disasters to ascertain damage and perhaps drop in medical equipment to check on patient vital signs.

Drones will be used as inspectors for high rise construction because they can be programmed to seek out defects. Large-scale road, bridge and train line construction will use drones as a major cost saving and better safety component in all construction. Drone photography will form the base records for big infrastructure lawsuits.

Surely drones will be used in disaster zones for close surveillance of the area deciding where people are in greatest danger and moving people from raging fires or floods and guiding helicopters and other rescue operations.

Finally, drones are already augmenting life-guards and shark watch operations on beaches and coasts. They are also more reliable in tracking down stranded bushwalkers.

Drones are easier to deploy and cost less than airplanes. They can also fly at lower heights and in worse weather conditions. In sum the drone is here to stay. Get yours delivered by air before next holiday season!

Professor Edward Blakely holds acting and emeritus professorships at Universities in Australia, the US and Africa. He is the Greater Sydney Commissioner for West Central, which covers the Cumberland, Parramatta, Blacktown and The Hills local government areas. He is an active advisor for many cities and international organisations including the Organisation for Economic Cooperation and Development. These are my views not those of the Greater Sydney Commission or any organisation that I am affiliated with. Let’s make a conversation! Listen to weekly radio Cityscape radio podcast at 2SER FM radio streamed @ http://www.2ser.com/on-air/streaming

News

WSU to review Wanderers deal

SPONSORSHIP

When the Wanderers share these values, they must act swiftly and firmly to deal with the perpetrators and ensure that their supporters reflect the values of the club. Equally, we expect Football Federation Australia (FFA) to ensure its ongoing commitment to respect and inclusiveness across the code nationally.

‘Western Sydney University will continue to support the Wanderers’ W-League team as a demonstration of our commitment to the growth of women’s sport. Until we feel the club can demonstrate they have appropriately dealt with this issue, the University will require its signage from the remaining A-League games this season to be removed.’

The University will continue to consider its partnership with the Wanderers within the current term of the sponsorship agreement and beyond.

Fairer GST laws for online

DEREGULATION

Online small businesses have been given a boost with changes to the Goods and Services Tax (GST) on items purchased online.

Federal Member for Mitchell, Alex Hawke said the Government has introduced legislation to level the playing field for Australian businesses which compete with overseas businesses.

The legislation requires overseas vendors, electronic distribution platforms and goods forwarders – many of which are multinational – with an Australian turnover of $75,000 or more to register for, collect and remit GST for low-value goods supplied to consumers in Australia.

“The Applying GST on Low Value Imported Goods measure will extend the GST to goods imported which cost $1,000 or less,” Mr Hawke said.

Small Business Minister Michael McCormack said online GST retailing issues have been raised by vendors across Australia.

The legislation comes into effect on July 1, 2017.
Welcome to this month’s feature articles where we discuss how to streamline your operations to ensure efficiencies in your business to power growth. Who can entrepreneurs consider and turn to when looking for capital and what do SME’s want in 2017 from the government. If you would like to discuss these features please feel free to contact me on 9455 9996 or davidpring@kpmg.com.au

SMEs want reassurance, less red tape

CUT red tape! This was the overwhelming response from our clients when asked what they wished for from government in the coming year. It’s an understandable concern. KPMG Enterprise (SME) clients range from start-ups and long-standing family businesses to not for profits, private wealth clients and local government. All very different but they all share an aversion to red tape.

As business leaders return from holidays and begin the year in earnest, top of mind is their desire for government to streamline processes and outcomes, like sustainable policies that reduce unnecessary bureaucracy and regulation. They’re also asking for reduced payroll taxes, an optimised BAS regime, and further incentives to employ workers on 457 visas. All these initiatives would make their lives easier and their businesses more efficient.

The mid-market makes up 40 percent of Australian business, but many of our clients feel that although the Federal Government recognises their contribution, it doesn’t always support their concerns.

SMEs feel unsettled, particularly in a world dealing with the implications of Brexit and the sweeping changes initiated by the Trump Government in the United States. What SMEs want from government is reassurance and action.

When we surveyed these companies at the end of 2016, our clients were hoping government would provide greater support to invest in people and new technologies. Further R&D rebates and grants to business and lower corporate tax rates so Australian businesses can become more competitive.

In a post-resources and post-construction boom world, with government support, SMEs could counter disruptors in the market by harnessing new technology and data and staying ahead of the game.

Identify and tap into the next successful platform for growth. Greater government incentives would also encourage Australian business to become more globally competitive.

This is increasingly important, as disruptors in whatever form – new players, cheap imports or technological advances – remain among the prime challenges facing SMEs.

Taking up this challenge is a priority for any company’s long-term future.

SMEs have long urged the government to lower the corporate tax rate. Doing so would definitely build confidence and stimulate growth in new markets and products for a more prosperous future.

I hope our clients’ wishes come true. If so, Australian SMEs will reinvest in people, training, technology and improved processes, which will enhance their global competitiveness even further and lead to a more prosperous future for Australia.

Article first published by Rob Bazzani, National Managing Partner, KPMG Enterprise, Australian Practice
Looking for capital for your start-up?

Power of efficiency to fuel growth

BUILDING foundations for the future requires a strong focus on streamlining operations, harnessing technology and ensuring every investment of resources or finances is maximised.

As medium-sized enterprises seek to survive and flourish in the challenging global market, it is vital that they review exactly how their resources are being used, and focus on building efficiency into every process.

Toni Jones, Partner, KPMG Enterprise, says to achieve this, organisations must consider all of the activities that are necessary, but don’t add great value.

“They need to look at ways to minimise the amount of time and resources spent on these – making them as lean as possible,” she says.

This should not be mistaken for a cost cutting exercise. Rather, the aim is to reinvest in areas that will help fuel sustainable growth.

“The aim of streamlining your operations is to spend your time and money on things that add value. It’s not about getting rid of people; it’s about redirecting time so people can focus on providing high value, strategic support to the businesses to inform future decisions,” she says.

Finding efficiencies

The KPMG CEO Outlook 2016 found 93 percent of chief executive officers (CEOs) in Australia and internationally are focusing on their core competencies, with many aiming to streamline internal processes.

This is a good sign, as improving operational efficiency can have a direct and immediate impact on an enterprise’s ability to grow, Jones says. A key way to begin is to map out every step in an organisation’s operations, including employee and customer journeys, to identify where inefficiencies hide.

“Mapping processes entirely, and the way they interact across the whole business, helps you identify where you could pull efficiencies,” Jones says.

Look for manual tasks that could easily be automated with technology, or duplication of activities by people or systems.

“If you think about finance, you want to make sure that your banking, accounts payable, accounts receivable, payroll and basic statistical reporting are all lean transactions that can be handled easily,” she says.

Jones says some enterprises are reluctant to change their existing processes, which puts them at a disadvantage in a competitive environment.

“Some smaller businesses say, ‘that doesn’t matter, I don’t need efficient processes’. But a lot of them still write cheques, don’t get automated downloads from the bank, manually input invoices or receive and process expenses manually and individually.”

“Correcting this should serve as a ‘quick win’ for efficiency.”

“You can find readily accessible value that can be reinvested into the business,” she says.

Technology to free up thinking

Once inefficient processes are identified, it may be evident that they can be resolved with enterprise systems and different delivery models such as Software as a Service (SaaS) and cloud technology.

“Once you have freed up time for employees to focus on higher value activities.”

“Labor is a principal driver of cost in Australia and this investment is not being utilised effectively if employees are focusing their time on low value, low level transaction processing,” Jones says.

“Robotic automation is the next step towards freeing up human time, which Jones says is becoming more accessible for businesses, particularly in discreet areas of repeatable and labour-intensive processing.

“Many medium-sized businesses may consider this to be beyond them, but given the pace of development there is now a real opportunity to explore this, and how it may offer reduced manual processing, lower operational costs, higher quality and more consistent decision making, resource optimisation, and simplified output and interaction,” she says.

Data for more efficiencies

Deep data analytics has a key role in a robust approach to efficiency. Analysing the information coming out of processes can highlight where inefficiencies lie and how performance is benchmarked against industry standards.

“Data analytics performed across existing systems can be used to isolate significant points of inefficiency, illustrating the volume and value of effort and trends in employee utilisation. Some opportunities may be able to be implemented immediately and with minimal cost, such as automating bank feeds and automating payment processes,” Jones says.

Data also helps improve efficiencies when it comes to customer service. It is easier to measure time of service, see where repetition occurs, where customers are losing interest in a sales process, or where they are not getting the help they need, for example.

“These processes aren’t just about automation and making things easier for you. It also can tell you a lot about your customer base – that’s where a lot of the added value is,” Jones says.

Agility and reinvesting

“All of this work in operational effectiveness, streamlining roles, embracing robotics and data, and analysing customer needs enables business to be more agile and ready to reinvest in new opportunities.

“While revenue growth may be a good lever for creating growth in the organisation, it is equally important that the operations are running as efficiently as possible to make sure margins can be maximised,” Jones says.

“Flexibility means there is room to move when new technologies are developed, sector disruption looms or customer expectations change.

“In an environment of increasing speed of change, having efficient operations, the right technology, people free to think strategically, and investments going well-identified growth areas, means that any surprise shift can be turned into an opportunity.”

Article first published by Toni Jones – Partner, KPMG Enterprise, Australian Practice.
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How to recruit children to the FB

By Justin Dowd

T’S a common expectation for parents to want their children to be involved in the family business. But it would take a carefully thought out plan to make that transition free of any nasty squabbles that could arise because of differing expectations and even dissimilar perspectives on the running of the business.

Often the concept of working together can start out with enthusiasm but it's important to identify that the children actually want to be involved. Sometimes the concept of working with family is driven by the ambition of the parent rather than the adult child. If that child isn’t entirely keen to join the family business, resentment can grow.

It is because they are related that the families tend not to think the situation through and do the one thing that could prevent any disagreements later on – to document what each person’s role will be in the business, what each person’s expectations are and possibly what exit strategy should be in place should the parent later decide to leave the business and hand over the baton.

