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Most owners don’t know credit scores

By Michelle Pozo

If it gets measured, it should matter. That’s the message from KPMG’s Leanne Hegarty, in response to research which found 93 per cent of small business owners had never checked their business credit score.

MYOB and the online small business compliance obligations and delivering on their business proposition,” she said.

“Often issues that don’t have an imme-

mediate impact are put on the back-burner. It becomes an issue with immediate impact when they apply for finance and a financier levies a higher margin or declines their request.”

Sydney Hills Business Chamber Treas-

urer Stephen Waite said it was important to be aware of how “bankable” they were.

“Find out your credit score during the process of applying for credit/debt may be too late. If a business knows its credit score now, they can put processes in place in order to improve it if need be.”

OnDeck is giving away 10,000 credit scores through the Know Your Score website.

Mr Poolman encouraged all business owners to jump online and spend a minute or two checking their score. “It’s totally free and won’t impact on your credit rating,” he said.

Mrs Hegarty said access to OnDeck’s free credit score online was a great start.

“Start with the data and then seek advice to turn the data into information which can be acted upon.

“Understanding the health of the business and how to influence it is imperative. If your business is your livelihood, why wouldn’t you keep it as healthy as you can.”

How bankable is your business?

93 per cent of the 380 small-to-medium business owners surveyed have never checked their credit scores.

Business credit scores are a key indicator used for assessing credit or loan applications.

OnDeck is giving away 10,000 credit scores checks through the Know Your Score website (www.ondeck.com.au/ knowyourscore).

New river festival at Penrith

T

HE Nepean River will be brought to life with an exciting program of River, Environment, Art and Lifestyle activities with the inaugural Real Festival in Penrith from November 4-5.

The Real Festival is a two-day celebration of food, music, art and mindful living and it’s an opportunity for residents and visitors to explore and enjoy the Nepean River.

The festival offers different experiences over the two-day program, relax on Friday evening with great food, music and entertainment, then be inspired to take care of your health and the environment through workshops, talks, tours and activities on Saturday.

Penrith Mayor John Thain said he is delighted to see the Nepean River being activated in this way.

“Our community told us they’d like to see the Nepean River used for more activities and events. Their feedback has helped to inform the concept and design of this festival,” Mayor Thain said.

“This festival explores four key themes; river, environment, art and lifestyle. These themes form the acronym for the event name and have inspired the program of activities, entertainment and experiences over the two days.

“We look forward to delivering this innovative event for our community, welcoming new visitors to the region and showcasing our beautiful Nepean River throughout the event.”

The Real Festival is a free community event held at Trench Reserve, Penrith NSW from November 4-5. Event details at www.realfestival.com.au.

STUDY REVEALS WHICH BUSINESSES ARE BANKABLE

MONEY

By Leanne Hegarty

WASHINGTON BUSINESS ACCESS
OCTOBER 2016

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Office space shortage a barrier

COMMERCIAL

By Michelle Pozo

PARRAMATTA could be missing out on the growth that it desires due to a lack of vacant office space, a report into the office market in the city has found.

Knight Frank’s quarterly report, its September Office Market Brief, said office vacancies in Parramatta are expected to remain limited over the next three years.

The local market will undergo significant “rejuvenation” over the next five years as large developments are completed, the report said.

However, the next two significant developments already have pre-commitments to lease entire buildings.

Western Sydney University will lease the 26,000 square-metre first stage of Parramatta Square and the NSW Department of Education will lease the 35,000 square-metre 105 Phillip Street site.

Knight Frank, Associate Director - Office Leasing, Alan James, said there is currently no A-grade office space available in the CBD.

“The down side of the low vacancy rate means there are limited options for companies looking to expand or move into Parramatta, without having to pre-commit to the new developments,” he said.

“This means they will need a lead time of at least 18 months to two years for the office space to become available.

“The talk about town is all about driving business out to the west but a lack of properties is stopping that growth.”

As a result, the report said, there was a greater demand in the B-grade office market, increasing rental rates and pushing down incentives such as owners contributing to fit-outs.

“This in turn reduced the viability for companies to move into new premises.”

Knight Frank Managing Director - Sydney David Morris, said in general, this is not encouraging movement and growth but rather encouraging people to lock down and stay where they are.