That’s not to say such a business is destined to fail should younger family members be recruited. After all, when such structures are set up properly, they work well. But when it is not, tensions inevitably rise.

Offspring are from a different generation and their expectations will be different. So, too, could their perspective of business and they may bring with them a different set of skills. They may see their parents as not being as progressive as they would like and have a different outlook on where the business should be headed.

While these are all potential conflicts that can arise in any business structure, emotions are exacerbated when the workers are related.

To avoid any of these pitfalls, it is important to decide in advance exactly what each party wants to achieve, what their roles should be and have an exit strategy in the event it doesn’t work out.

There is no doubt these are difficult conversations to have and for that reason, families tend not to have them.

In the circumstance of a parent wanting to recruit an adult child into the family business, there will exist a long history of the parent being in a position of control and the child may find themselves in an awkward position when the time comes that they may want to spread their wings.

The best tip? Seek advice before you start from a professional who can help prompt you to consider all the aspects of the family business that would need to be work-shopped from the onset.

Offspring are from a different generation and their expectations will be different. So, too, could their perspective of business and they may bring with them a different set of skills.”

— Justin Dowd.

Justin Dowd is a family law specialist at Watts McCray. Visit: www.wattsmccray.com.au

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Light rail is coming to Parramatta

TRANSFORMED

By Geoff Lee
State Member for Parramatta

LIGHT rail will transform our city and suburbs. It will improve community well-being and liveability and it will support massive revitalisation and uplift along the corridor whilst driving economic growth.

Last month the NSW Government announced the preferred route for the first phase of the Parramatta Light Rail. The first stage covers 12 kilometres from Westmead through North Parramatta to Parramatta CBD, Camellia and through to Carlingford. This will form the spine for the network’s future expansion.

The experience from the Inner West Light Rail is that Light Rail is a popular mode of transport with high customer satisfaction.

Parramatta Light Rail, with 16 accessible stops and services running every seven half minutes from early morning to late at night will have a capacity to move around 9,000 people an hour. It is also expected to be a popular mode of transport given expected growth along the corridor.

The announcement of the preferred route follows detailed engineering, transport planning and customer analysis of four shortlisted routes. The analysis included potential employment and urban renewal opportunities.

The NSW Government has allocated $1billion from Restart NSW and Rebuilding NSW funds and plans to attract further funds by light rail.

The Parramatta Light Rail will replace the dysfunctional heavy rail Carlingford line. It will connect Camellia Precinct to Parramatta North Heritage Precinct, Parramatta CBD and the Rydalmere Knowledge Precinct.

The recent release of the Draft Master Plan sets out the enormous opportunities for Telepea. The Plan encompasses between 3,500 and 4,500 new homes over the next 20 years. The plan sees Telepea repositioned as a dynamic new neighbourhood that will benefit from sympathetic residential development as a means of sharing the value uplift whilst delivering valuable community infrastructure.

The preferred route includes a number of new and potential urban renewal developments. Massive investment – both public and private – underpins key growth areas including the Westmead Bio-Medical Precinct, Parramatta North Heritage Precinct, Parramatta CBD and the Rydalmere Knowledge Precinct.

Development of the Westmead Bio-Medical Precinct will be a catalyst for jobs and future investment in our region. With close proximity to work and be connected to Parramatta North Heritage Precinct, will not only see this important milestone reached. Jobs in the hospital are expected to grow from 3,500 and 4,500 new homes over the next 20 years. The plan sees Telepea repositioned as a dynamic new neighbourhood that will benefit substantially from light rail.

The light rail team is now ramping up stakeholder engagement and community engagement to ensure we get this transformational project right for future generations.

The release of the NSW Government’s stage 1 for Camella redevelopment provides further opportunity for value capture. These plans see the precinct turn industrial wastelands into a vibrant riverfront precinct with 10,000 homes. A new town centre will be created in the north-western corner of the Camella Precinct.

Light rail will replace the dysfunctional heavy rail Carlingford line. It will connect Camellia to Carlingford, stopping in Telepea.

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Expert recommendations for the Hills

By Anthony Moss
Chairman Sydney Hills Business Chamber

THE Sydney Hills Business Chamber recently organised three expert panels to respond to the concerns of business in the Hills raised in the Performance and Sentiment Index (PSI) completed last year.

Whilst the overall results of the survey including the outlook for the future was positive (confirmed in the recent SGS Economics and Planning report) there were three key problem areas identified:

- Infrastructure: Roads, parking, poor internet coverage.
- Staffing: Attraction, retention and costs
- Cost of compliance.

Deputy Chair Nigel Rayner assembled and facilitated robust discussion with three specific panels. Panelists were asked to consider the issues raised and develop responses that one, businesses themselves could action two, what all levels of government could do, three what can business organisations like the Chamber could do.

The full list of issues and recommendations will be published on the Chamber website but see the snapshot below.

Infrastructure:
Business in general is very positive about the Sydney Metro Norwest – but there is great concern about the fact that the traffic issues are likely to get worse over the next two years before the train opens in 2019.

What can business do? Adopt flexible work hours, allow staff to work from home

What can Government do? Single entry points to all services for SME’s – currently being trialled, (Service NSW). Review all processes from a user design perspective. Explore international best practice.

What can the Chamber do? Help develop the new vision for the Hills as a destination for great businesses and great talent. Establish forums for SME’s to learn best practice staff mgmt.

Cost of Compliance:
Compliance costs are a challenge for most businesses but there was also acceptance that some degree of regulation was necessary – key issues were duplicating information for different compliance regimes and slow processing of information.

What can business do? Complete the Hills annual PSI survey so our collective voice can be amplified.

What can Government do? Single entry points to all services currently being trialled, (Service NSW). Review all processes from a user design perspective. Explore international best practice. Educate.

What can the Chamber do? Encourage participation in the PSI survey; the greater the numbers that participate the louder the voice. Feed our local issues into the policy program of the NSW Business Chamber.

The Sydney Hills Business Chamber encourages all business operating in the Hills region to engage in this process so that we can amplify your voice and develop and share solutions that help business overcome the challenges.

For more information go to the chamber website www.sydneyhillsbusiness.com.au and click on PSI on the top Nav bar.

The next PSI survey will be launched on March 8th at the Hills Shire Council Small Business Exchange – if you attend you’ll be able to complete the survey on the day. If you’ve completed the survey before you’ll receive an email link, if you want to make sure you’re on the list email or you have other comments drop an email to admin@sydneyhillsbusiness.com.au
The risk posed by 3D printed guns?

How real is it?

**PRODUCTION**

Queensland Police reported in November that they had discovered a 3D printer in a raid on what appeared to be a “large-scale” weapons production facility as a part of Operation Oscar Quantum. By Thomas Birtchnell.

**A** ccording to police, the raid uncovered homemade weapons and ammunition from a workshop manufacturing facility “containing equipment used in the production of fully automatic machine guns, including a 3D printer, lathes, drill presses and other tools”.

The Gold Coast Bulletin reported that Detective Superintendent Jon Wacker, of the Drug and Serious Crime Group, said the “Lut”-style guns, thought to be made with the help of a 3D printer, were “fairly close to factory quality. One of the home-made weapons was captioned in one media report as being a “3-D printed submachine gun”.

This could certainly raise alarm and hint at a new era of disorganised and decentralised weapons production, and a burgeoning “reshoring” of weapon manufacturing as an alternative to importation from overseas. But the fact is that 3D printing technology is not yet at the stage where it can readily produce weapons. Although it can be used to help rogue gunsmiths work their shady trade.

**Impracticalities**

The fact is that today’s home- or consumer-grade 3D printers are not able to produce durable metal objects, such as would be required to print a gun.

The standard nozzles used in the process of fused deposition modeling (FDM) simply do not get hot enough to melt pure metals. For example, iron sinters at 1390 degrees Celsius, whereas a general FDM 3D printer can reach 195-220 degrees. One of the key hurdles for gunsmiths is the extremely high temperatures needed to melt or sinter metals. For example, iron sinters at 1390 degrees Celsius, whereas a general FDM 3D printer can reach 195-220 degrees.

Another hurdle is the cost of “powderised” metals found in direct metal laser sintering (DMLS) or selective laser sintering (SLS) printers. Powdered metals also require safe facilities to use them: finely divided metal powders, such as titanium and aluminium, can spontaneously combust causing fires. It is possible to see limited runs of critical metal parts for automobiles and other specialist objects made on 3D printers in many research and industry facilities.

Indeed, for small and medium-sized enterprises (SMEs) around the world, additive manufacturing using 3D printers is a game changer for supply chains. Many SMEs are investing in their own high end metal 3D printers or utilising facilities in universities and incubators. But one catch is the cost. For example, the EOS EOSINT M 100 is a relatively “entry level” DMLS 3D printer and costs between US$100,000 and US$250,000. Such machines are unlikely to turn up in the Christmas stockings of criminal gangs.

**Prototypes**

What makes me sceptical that the guns recovered from Operation Oscar Quantum were 3D-printed in their entirety is not only the prohibitive cost of 3D printing in metals, but the presence of typical gunsmith production machines at the facility. Nonetheless, a 3D printer could have certainly been used to manufacture many non- or near critical parts, such as grips or the outer framework. A 3D printer may have also been used for “rapid prototyping” for mock-ups to test the final design in plastic.

This is where a 3D printer can quickly produce a prototype part for testing before the final part is produced using more conventional means. This is one of the most common uses of 3D printers in industry today.

It should be noted that this is not the first time that police have flagged 3D printing as playing a role in weapons production. On December 10, 2015, Queensland Police reported that Taskforce Maxima found methamphetamine and steroids, drug paraphernalia and a loaded handgun allegedly created by a 3D printer in a raid on a meth lab.

The handgun from Taskforce Maxima certainly appears to be made on a 3D printer, featuring the characteristic surface ribbing you see from 3D-printed items. It also appears to conform to the design parameters of a 3D-printed gun, the “Liberator”, produced by American organisation, Defense Distributed.

However, the critical part – the barrel – appears to be a conventional non-printed piece, most likely metal. Whether it would have worked safely or simply been used for intimidation is another question entirely.

NSW Police Commissioner Andrew Scipione’s team was also reported to have bought a 3D printer for A$1,700 and made a polymer Liberator handgun from a design file downloaded from the internet.

**Backyard gunsmiths**

We shouldn’t really be surprised that 3D printers are now an integral part of illicit gunsmiths’ repertoires. 3D printing is a near-essential element of any pre-production suite, particularly for rapid prototyping. Metal 3D printing will no doubt be a part of the suite too, if it is not already.

3D printing offers tremendous advantages and perhaps even a new industrial future. Other local industries could benefit from 3D printing boutique, custom and novelty objects. This would buck the trend of offshoring that has ailed Australian manufacturing over the 21st century.

And we should remember that it’s not only 3D printing that enables people to build illicit firearms. With the right tools, a skilled gunsmith can make a weapon in their back shed. However, 3D printing can make that process easier and more accessible to less skilled individuals.

Dr Thomas Birtchnell is currently a Senior Lecturer in Geography and Sustainable Communities at the University of Wollongong. This article was originally published at The Conversation. www.theconversation.com
The Smithfield-Wetherill Park industrial park is an underrated treasure trove of innovation. Hidden from view inside small, plain looking workshops there are numerous inventors coming up with new ideas and re-engineering existing products.

One such person is Luke Davies the young manager of Dobbin Engineering. Unbeknown to passersby, the 29-year-old has been developing a car which is about to take the high-performance market by storm.

A Toyota 86 (or Subaru BRZ) coupe powered by a Holden 6-litre V-eight engine pumping out 250 kilowatts at the rear wheels.

The project has taken almost 12 months to complete due to the extent of engineering required (starting with fitting a big vee-eight engine into a space made for a two-litre boxer engine!) and now the Toyota coupe is street legal with all the right documentation.

“His is a great looking car but it doesn’t have the power it deserves. This engine swap puts an end to that with the LS motor providing a cheap, stable and powerful platform,” said Luke.

“This engine not only provides better power but has been done to satisfy all legal and engineering requirements. It now produces 250 rear wheel kilowatts with 450 Newton metres of torque and only adds about 100 kilograms to the front and 20 to the rear.”

Luke has come up with a comprehensive conversion package which includes engine removal, new engine installation, body and clutch modifications, computer and wiring, hoses and fittings for the engine as well as for coolant, fuel and air conditioning, heat shielding, tail shaft, spacers and adaptors, exhaust system, front brake rotor upgrade, MCA coil overs and upgraded differential. The diff’ rebuild includes a different ratio and solid pinion spacer. The gears are shot peened and crack tested.

Luke made the decision to use Anglooil lubricants knowing that the privately owned Australian lubricant manufacturer from Sydney already supplies products to several teams competing in the one-make Toyota 86 racing championship.

Based on engineering advice he selected Anglooil Roadmaster Platinum 10w40 engine oil, Anglooil Transmission EP 85W140 and Anglooil Auto Transmission IXIII H.

Luke said the conversion takes two to three months and he takes care of all of the documentation: the dyno’ test, EPA test, engineering certificate and blue slip.

“You supply your car, an L77 motor, gearbox, this can be a TS6 or T6606, and engine-loom. Any work you want to do to the motor will be extra or do it before-hand. The engine must be from a VEII Commodore. All you have to do is go to the RMS to update your rego’ papers and update your insurance.”

Visit: www.dobbinengineering.com

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Learning from Woman’s AFL

STEROTYPES

By Susan Price

A s a proud GWS GIANTS member, I was delighted that my club decided to put in a bid for a women’s team in the inaugural AFLW competition, and was even more excited when GWS GIANTS were successful in joining the other 7 foundation clubs who are taking the field in the first year of this historic competition.

The AFL has been caught a bit flat-footed with the interest in the women’s game, having to move the opening game to a bigger ground, and even then, having to turn crowds away on the night with Gillon McLachlan, AFL CEO personally apologising to fans locked out of the ground.

The coverage on both free-to-air and pay TV has drawn big crowds, and early signs are that the competition will be a huge success for the AFL.

Sponsors NAB and advertisers like Chemist Warehouse are also on-board, making the most of the opportunities to showcase the stars of the game.

With International Women’s Day on March 8 each year, it is timely to reflect on how the role of women in society, whether we are getting closer to equality, and what lessons we can learn to accelerate progress.

Women’s sport is not new. Women and girls have been playing sport for over 100 years, but what is new is the recognition that this is something that the general public wants to see, and that it should take its place alongside men’s sport on our television screens and in our sporting fields.

There is an old adage that you can’t be what you can’t see, and for too long girls who have been playing sport have had no role models or pathways open to them should they wish to play professionally. That is changing.

Sport is such an essential part of our Australian identity that it is no wonder that the Sex Discrimination Commissioner, Kate Jenkins, has identified it as one of her focus areas for challenging us on gender equality.

It holds the power to send strong messages about what girls and women can do, and break down traditional gender stereotypes. If anyone has seen the level of skill and aggression in the early AFLW rounds, you will know that these players are not afraid of physical contact, going just as hard at the footy as the male players.

So what lessons can business learn from the AFLW?

Firstly, that here is a huge interest in women’s sport, and not just for female fans. At the games I have been at the crowd is mixed, with just as many male fans cheering on the teams as females. We can’t assume that only women are interested in women’s things – we do so ignores half the population, limiting if not alienating a much bigger audience. Businesses should consider if they are reaching their full customer base.

Secondly, we close off opportunities when we stereotype men and women, and limit access to participation, whether that be on the playing field or off it.

The annual PwC Women in Work Index, which measures female economic empowerment in the OECD countries, demonstrates what this limiting can amount to.

We have calculated that if we increased the rate of female employment to match that of Sweden (one of the most gender equal countries in the world), it could lift Australian GDP by 11%, or A$174 billion, and US$6 trillion across the whole of the OECD.

Thirdly, although the current female players are not paid anything near the same as their male colleagues, and will not be until the game matures and develops its revenue sources, there is an entrenched Agency say they have done a pay gap analysis in the last year, yet this is the first step in identifying and remediying any problem.

Secondly flexibility should be available for all employees, male and female, irrespective of any caring responsibilities. Employees who have access to flexible work arrangements are often more productive and engaged, and value the flexibility their employer offers.

Finally, we need to challenge traditional ideas of the roles that men and women play in society more broadly.

Australia has one of the highest rates of female part-time employment in the OECD, driven in part by deeply held beliefs that women have the job of looking after children, and men are the breadwinners.

This creates barriers for both men and women that can be limiting, with men sometimes being unable to access flexible roles or parental leave, and women feeling judged as bad mothers if they don’t.

So as a proud GWS GIANTS AFLW foundation member I love it that the women on the field are helping break down some of those gender stereotypes and showing there is a path for younger girls. Now we just have to maintain the momentum and make the AFLW as successful as the AFL.

PwC is excited to announce a partnership with the AFL’s Women’s league, designed to contribute to the growth and development of the players. As part of the partnership, 2-3 players from each club will be able to participate in an eight month experiential leadership program run by PwC, which will help women build practical and leadership skills and develop a trusted network outside of the game.

Susan Price is a Director at PwC Australia. She helps organisations improve their diversity and inclusion to drive better business outcomes.

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Building a mum-powered business

• Aussie mother successfully challenges existing business models with a winning female formula.
• Online business powered by a ‘mum-force’ transforms from $100 to a turnover of $20 million in four years, setting an inspiring example for young women on International Women’s Day.

SUCCESS

INTERNATIONAL Women’s Day (March 8) is a day to celebrate the social, economic, cultural and political achievements of women. As gender disparity persists in society and the challenge to create a gender inclusive world is relevant, especially with Australia dropping 10 positions in the 2016 Global Equality Report.

In Australia, women earn considerably less men and only occupy 16.3% of CEO positions and 28.5% of key management positions.

Frustrated with the constraints and inequalities within the corporate world, film advertising manager Irene Falcone decided to challenge the norms and build her own business powered by women.

Statistics show that childbirth can disrupt employment opportunities for women, with a quarter of women permanently leaving their jobs before childbirth and only 6% of mothers returning to fulltime work within the first year.

As a woman and a mother of four children, Irene Falcone understood the struggles that women, especially mothers can face in the workforce.

Irene’s business, Nourished Life, has challenged corporate norms and is setting an example for Australian businesses and young women. Four years on, Irene’s thriving business now employs 15 working mums and is on track to turn over more than $20M a year.

“Th e younger generation of women need to feel empowered and believe in a world that provides opportunities for all. Becoming a mother should not restrict your career opportunities,” Irene said.

“I wanted to create a workplace that embraced mums of all ages and championed flexible working hours for mums wanting to return to the workforce. Most of our customers are mums, I am a mum, and I know that if you want something done you give it to a busy mum.”

Nourished Life shows that implementing family friendly policies and employing mothers can lead to significant business growth. Driven by its mum-force, Nourished Life experienced a 355% increase in revenue year on year.

“As a busy mum of four children, I found the corporate world incredibly difficult and didn’t want to miss being able to spend time with my family. I knew that by creating an environment where women feel empowered would ultimately lead to success.”

Irene’s business success has been recognised with a lengthy list of achievements including the 2016 Telstra Women’s Business Awards NSW Entrepreneur of the Year.

Nourished Life was also ranked number 9 in the Deloitte Technology Fast 50 Australia and moved from position 89 in the BRW Fast Starter list 2015 to position 24 in 2016.

Irene’s most recent accolade puts her in the company of online powerhouses Woolworths and Coles, with Nourished Life achieving the Top 100 Australian Online Retailers for 2016.

Irene’s advice to other women concerned about managing a career or returning to work after childbirth is: “Follow your gut and never be afraid of changing direction if it feels right.”