“Demand and supply are both low, which is unusual, but only because demand is being suppressed by the lack of choice and the rising costs of relocation.”

While the “relative tightness” of the market in Parramatta has led to rental growth, the report said sales activity had remained stable over the 12 months to September with a total of five properties selling for more than $5 million.

The most recent A-grade building sale, 18 Smith Street, sold in August for $84.8 million.

Mr James said limited stock was being brought to the market to be sold because building owners who were achieving stronger yield on their assets were preferring to hold on to their properties.

“The report said infrastructure development across Western Sydney is also “gathering traction”, to cater to the growth in population, jobs and the number of dwellings expected from the Parramatta Road Urban Transformation Program.

Parramatta Light Rail construction will start in 2018 and take four years to complete, work on the WestConnex is expected to be finished by 2019 and the Sydney Metro North West will include eight new railway stations and 4000 commuter car parking spaces.

The report said Parramatta City Council has proposed draft zoning and planning control amendments in response to forecast growth which could provide an extra 48,760 jobs and 20,300 dwellings.

Parramatta Light Rail could be missing out on greater demand in the B-grade office market, increasing rental rates and pushing down incentives such as owners contributing to fit-outs.

This in turn reduced the viability for companies to move into new premises.

Demand and supply are both low, which is unusual, but only because demand is being suppressed by the lack of choice and the rising costs of relocation.”

By Michelle Pozo

SIXTY-one serviced apartments will be built in North Penrith, providing a boost for local tourism.

Penrith City Council has approved an eight-storey apartment block for 15 Engineers Place, which is situated in the ‘Urban Plaza’ precinct of the Thornton development.

Penrith Mayor Karen McKeown said the $19.8 million development is a much needed facility to support Penrith’s thriving tourism industry.

“Penrith currently has 1.3 million visitors annually and we are working to double that figure, by 2025,” Cr McKeown said.

“A recent study showed that more tourist and visitor accommodation was desperately needed to support the growth of this industry in Penrith. It will also lead to a range of benefits for the region, including the creation of new jobs.”

The serviced apartments have been designed by DKO Architecture for St Hilliers.

They are situated 70 metres north of Penrith Station and include a café, conference room, gymnasium and two levels of car parking.

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GET INTO THE Christmas Spirit

NEW serviced apartments meet demand
Dominos Pizzas seeks 2,500 Dominoids

OFF the back of Domino's Pizzas biggest menu launch since 2009, the company has announced the need to hire an additional 2,500 new team members. CEO Don Meij says new “Dominoids” (staff members) are needed to keep up with customer demand and train up for the next phase of the Taste the Colour menu.

Mr Meij said the menu launch was putting food innovation at the heart of the business and the company was looking to add thousands of new team members to keep up with demand.

“Due to the overwhelming success of the launch of our new menu we are hiring new team members to join Domino’s stores across Australia,” Mr Meij said.

“We have a shortage of approximately 2,500 roles to fill – everything from pizza makers, store workers, delivery drivers, store managers and franchisees. It’s an exciting time at Domino’s and we are seeing some incredible early results from the new menu.”

Mr Meij said the feedback from the new “Taste the Colour menu had exceeded the Company’s expectations.

“The momentum we are experiencing off the back of the new menu launch is exciting and we only expect this to continue as we add other new phases to the Taste the Colour menu, including even more pizzas, sides and desserts in the coming months.”

‘Taste the Colour’ is Domino’s biggest menu shake up in seven years and will be rolled out to Australia and New Zealand in three phases, with phase two set to launch just before Christmas and phase three to launch in early 2017.

“We have a lot of exciting technology rolling out in the coming months and this is complementing our menu of new products. We saw Zero Click launch only a couple of weeks ago.”

Last month Domino’s announced plans to nearly double its store count in Australia and New Zealand over the next five years after delivering a record profit, strong total network sales and same store sales growth.

Visit: www.dominos.com.au
Smart work hubsters want balance

By Red Dwyer

GROWTH in membership of the Oran Park Smart Work Hub Small signals business owners are increasingly seeking a better work-life balance.

Since it opened in November 2014, the hub’s membership has grown fivefold, albeit from a small base, from 15 to 80 plus small business owners.