About Irene Falcone

Four years ago, Irene became so alarmed at the impact mainstream products had on our environment and animal life and was shocked to realise she was applying almost 500 chemicals onto her body and made the decision to change all of them—throwing $5000 of products into the bin. In a matter of weeks, she started to feel better, her energy returned, her skin and teeth improved and her skin became clearer. Since that day, Irene has become passionate about sharing this experience with others and founded Nourished Life, which has the strictest requirements for environmentally friendly and sustainable products has helped thousands of Australians. Irene won the 2016 NSW Telstra Women’s Business Award for Entrepreneur of the year.

About Nourished Life

Nourished Life started in 2012 with a vision to deliver the safest and most sustainable products to consumers. This is achieved through the strictest requirements in the industry for product ingredients, strong relationships with environmental scientists, an in-house naturopath and relationships with organic and eco certifiers. Nourished Life’s best practice principals include green science innovation, no animal testing, commitment to environmental sustainability and a complete product life cycle assessment.
Protection in the modern world

YOU may think your business is prospering but is it ready for the digital age?

That’s the question lawyer Katherine Hawes is encouraging business owners to ask themselves to better protect their business and personal assets.

The use of social media has changed the way people do business – think Facebook, Twitter and LinkedIn as some of the digital tools used for self-promotion. But the social media landscape can also do harm to businesses if not used properly.

“Media law has changed since the introduction of social media and businesses need to be aware of that and what the impacts are on their business,” Ms Hawes said.

“Social media is a great tool for achieving exposure but there are also risks.”

Ms Hawes’ firm, Digital Age Lawyers, help businesses navigate those risks and put in place the necessary protections to safeguard their assets.

The key to success is preventative action, she said.

“I started Digital Age Lawyers in May last year because I found nobody was protecting businesses in the modern world,” Ms Hawes said.

“A lot of times businesses just look at what’s ahead of them in the next week. I encourage them to look at what the next 10 years will look like by helping them to anticipate the changes ahead and what they mean for their business.

“If you’re not thinking that far ahead you’re not protecting your business.”

The challenges facing businesses in the digital era are vast and Digital Age Lawyers helps business owners understand what those issues may be and how to thwart them.

“Our job is to know the current law and how technology impacts that,” Ms Hawes said.

“For example, one of the biggest assets a business has is its list of customers or suppliers. If an employee leaves the business, they can take that list with them. One of the things I suggest to business owners is to put in place the right employment agreement that protects against that loss.”

“The other mistake businesses unwittingly make, Ms Hawes said, was not introducing a social media policy.

“It’s incredible the number of people that are in wonderment when they realise the law does apply to social media,” she said.

“I find that people, when starting up a business, pay for a website designer and for marketing but not for legal advice.”

Digital Age Lawyers can help businesses with matters of defamation on Facebook, breaches of intellectual property or if their name is being used inappropriately online.

Ms Hawes said fees are fixed and agreed in advance so there is no bill shock.

“The reason a lot of people don’t access lawyers is because they are fearful of what it will cost and so they only get themselves into more strife,” she said.

And helping people feel empowered is the reason she decided to become a lawyer, Ms Hawes said.

“Part of my role is to educate and inform, not just lecture.”

Digital Age Lawyers is at 33/9 Hoyle Avenue, Castle Hill. Phone 8858 3211 or visit www.digitalagelawyers.com.
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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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• Advertisers can select from packages that include social media and traditional print advertising.

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• Gets real results that you can observe.

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• JAWS newsletter database exceeds 5,000 recipients.

Major Sponsors

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Michael Stornelli, a businessman from Castle Hill, has developed and worked on some very large business solutions. This experience exposed to him the need for a system that allowed business to improve using the latest technology but with an acceptable entry price. To satisfy this need he developed myFLO for any business that uses a mobile work force.

myFLO is a powerful system that handles every aspect of the work flow on the operational side of a business. It is a tried and proven system that has over 20 years of design experience behind it. This ensures that it is the business helper in every aspect of the operational side of the business. In fact it becomes the personal helper for every member of the team.

myFLO handles such things as: job assignment, quotes, reports, risk assessments, and time sheets. The work flow from initial contact right through to invoicing and payment can be monitored. All of these areas can be satisfied on a mobile phone and monitored by managers.

Work place health and safety obligations can be filed from the phone and compliance monitored if required.

myFLO is being used by business from very small (as in one person) to very large including councils and government departments.

It is being used Australia wide and by many different industries such as electrical, plumbing, pest control, cleaning, landscaping, building and, maintenance.

myFLO is easy to use and experience has shown that field technicians quickly adapt to the system and greatly prefer it to using paperwork.

It allows managers to monitor or even run their business from the field. All myFLO customers are happy with the system and have grown as a result of using it.

myFLO currently has an offer that you can trial myFLO Lite (or smaller business) for two months free with no obligations. Michael takes a personal interest in each customer and ensures that this brilliant system fits and enhances every business that uses myFLO.

Another advantage of myFLO is that all of the data is stored and analyzed as required by the manager. This is a powerful management tool in the successful running of a business.

Visit: www.myflo.com.au or phone 1300 784 660

Michael Stornelli
Global expansion
A SYDNEY based lead battery manufacturer is considering global expansion after receiving an Australian Government grant of $1.4 million.

Innovation review
ACCORDING to the Innovation System Review, Australia continues to fail to commercialise research breakthroughs, despite being in the world’s Top Ten for the number of researchers and publications they produce.

Booming industry
THE booming RFID (radio frequency identification) industry is being predicted to expand to $US980 million by 2027.

Solar Power
A MCDONALD’S supply chain member has embraced renewable energy by installing a 777-kilowatt solar power system that can generate more than a gigawatt-hour of electricity per year.

Storage shed
ONE of the largest storage sheds in the Southern Hemisphere has been erected in Melbourne – it is 500 metres long and equivalent to eight MCG’s in size. The roof houses 4,000 square metres of solar panels.

Doubled sized
US defence manufacturer Northrop Grumman has announced it is doubling the size of its Australian operation to 1,000 workers.

Pressures faced
THE Industrial Capital Expenditure Surveys shows that funding, finding the right personnel and production costs are the most pressing issues facing manufacturers. 87% of people believe to see growth in their industry.

Growing force
THE manufacturing work force continues to grow. Another 42,000 jobs were created over the past year. There are now 902,000 people working in this industry which is 7.6 per cent of the nation’s total work force.

World’s first
TELSTRA has launched the world’s first Gigabit LTE network and in a demonstration in Sydney it downloaded data 10 times faster than the maximum a home user can reach on the NBN.

Drop in apprentices
THE number of apprentices and trainees nationwide continues to decline according to the National Centre for Vocational Education Research. The number has fallen by almost 8 per cent, and the total of people starting new courses is down over 8 per cent.

Cooling Town Hall
A LOW carbon trigeneration plant is now powering, heating and cooling Sydney Town Hall and it is producing less than half the carbon emissions of coal fired electricity generation.

Timber building
THE world’s tallest timber building will be constructed in Brisbane. The 52-metre high tower will feature cross laminated timber (CLT) and glue laminated timber (glulam).

Technology gap
A REPORT from WSU says Blacktown manufacturers need to adopt the latest technology to remain globally competitive.

Look for opportunity
DEFENCE Minister Christopher Pyne wants manufacturers to drop their “modesty mindset” and focus more on looking for export opportunities. “For far too long we have hidden our light under a bushel. We make some of the best equipment and platforms in the world today.” Australia is ranked 20th in the world for defence exports.

Foreign imports
AN international survey has found that 83 per cent of Australians believe we are too reliant on foreign imports. However, whilst they want to see more onshore manufacturing, they are reluctant for their children to work in this industry.

Better tax system
BUSINESSMAN businessman Raphael Geminder says the key changes which need to be made to stimulate growth in Australia are a lowering in the cost of energy, a better tax system and wage reform. “The country needs a strategy on how it can be competitive.”

Years gone by
ONE quarter of Australia’s work force was engaged in manufacturing 45 years ago, compared to just 1 in 13 people today.

House building
HOUSE building is the only segment of the nation’s construction industry not in contraction, according to the Ai Group and HIA.
Smile, you’re on multi-media!

MARKETING

By Hardeep Girn

THERE used to be a time when marketing was simple and could be just a handful of formats, such as print, television or direct marketing to get the message to the target customer.

Today, we need to understand the many, many formats, but also how the types of messaging need to be structured and inter-relate. I’ve started to go back and use old school terms like multi-media, which today have morphed into the sexier omni-media!

The need to be present or attentive to messages through so many fragmented channels is a huge investment relative to other business expense. In some ways, it’s great to be able to target the message to the right segment of audience, but in other ways, the sheer volume of work in doing it effectively and with a positive return on investment falls far short.

Also for the individual, personal image matters and these days there is a high likelihood you will get photographed or tagged at an event.

As companies and these days there is a high likelihood you will get photographed or tagged at an event. The key is being ready and expecting attention if you really want it. I would love for you to try the bold approach and let me know how you go!

Counter with something more sensible if done well. Sometimes we need guidance, so you just an expert in your field? Do you need to develop that confidence or that professional look? So, will you find your way to apply my advice? I hope so, but if you need help get in touch.

Hardeep Girn is managing director of Know My Business which helps businesses fast track their business development and sales efforts by introducing them to their targeted clientele. Utilising their extensive business network and high tech business matching systems, Know My Business has the answer to Australia’s fastest growing business need. Start the conversation by calling 13000 INTRO (13000 468 76), emailing sales@knowmygroup.com or visiting www.knowmybusiness.com.au

Glamming the Elevator Pitch

I have to admit though; as long as I hear mundane elevator pitches, there will be opportunity for us to coach business. Some will pay attention, others will pretend, whilst the last will dismiss the advice. Thankfully most will pay attention.

Last year we strengthened our push to build business relationships using film media. What has historically been costly and inaccessible has now become mainstream and cost effective. So much so, we see most businesses needing a lot of work in building a PR strategy rather than a broader marketing approach.

The interesting this is, we fell into it, when looking at our own relations with businesses, talented individuals and media organisations. We now relate these with film production and have embraced the need to be polished in our delivery. So how about yours? Are you impressive and inspiring business leader, or are you just an expert in your field? Do you need to develop that confidence or that professional look?

Mood and sentiment also matters and not everyone can be happy all the time or motivated like Tony Robbins says you should be. But I’ve discovered that being miserable in business is usually the best sign that you’ll crash and burn.

Your smile shows your control, or complete lack of, so don’t be a fool and smile without taking a moment to get a well constructed message out to match the GQ look you’re about to build!

Yes you are in the dating game for business. Be attractive but not a cheap thrill. No one can refer you work if you’re inconsistent in your approach and value proposition.

I see a lot of businesses in networking events during the first 10 minutes reading their approach for talking with other business owners. They typically go for the easier option looking for familiar faces or taking time to mingle.

Developing your style from the ground up is much harder, yet can be the most rewarding if done well. Sometimes we need guidance, so don’t be afraid to ask your colleagues or business associates.

But if you want validation your style is being noticed, talk to people you don’t know. Say something bold and see what reaction you get.

Counter with something more sensible and then let the message and your appearance become your calling card. I see nothing wrong in keeping the style consistent for a period of time so that others see the change and over time the commitment to it.

By following this approach, you’ll be prepared for being captured and recorded on media at some point at an event. The key is being ready and expecting attention if you really want it. I would love for you to try the bold approach and let me know how you go!

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—Richard Connema, renowned Broadway critic

“Demonstrating the highest realm in arts
Shen Yun inspires the performing arts world.”
—Chi Cao, lead actor in Mao’s Last Dancer & principal dancer for Birmingham Royal Ballet

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—Donna Karan, fashion icon and creator of DKNY

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—Robert Stromberg, Academy-Award winning production designer for Avatar

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Anti-Bullying Centre

Anti Bullying Charity Gala Dinner

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Bullying is costing the Australian Business Community up to $36 Billion in lost productivity and more than 460,000 Australian Children are bullied each year.

In 2012, more than 2500 people committed suicide in Australia, including 450 children each year. In more than 80 per cent of cases, bullying was a contributing factor.

In the United States of America, 12 of the last 15 school shootings are also bullying related.

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Driven: Crucial Toyota C-HR baby SUV arrives

Toyota's C-HR compact crossover foray touches down from $26,990 BOCs

By DANIEL GARDNER

IT MAY be relatively late to the party but Toyota has, at last, weighed into the competitive but potentially lucrative compact SUV market with its eagerly awaited C-HR, which kicks off from $26,990 before on-road costs.

That price confirms that the Japanese carmaker is positioning its new arrival away from some more affordable and popular rivals and at a more premium end of the market, including current segment leaders – the $19,990 Mazda CX-3 and $24,990 HR-V from Honda.

Despite its more premium price, the newest entrant to the compact segment appears to have the correct strategy as explained by Toyota Australia executive director sales and marketing Tony Cramb.

When asked if customers should expect a wait for their C-HR, Mr Cramb replied "frankly, I do," and likened the launch of the company's GT 86 sports coupé, which proved wildly popular with an extended waiting list.

"This will be like 86 when it launched," he said. "That's our single biggest concern is trying to manage our guest's expectations. Actually we will be launching some digital initiatives where they can track their vehicle but it is going to be an issue."

"The interest that we've had, considering the car hasn't actually gone on sale has been fantastic. We've definitely got more than a month's sales in pre-orders."

Mr Cramb revealed that Australia would be getting about 6000 C-HRs in the first year of sales but that figure was limited by production capacity at the Japanese factory and he expects a greater number to be offered Down Under in 2018.

Toyoata does not expect the base manual two-wheel drive to attract the majority of sales, with the automatic option and a higher spec Koba already attracting more attention than anticipated.

Mr Cramb confirmed that the company was not targeting customers that will be drawn to the entry-level C-HR, with a focus instead on a Koba-level buyer.

"In this segment, the majority of customers are looking for specification. They're looking for the niceties of life and they are prepared to downsize," he said.

"Initally 60/40 (base to Koba) but it will probably end up around 50/50 … The orders are a much higher percentage of Koba than we had anticipated."

Adding the automatic continuously variable transmission (CVT) to the base C-HR costs $2000, while upgrading the front-wheel-drive drive line to four-wheel drive costs another $2000 and is only available as an automatic.

At the top of the pack, the auto-only Koba costs $33,290 for the front-drive version, while the AWD Koba sprouts rounds out the five-variant range at $35,290.

Regardless of the variant customers opt for, each C-HR is powered by a new 1.2-litre turbocharged four-cylinder with a single-scroll turbo blowing through an air-to-liquid charge cooler with direct injection, and the ability to run on the more efficient Atkinson cycle thanks to a new version of Toyota's variable valve technology dubbed VVT-iW.

Peak power is rated at 85kW with 185Nm of torque and fuel economy ranges from 6.3 litres per 100km for the manual, 6.4L/100km for the two-wheel drive auto and all-wheel drive takes the consumption up one more click to 6.5L/100km.

Emissions comply with the latest Euro 6 regulations ranging from 141g per kilometre to 148g.

Under the head-turning new skin, which fuses angular upright crossover with sporty coupe, the C-HR rolls on Toyota's new TNGA (GA-C) platform which has been engineered for lightness without compromising on safety or rigidity.

Front suspension is a more commonplace MacPherson strut arrangement with electric power steering but at the back end, the C-HR has a more performance-focused double wishbone layout for a "crisp driving experience while maintaining high levels of ride quality."

Steel ball joints also replace cheaper rubber bushings for further improved handling and responsiveness.

In addition to the traction benefits, four-wheel drive versions of the C-HR also get a Dynamic Torque Control system to increase cornering grip, while also conserving fuel, says Toyota.

Three drive modes allow the driver to select an Eco, Normal or Sport setting, the latter for more enthusiastic driving with a more sensitive accelerator and heavier steering, while cars with the CVT have seven simulated gear ratios.

Standard safety systems include pre-collision with autonomous braking, active cruise control, lane-departure warning with steering assistance, blind-spot monitoring, rear cross traffic alert, a reversing camera, trailer sway control for towing, hill hold, EBD, front and rear parking radar, seven airbags and rain-sensing wipers.

The nose of the base C-HR wears halogen headlights complemented by LED daytime running lamps and LED fog lights, while the top-spec Koba has LED headlights to match LED tail lights at the other end.

Entry-level C-HR's roll on 17-inch alloy wheels while the more generously-equipped versions have an 18-inch set.

On the inside, all C-HRs have navigation, 6.1-inch central information screen for accessing the six-speaker stereo system, Bluetooth connectivity and Toyota Link services, which include a service station finder, local searches, destination download, weather, Pandora and travel time functions.

The standard C-HR cabin is also decked out with fabric seats with six-way adjustment in the front row, 12-volt power socket, electrically-folding door mirrors, self-dimming rear-view mirror, two-way adjustable steering column, while occupants are welcomed by a C-HR light puddle after dark.

Stepping up to the Koba variety adds a number of comfort features including keyless entry and start, part-leather upholstery with heaters for the front seats, privacy glass, illumination for the sun visors and door trims as well as a number of customisation options.

Depending on the colour, owners can give their C-HR a more bespoke look with either a white or black roof for $450 to contrast the paint, which is on offer in eight colours including vivid Electric Teal, Hornet Yellow and Tidal Blue.

Koba C-HRs also include Toyota's Nano-e air-conditioning system which produces more humid air compared with conventional systems for improved operator comfort in all temperatures.

$29,990 2WD (a) $32,990 2WD (a) $33,290 Koba 4WD (a) $35,290 Koba 4WD (a)

*Excludes on-road costs © GoAuto.com.au 2017

2017 Toyota C-HR pricing

2WD (a) $28,990

4WD (a) $30,990

Koba 2WD (a) $33,290

Koba 4WD (a) $35,290

The Toyota C-HR SUV.
Parramatta Light Rail is one of the NSW Government’s latest infrastructure projects delivered to serve a growing Sydney. Stage 1 will connect Westmead to Parramatta and Carlingford via Camellia with a two-way track spanning 12 kilometres and 16 stops.

The project supports the revitalisation of city centres and local communities in Greater Parramatta. We are now holding events in your area where you can find out more about the project and have your say. Dates and locations are listed on our website at www.parramattalightrail.nsw.gov.au or for more information call 1800 684 490.
PARRAMATTA Light Rail is one of the NSW Government’s latest major infrastructure projects being delivered to serve a growing Sydney. Light rail will create new communities, connect great places and help both locals and visitors move around and explore what the region has to offer.

Parramatta Light Rail Stage 1 will connect Westmead to Carlingford via Parramatta CBD with a two-way track spanning 12 kilometres and 16 stops. This will be the first stage of the Parramatta Light Rail project and is expected to open in 2023.

Currently, there is $8 billion worth of private and public works underway or planned in and around Parramatta’s CBD.

City centres

Parramatta Light Rail will enhance connectivity and accessibility to the region’s city centres including Parramatta, where more than 25 developments, both commercial and residential, are scheduled for construction. The route will link Parramatta’s CBD and Train Station to the Westmead Health precinct, Parramatta North Urban Transformation Program, the new Western Sydney Stadium, the relocated Powerhouse Museum, the private and social housing redevelopment at Telopea, Rosehill Racecourse and three Western Sydney University campuses.

Key features of the Parramatta Light Rail include high frequency services – seven days a week and early morning to late at night, modern and comfortable light rail vehicles, integration with the Opal ticketing system, and 16 easy access stops connecting to other transport including bus, trains and ferries.

Planning work for Stage 2 of the project from Camellia to Strathfield via Sydney Olympic Park is being developed in collaboration with Sydney Metro West.

Supporting growth

Since the NSW Government announced a preferred light rail network for Parramatta in December 2015, Transport for NSW has been consulting with stakeholders to identify a route that supports growth, benefits local communities and is technically feasible.

Another opportunity for communities and local businesses to find out more about the project is now underway.

The community is invited to have its say on issues including stop locations and stop names; light rail service including frequency and reliability, urban design and place-making including trees, street furniture, walking and cycling routes, and construction coordination particularly relevant to businesses to help mitigate construction impacts.

This round of community consultation will contribute towards finalising the Environmental Impact Statement (EIS) before it is placed on public exhibition in mid-2017. At this time, the final business case and assessment of preferred route will also be completed.

The community is also invited to take part in a short survey, check out the events calendar for a list of upcoming pop-ups and information sessions or find out more about the project on the Parramatta Light Rail website at www.parramattalightrail.nsw.gov.au.

Content on this page is sponsored by Transport for NSW in the interests of informing residents and businesses of the Department’s initiatives and progress regarding the light rail. Any opinions expressed on this page are not necessarily those of WSBA, nor does WSBA accept any responsibility for the claims made on this page.
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Visit questbellavista.com.au or call (02) 8818 9300
Connectivity the new kind of currency

RESOURCES

A USTRALIA is set to be the world’s most connected continent following the completion of the nbn™ network rollout by 2020, according to new research released today.

Developed by Western Sydney University, the Gen nbn™ 2020 and Beyond report provides an in-depth analysis into how advancements in technology and nationwide access to fast broadband will transform all aspects of the Australian way of life.

It predicts ‘gen nbn™’, Australia’s newest and most connected generation, will benefit from better business opportunities and flexible working arrangements as well as access to leading education and healthcare services.

Bill Morrow, CEO of nbn, says “Our vision is to build a world-class broadband network that ensures greater connectivity for all Australians.”

By 2020, every home and business will have access to the nbn™ network, creating a new way of living as the nation begins to benefit from ubiquitous access to fast broadband,” he says.

“Greater connectivity creates greater digital demand, and once we have the infrastructure in place to meet this demand we will see significant economic and social impacts across the country.”

“As with every major infrastructure project, there will be a transition period as we move from the old to the new.”

Lead researcher, Liam Magee from Western Sydney University says: “The completion of the nbn™ network can see Australia become the world’s most connected continent in terms of broadband access, affordability and speed tiers.”

“Our research shows this will help to build a stronger national economy, provide better career pathways, optimise the delivery of innovative healthcare services and implement sustainable futures for our cities and regional towns,” he says.

“In the twenty-first century, connectivity has become a new kind of capital, more valuable than natural resources and industrial manufacturing, as digital services driven by access to the nbn™ network are predicted to boost Australia’s Gross Domestic Product (GDP) by up to $3 billion in annual health benefits.”

The Gen nbn™ 2020 and Beyond report predicts:

• The internet of everything – Increased connectivity and digital innovation is rapidly penetrating every facet of day-to-day life. By 2020, technologies such as drones, 3D printers, Virtual and Augmented Reality as well as homes and workplaces will become deeply entrenched in homes and workplaces. These technologies will help transform our lives and enable better connectivity with family and friends as well as provide access to a range of new entertainment options. By 2025-2030, there are likely to be well over 50 billion devices or apps connecting everything from our fridge door to our home security systems, which will be enabled to run concurrently over the nbn™ network.

• Rapid growth in medical innovations – Digital technology in health care is increasing exponentially with the advent of big data, advanced video conferencing systems and 3D printing. By 2020, telehealth services, enabled by the nbn™ network will be able to connect regional, rural and remote areas with access to affordable and convenient GP and specialist healthcare appointments, saving up to $3 billion in annual health costs. By 2025, it may be possible to use big data to predict widespread disease outbreaks and by 2030 we are likely to see 3D printing drastically enhance the ability to produce medical aids and prosthetics.

• E-change movement will continue – Access to fast broadband in regional towns and rapid adoption of teleworking is leading people to migrate away from the major cities to regional towns and rapid adoption of tele-working is leading people to migrate away from the major cities to regional hotspots. From now to 2030, the nbn™ network will be a critical enabler to the success of home-grown start-ups across the country and will help to facilitate access to new markets and business opportunities while still enjoying their country or coastal lifestyles. Close to 400,000 Australians workforce currently work from home; as fast broadband becomes more widespread, these figures could as much as double by 2025.

• Jobs of the future – Connectivity is driving innovation in Science, Technology, Engineering, Arts and Maths (STEAM) disciplines spurring a transformation of the Australian job market. Health, education and technical services are expected to employ over 4.3 million Australians by 2030, up from the current 3.5 million jobs. From now until 2030, we will see a huge increase in online educational resources and services offering better teaching facilities to upskill our nation in key areas such as health and technical services, to harness careers in data science, coding and biochemistry.

There are almost one in three homes and businesses around the country which can already connect to the nbn™ network, with the rollout scheduled to be complete by 2020.

Jacobs opens an office in Parramatta

O NE of the world’s largest and most diverse providers of full-spectrum technical, professional and construction services to industrial, commercial and government organisations globally has opened an office in Parramatta.

Jacobs employs 54,000 people and operates in more than 25 countries around the world, and has been delivering engineering and advisory services to clients in Sydney since 1964.

The firm already has an office at North Sydney, but sees the establishment of a presence in Parramatta as a vital cog in its strategy to better service demand by clients in Sydney’s growing western suburbs.

Jacobs Vice President, Ross Jones said the growth in the western suburbs is very exciting.

“We are already involved in shaping the way Sydney’s western suburbs are being developed, and it makes sense for us to have a permanent presence based out here,” Mr Jones said.

Jacobs is currently involved in projects like the redevelopment of Blacktown Hospital, the engineering design of the Northern Road and studies associated with the proposed Parramatta Light Rail.

“In addition, some of our most important clients like Sydney Water, Roads and Maritime Services and Transport for NSW, have offices located in Parramatta.

“Our staff, who live in Sydney’s west are also excited about the prospect of contribut- ing to the development of the region, while significantly cutting their daily commute to work,” Mr Jones added.

In the twenty-first century, connectivity has become a new kind of capital, more valuable than natural resources and industrial manufacturing, as digital services driven by access to the nbn™ network are predicted to boost Australia’s Gross Domestic Product (GDP) by around two per cent every year by 2020.”

— Liam Magee.
Why old school marketing doesn’t cut it

MARKETPLACE

By Tony Eades

A T’S really quite simple. The future of your business relies on how to maximise your efforts in creating a marketing strategy that generates qualified leads and nurtures customers with little effort, whilst keeping up with the pressures of your competitors and needs of your customers.

Please define ‘simple’ I hear you say. Truth is, we know what we need to do but actually doing it is another story all together, right?

The challenges of the today’s digital marketplace can appear at times quite overwhelming. Like a vast ocean of opportunities where the waters are calm and seemingly inviting one minute, yet stormy and unpredictable the next.

For a business, navigating through these uncharted waters can be daunting and for today’s consumer this is their ecosystem – this is where they live and engage with vendors!

Where they move at ease and speed, expecting answers to their questions their preferences and opinions and experience when using the web. It’s like a vast ocean of opportunities where the market place can appear at times quite overwhelming. So, what have we discovered about the new environment and the way customers behave in the new digital ecosystem?

• Your product or brand will sink in the ocean unless you put customers at the centre of your sales and marketing strategy. The old marketing formula of price, product, promotion and place fails when confronted by the empowerment consumers experience when using the web. It’s no longer a matter of one way communication through brochures, websites or even social media – digital customers want to engage, talk about their preferences and opinions and expect answers to their questions whether in forums, social media or direct contact with your organisation.

• The channel or device doesn’t matter. Many businesses have invested heavily in multi-channel marketing strategies only to realise that customers are bouncing around from one channel to the next. Breaking down barriers between channels, sharing customer data throughout your organisation and integrating new technology platforms to provide a seamless encounter that is more like a conversation than a series of transactions is the future of marketing.

• Your brand will fail if it contradicts the values held by your customers. This principle stems from what we know about Millennials (who will make up 40 percent of the global workforce by 2020). They have particular characteristics. For example, over 40 percent are more likely to trust experts (even experts that are strangers to them initially) than advertisements. Generation Z (following the Millennials) is even more skeptical. They don’t merely judge individual products, they take a deeper look at the companies that sit behind these brands. Earning the trust of these customers is essential and requires strategy.

• Manipulate the buyer journey by understanding customer behaviour across your channels in a single data repository and sharing relevant, valuable content

• Motivate your prospects with highly personal engagements that build deeper relationships

• Measure and maximise the impact of your marketing investments across channels with real-time data analysis

• Manage a co-ordinated strategy across your entire team, from marketing to sales, to create a whole a new ‘revenue department’

Learn and master the new science of marketing engagement and connect with some of your traditional tactics to nurture more qualified leads that drive significant sales for your business.

Tony Eades is principal at Brand Manager. Want to get more out of your marketing efforts? Discover the latest smart automation technologies and marketing strategies that generate qualified enquiries and leads! Tony Eades will be sharing the ‘Marketing strategies you must invest in for 2017’ at a special business breakfast, Tuesday March 28th at the Hills Shire Council, Norwest Business Park, Bella Vista. Register now https://marketing2017.eventbrite.com.au to secure the future of your business, by building a marketing strategy that captures new markets like the Millennials and delivers the best return on investment.

Inbound Marketing is a major shift to a more sophisticated approach to engaging new prospects and existing customers. And with this is a new way of selling called Inbound Sales that’s helping connect the dots across the entire buyer journey of the new consumer.”

– Tony Eades.
Carnegie Financial Planning

2017 Events Calendar

Delivering an extensive range of seminar topics, Carnegie Financial Planning aims to EMPOWER you with all the knowledge and financial wisdom that you need to achieve your wealth goals! Contact us TODAY to reserve your seat for the upcoming events.

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For more information or to register for an event contact Alan on PH: 02 9687 1966 or E-mail: Alan@carnegiefin.com.au

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Suite 202, Level 2, 34 Charles Street Parramatta NSW 2150
FAIRFIELD City Council has secured a line-up of young Australian talent for NSW’s largest Youth Week event, Bring It On! Festival.

Drawing crowds of thousands to Fairfield Showground annually, this year’s festival will be held on Sunday, April 9, 10.30am-7.30pm. Fairfield mayor Frank Carbone, said this year is set to be the best yet with the festival securing some of Australia’s best young talent.

“We expect this will be our biggest and best Bring It On! Festival as we have locked in outstanding young talent from across the country,” Mayor Carbone said.

“Council has worked hard to bring festival-goers the best youth talent from across Australia, and I’m pleased to announce our main performers are In Stereo, Vlado Saric and the Fisher Boys, who will delight fans of all ages, while DJ duo Mashd N Kutcher will keep the crowd moving at the evening Dance Party.”

Fresh off their Australian tour, In Stereo are looking forward to the huge Youth Week event and meeting their fans in the region.

“We can’t wait to visit Fairfield Showground for Bring It On! Festival and check out the awesome entertainment, workshops and education precinct designed for young people,” In Stereo said.

For DJ duo Mashd N Kutcher, Bring It On! Festival demonstrates that talent in Fairfield and beyond is worth celebrating.

“Fairfield City Council’s Bring It On! Festival is such a great opportunity to celebrate youth culture,” Mashd N Kutcher said.

There will be non-stop entertainment with cultural performances, carnival rides, delicious food, and a youth services precinct. Test out a race car simulator or get involved in sports or yard games. There’s even a dance competition judged by some of Sydney’s dance elite that could see a group score a masterclass with the Sydney Dance Company at their iconic finger wharf studios in Walsh Bay.

Free all-day shuttle bus transport will operate from Cabramatta, Canley Vale and Fairfield train stations. Bring It On! Festival is an all ages, drug and alcohol-free event.

For more information go to www.fairfieldcity.nsw.gov.au/bringiton or connect with Bring It On! Festival on Facebook, Twitter or Instagram at @Bring
Comical tale of an Irish town turned upside down

Stones in his pockets

RIVERSIDE

FOLLOWING performances across the globe and a five-year run in the West End, the multi award-winning comedy Stones in His Pockets by Irish writer Marie Jones, will be performed at Riverside Theatres for two shows only on March 18, 2017.

Both riotously funny and deeply moving, this new production is from national touring powerhouse Critical Stages (Songs for the Fallen, 4000 Miles) and is universally loved by all who see it.

Stones in His Pockets is the tale of a quiet Irish community that is turned upside down by the arrival of a Hollywood movie shoot.

The film’s story of a budding romance between a rich girl and a local farmer, is played out in stark contrast with the growing friction that develops between the locals hired as extras on the film and the Hollywood big shots.

The show features virtuosic performances by Grant Cartwright (Hurried Steps, Thomas Murray and the Upside Down River) and Sean Hawkins (Sydney Theatre Awards, Best Actor for Howie the Rookie) who play 15 characters between them – from the Irish extras looking for a brighter future on the silver screen, the young local who is bitter about being rejected for a job on set, to the gorgeous Hollywood superstar.

Director Chris Bendall (Thomas Murray & the Upside Down River, The Magic Hour) said, “Stones in His Pockets focuses on the film extra, the person in the background or the fringes of the story. By telling the story from this perspective – and including comedy and a great deal of theatricality – the play highlights intimate and confronting narratives that are often left out of our histories.”

The Irish Daily Mail

The Evening Standard

The Guardian

The Irish Times

“It’s a delightful piece, offering a chance for two actors to display their virtuosity as they play 15 different characters. But though it is often richly funny, there are sudden glimpses of anger and emotional depth in Stones in his Pockets, too.” The Telegraph.

WINNER – Best New Comedy – Laurence Olivier Awards.

WINNER – Best Play – The Irish Times Irish Theatre Awards.

When: 2.15pm and 7.30pm on 18th March 2017. Following each show will be a Q&A.

Tickets: Adult $52, Conc $47, 30 & Under $38. 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.

Riverside Theatres presents
Trick of the Light Theatre

THE BOOKBINDER
Based upon a story by Ralph McCubbin and Hannah Smith

A spell-binding story of mystery, magic and mayhem.

The Bookbinder weaves shadow play, puppetry, props and music into an original fairytale in the vein of Caravaggio and Jonathan Green & Cate Coakley. The story is one man performance for the curious and adventurous.

Suitable for adults and older children (Ages 8+)

14 – 15 MARCH

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Not to be missed!

Riverside Theatres presents
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DRACULA
BY BRAM STOKER

ANOTHER BLOODY CLASSIC

When: 1-4 April

Riverside Theatres presents Critical Stages

STONES IN HIS POCKETS
BY MARIE JONES

Stones in his pockets is the hilarious and moving tale of a quiet Irish community turned upside down by the arrival of a Hollywood movie shoot.

18 MARCH

NT LIVE: NO MAN’S LAND • JASPER JONES • I, CLAUDE MONET • ROYAL SHAKESPEARE COMPANY: THE TEMPEST • ALL ABOUT WOMEN SATELLITE • THE COMING WAR ON CHINA • NT LIVE: SAINT JOAN • THE LITTLE PRINCESS • LION

THE GUARDIAN

WEEKLY ENTERTAINMENT NEWSLETTER
Impact of the North West Rail Link

By Alex Hezari

The Hills are alive with the sound of happy investors, thanks largely to the North West Rail Link that’s due for completion in 2019. In fact, property values have grown in tandem with the rail link.

However, to understand exactly how positive the impact on the local commercial market has been, it’s important to look back to the recent past, to the post GFC period of 2008.

The Hills commercial property market hit rock bottom in late 2010 / early 2011 and remained fairly stable for the ensuing 18 months to two years. Real signs of growth started to surface from mid-2013 onward.

It was very steady growth, which wasn’t necessarily driven by the new rail link alone, but rather the low interest rates and an increase in business and investor confidence.

Where the rail link really started to come into play was when the trucks taking the enormous concrete rings for the tunnels were put in play. The real impact on property prices as we near its completion, with stations coming out of the ground and works in surrounding areas becoming more visible day by day.

One area that has seen tremendous growth in property values is our world class Norwest Business Park, which offers various commercial and retail precinct and will be serviced by two new train stations on Brookhollow Avenue and Celebration Drive.

The rail link continues to have an increasing impact on property prices as we near its completion, with stations coming out of the ground and works in surrounding areas.

The park provides business space for small, medium and large size organisations ranging from sole traders to major national and multinational brands such as Woolworths.

Since 2015, average sale rates in Norwest Business Park have grown by as much as 70 to 80 per cent, with one sale recently setting a record at over $12,000 per square metre for showroom space.

This is a real testament of the expected value of this area moving forward.

Another major contributor to the aforementioned growth is supply and demand of business space in the Hills area across commercial, industrial and retail markets.

There is a reasonable supply of potential sites within close proximity to the two train stations in Norwest Business Park that could be developed. However, given that they are never-to-be-repeated locations, we don’t expect them to yield much new supply in the next 12 to 18 months.

The most recent development released in Norwest Business Park is The Esplanade, which is an exciting new mixed development of commercial and residential space and first of its kind for the park.

Developers Capital Bluestone will again raise the benchmark by providing a world class vertical community.

Looking to the future, I believe price growth in the Norwest Business Park will continue on a positive trajectory for the next 18 months should stock levels remain low, as it falls short of meeting demand and the area continues to offer great investment opportunities to existing and new players in the market.

Expect a nice steady growth for months to come.

Alex Hazari is Director, Taylor Nicholas Hills. Taylor Nicholas was established in 1990 and has become Sydney’s Prime Property Specialist, with seven offices, including the Hills District, handling all facets of the commercial and industrial property segment. Visit www.taylornicholas.com.au

Property professionals bullish on year ahead

Despite market uncertainties property professionals are optimistic about the 2017 market outlook and overall business conditions, a survey has found. According to the Property Investment Professionals of Australia (PIPA) Member Survey, more than half (54%) of property professionals are “very optimistic” about business conditions for 2017, while another 43% are “optimistic”.

The survey gathered insights from a range of professionals who form the peak association for property investment, including Qualified Property Investment Advisers (QPIAs), buyers’ agents and mortgage brokers.

PIPA chair Ben Kingsley said: “It is encouraging to see property professionals so confident about the outlook for their businesses and this sector more broadly. These results are testament to the increasing professionalism of the property investment industry and the diversified businesses our members are building, ensuring they can navigate various market cycles.”

The survey also shows that 52% of the respondents plan to employ more staff in 2017, while none have plans to reduce staff numbers.

According to the survey, property professionals’ biggest concern is the tightening of investor lending, followed by rising interest rates.

“APRA’s approach to managing investor lending has raised both concerns and questions marks for the industry,” said Mr Kingsley.

The survey also found that Brisbane is a preferred destination among property market professionals with around 44% of respondents selecting the Queensland capital for the best investment prospects this year.

Visit: www.taylornicholas.com.au

Alex Hazari is Director, Taylor Nicholas Hills. Taylor Nicholas was established in 1990 and has become Sydney’s Prime Property Specialist, with seven offices, including the Hills District, handling all facets of the commercial and industrial property segment. Visit www.taylornicholas.com.au
“Parramatta Square will be the new heart of our city.” – Amanda Chadwick, interim CEO, Parramatta City Council, on some 10,000 public and private sector workers moving into the precinct in coming years.

“Plenty of national retailers want to be in that area and Penrith particularly is a high-profile location.” – David Di Pila, chairman, Home Consortium, on the company’s $3 million proposal to redevelop the former Penrith Masters site.

“Being in the heart of Parramatta is something we’ve always looked forward to.” – Professor Denise Kirkpatrick, acting vice-chancellor, said welcoming the first of 10,000 students to the new WSU campus in the Parramatta CBD.

“Large scale residential community opportunities are rare in Sydney, so we jumped on this sought-after site.” – Jin Lin, managing director, Aqualand, on the company’s purchase of 12.5 hectares of land at St Joseph’s Convent site, at 64 Mackillop Drive, Baulkham Hills.

“Costco’s commitment reinforces the site as one of the biggest bulky good precincts in Australia and further demonstrates the confidence that these major multinational corporations have in the future of Sydney Business Park and the Richmond Road growth corridor.” – Owen Walsh, development manager, of the $350 million Sydney Business Park, in Marsden Park.

“This strategy is about creating opportunities for our growing community. It’s about capitalising on our region’s prospects and finding partners to help deliver innovative and remarkable results.” – John Thain, Mayor of Penrith, unveiling council’s economic development strategy which aims to deliver up to 55,000 local jobs by 2031.

“Light rail will transform our city and suburbs. It will improve community well-being and liveability and it will support massive revitalisation and uplift along the corridor whilst driving economic growth.” – Parramatta MP Geoff Lee.

“It is because they are related that the families tend not to think the situation through and do the one thing that could prevent any disagreements later – to document what each person’s role will be in the business, what each person’s expectations are and possibly what exit strategy should be in place should the parent later decide to leave the business and hand over the baton.” – Lawyer, Justin Dowd on family business matters.

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“The drone is rapidly becoming a new tool for urban mass distribution of all kinds of items. Drones are being used to deliver packages to remote communities where it might take days to reach by traditional post.” – Professor Ed Blakely.

“Perhaps most practically, the announcement of the location of Sydney’s second airport at Badgerys Creek has already changed the profile of the region for investors and offers a major catalyst for the development of new industries and innovation related sectors in Western Sydney.” – Committee for Sydney research document.
QANTAS customers on Wi-Fi enabled domestic flights will be able to watch their favourite shows, avoid missing out on live sport and listen to almost any song they like, with Foxtel, Netflix and Spotify coming on board to provide content in 2017.

With speeds up to 10 times faster than conventional inflight Wi-Fi, Qantas will offer customers video and audio streaming when the service is switched on its first aircraft in late February this year. The rest of the airline’s fleet of domestic Boeing 737 and Airbus A330 aircraft will follow from mid-2017 onwards.

The faster connection speeds – which enable streaming – are made possible through the nbn Sky Muster™ satellite service and represents a significant upgrade over older satellite technology accessed by most airlines around the world. The service uses idle data capacity, with the signal reaching the aircraft as it flies through the satellite’s 101 spot beams across Australia.

Qantas Group Executive of Brand, Marketing and Corporate Affairs, Olivia Wirth, said that fast, free internet will open up a huge range of options for customers inflight.

“We know that email, online shopping and general web browsing will be popular uses when we switch on Wi-Fi, but what a lot of people relish about flying is being able to catch up on their favourite TV shows or watch movies they didn’t get to see at the cinema,” said Mrs Wirth.

“Foxtel and Netflix both have huge catalogues that are expanding all the time, so there will be no shortage of entertainment on board. The usage data from the collection of albums we already have on our aircraft shows that music is a great way for passengers to relax as they watch the world fly by. Spotify will open this up so you can listen to virtually any song you like,” she added.

While Foxtel, Netflix and Spotify are all paid subscription services, they will offer free access to Qantas customers on and off the aircraft for between three days and one month after their Qantas flight. Specifically:

- Foxtel will offer three days’ free access to its Foxtel app every time a customer flies, allowing customers to stream live sports, news and TV shows as well as its full range of on-demand content. No sign-up to a subscription is required.
- Netflix will offer new customers access to the entire Netflix service as part of a 30-day free trial. Existing Netflix members only need to log in to continue watching at no extra charge.
- Spotify will offer a 30-day free trial of its Premium music service, which has no ads, shuffle play and unlimited skips. (Note – both Netflix and Spotify require customers to sign-up to a subscription to access the free trial.)

Customers will log on to the Qantas inflight Wi-Fi via their own devices, and will be greeted by a landing page with a range of options (see attached images). As well as links to access Netflix, Spotify and Foxtel, this page will feature real-time flight data; hotel, restaurant and transport options at your destination; the latest weather; and personalised information linked to your itinerary and Frequent Flyer account. Streaming of Sky News Australia will also be available.

Qantas is in discussion with a range of content partners on ways to improve the on board experience using Wi-Fi.

In November 2016, Qantas installed ViaSat satellite-receiving equipment on its first 737 to be Wi-Fi enabled. Hardware and software testing is underway on this aircraft, ahead of the service being switched on for customers soon.

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Too hot to learn; why Australian schools need a national policy on coping with heatwaves

By Brendon Hyndman

A cademic in Health and Physical Education, Southern Cross University. MANY parts of Australia recently experienced a long-running heatwave, with temperatures soaring above 40 degrees in some areas. So what impact is this having on schools? And is it time for the government to roll out a national policy on heat protection?

Research shows that extreme heat can result in physical (cardiovascular and thermoregulation), cognitive (acquiring and retaining information) and emotional difficulties (motivation and negative feelings towards set tasks). And let’s not forget ruined school lunches!

School policy

Adopt flexible scheduling of outdoor activities according to heat conditions by duration/intensity. Start earlier or later in the day when the heat is less intense and ensure children have more rest breaks. The school should have alternative venues to modify and relocate activities during extreme heat when temperatures exceed 30 degrees and humidity levels exceed 60%. Schools should consider modifying uniforms to combine UV protection with cooling fabrics and ice vests to reduce body temperatures and “thermal stresses” during extreme heat.

Impact of intense heat

In the US, emergency department admissions revealed that children were the most reported age group to go to hospital with heat cramps, heat exhaustion, heat stress and heat stroke.

In Japan, between 1975 and 2009, 133 children died of heat stroke while doing outdoor school activities.

School children depend on adults and carers to keep environments at suitable temperatures. There is an ongoing risk of Australian children being exposed to dangerous heat conditions.

Students can often forget to drink enough water, which has an impact on concentration, cognition and memory processes from high sweat loss in extreme heat.

Mandatory requirements for children to do a minimum of 100 minutes of time-tabled physical education each week increase the risk of heat exposure.

With fixed times and locations for physical education, this can leave children more vulnerable to heat exposure – especially when this is in addition to recess and leisure time, which are often outdoors.

Students are less active when temperatures are above just 22 degrees, which can impact on meeting physical education objectives and guidelines.

What such a policy would look like

In the research of what a national school heat protection policy could look like.

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Teenagers with low reading levels don’t find it any harder

By Cain Poldano
Research Fellow, University of Melbourne

Chris Ryan
Director, Economics of Education and Child Development, University of Melbourne

TEENAGERS with low reading levels, who went on to further education, don’t find it any harder to get a job at the age of 25, research shows. At age 25, young Australians whose reading proficiency at age 15 was ranked low in the international literacy and numeracy test were employed at the same rates as those with higher levels of achievement.

Around one-third of Australian 15 year olds had low reading proficiency, with just over half of these being in the medium proficiency group. A study also found that low school achievers work in jobs that have similar expected lifetime earnings as the medium reading proficiency group.

The results are particularly surprising because it is well known from other research that poorer reading skills in adulthood are associated with poorer employment prospects and work efficiency. Group members who remain in the survey.

“Further education and training plays a role in upgrading the skills of individuals. A study of a Canadian PISA cohort reported that when respondents were re-tested at age 24, the reading levels among those who undertook post-school studies had increased from their age 15 levels. The findings in our research underlines the role that VET plays in providing opportunities for low-achieving school students to engage further in study and participate fully in a modern economy.”

Implications for schools and policy

For schools and education departments, the message is to not only ensure access to VET, but also to support young people in making good course choices. Early career counselling is a step in this direction.

We stress that these results do not mean that academic achievement is unimportant. On the contrary, we find more marked differences in labour market outcomes at 25 between those with high reading proficiency (levels 5 and above), suggesting substantial returns to achievement among the most skilled.

Characteristics of students, age, fitness and level of acclimatisation when undertaking activities in hot conditions. Regularly monitor any students or staff who appear distressed from the heat.

Implement heat-protective policy according to relevant Australian Curriculum content of “being safe and active”, demonstrate heat-protective behaviours for safety, and identify actions, plan and promote heat strategies to develop health, safety and wellbeing.

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How Trump used the power of Facebook and what business can learn from that

By Deb Jeffries

Do you remember that a few weeks out from the final vote in the US Election that Trump's popularity dropped? Everyone thought he couldn’t come back. But he did. Against all the odds. Trump turned the election on its head using the power of Facebook's small data. (If you’re not familiar with the term small data it’s just jargon for the tiny little bits of information Facebook collects every day from billions of people all over the world.)

Here’s a couple of ways Trump’s digital team used Facebook small data to win the election.

Positive messages to people they knew would listen

First, they uploaded their database of followers to Facebook. This became a Facebook audience of Trump supporters with a particular set of characteristics. Then using Facebook's tools Trump's team created similar audiences they could market to with pin-point accuracy knowing they were speaking to people who were going to listen.

Negative messages to suppress key players

Trump's team also knew that Hillary Clinton needed to win overwhelmingly with idealistic white liberals, young women, and African Americans. So, they rolled out a massive digital strategy using targeted Facebook ads to 'discourage' these groups from turning out to vote for Hillary. This turned out to be the most successful digital voter suppression operation in American history.

And the rest as they say is history.

So, what can we learn from Trump?

Trump's turnaround gives weight to something we've been saying for a long time... Facebook marketing is a serious business marketing tool. Anyone who tells me their market is not on Facebook is just not making sense. 65% of Australians are on Facebook.

And not only are they on Facebook. They are paying attention to Facebook. Every day. Much more than they are paying attention to radio ads, TV ads or billboards.

So not only does Facebook allow business to target their ideal market with pinpoint accuracy knowing they were speaking to people who were going to listen.

Deb Jeffries is principal at Brilliant Digital. Visit www.brilliantdigital.com.au
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