The hub, located at Oran Park Podium, offers local entrepreneurs the opportunity to embrace technology and new opportunities to work smarter in a professional environment closer to home, with the many advantages that brings.

“The stories that really touch me are the ones where people say, ‘I can collect my children from their sporting event and I’ve never been able to do that before,” said the Smart Work Hub’s Becky Pascoe.

She said the majority of people who use the hub are small business owners who are just starting to grow their business.

“The more people that we get here, the more value it seems to add to our members and create a real buzz in the space as well.

“A lot of members might not actually realise the value of the collaboration at the hub until they get here.

“The hub, also, is a welcome alternative for residents who make the arduous daily commute to the Sydney CBD, or elsewhere, for they have the flexibility to conduct business in a space which provides high-speed wi-fi, flexible work spaces, meeting rooms, and presentation facilities.

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Mayors across the region

COUNCILLOR Stephen Bali has been re-elected Mayor of Blacktown City Council and Councillor Tony Bleasdale will be his deputy.

In a 10-5 vote along party lines, Labor Councillor Bali enters his third term as Mayor of Blacktown City, defeating Liberal candidate, Councillor Linda Santos.

“Being elected for a third term as Mayor of Blacktown City is a great honour and I sincerely thank the Councillors of this city for their faith and trust,” he said.

Penrith
Penrith Council has elected unopposed both Councillor John Thain as Mayor of Penrith and Councillor Tricia Hitchen as Deputy Mayor.

Councillors congratulated Cr Thain and Cr Hitchen and spoke of bipartisan solidarity with doing what needed to get done to ensure Penrith grows in a sustainable and positive manner.

“It is more important than ever that Council works strongly together to mark and enhance our destiny as the New West - a strong regional city servicing greater Western Sydney,” Councillor Thain said.

Hawkesbury
The election of the Mayor of Hawkesbury for the 2016 to 2018 Mayoral Term and Deputy Mayor took place at on September 27.

The new Mayor of Hawkesbury is Councillor Mary Lyons-Buckett and the new Deputy Mayor is Councillor Barry Calvert.

Recent changes to legislation provides for the Mayor to hold the position for a two-year term and Council resolved that the Deputy Mayor also hold the position for the same period.

Hills
NEWLY-elected Mayor of the Hills Shire, Cllr Yvonne Keane, has described her vision to ensure the Hills develops as an inclusive, connected, creative and spectacular community.

Mayor Keane said that throughout her time as Mayor, she will focus on key priorities with the community firmly at the centre.

“Each one of us is unique and deserves the opportunity to live a wonderful life,” she said.

Cllr Robyn Preston has been elected deputy Mayor.

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Bringing Blacktown CBD to life

THE VIBE

By Red Dwyer

Can Blacktown become a powerful magnet attracting the much-needed vibe to boost the experience – and economy – of the CBD? Blacktown City Council believes it can meet the challenge.

Council’s opinion is that it can attract the required investment and jobs to provide a stronger and more successful identity for the lacklustre city centre.

This could be accomplished by focussing on specific industries and providing activities targeting young people within these industries.

“Health and education are two industries where opportunities exist to facilitate jobs growth in the Blacktown City Centre,” a council report said.

Council said research confirmed that attracting such groups of people required “place activation” focused on providing regular activities, such as night markets and themed events.

“We are in the process of developing place activation initiatives for the Blacktown City Centre as a first step,” the council report noted.

The basis for council’s confidence is based on the findings of an initiative, Magnet Cities, undertaken by finance and consulting firm KPMG, in the United Kingdom.

The 300-page document looked at reinvention programs which government organisations around the world were doing to attract people to their cities, and the types of people who could stimulate a local economy.

The Magnet City concepts are useful as we move to establish a stronger identity for the Blacktown City Centre as part of our overall vision,” the council report noted.

The $700 million expansion of Blacktown Hospital was a catalyst creating opportunities to use education to specialise in specific forms of health service/care and to facilitate jobs growth in the CBD.

“Though there is a strong link or correlation between having a strong and powerful city image and reputation, and the success of a place in attracting entrepreneurs, visitors, tourists and securing new investment,”

Council said this was a strategy component it had yet to implement, but had identified as part of its planning.

Food Truck Friday sells out

MORE than 10,000 people packed Blacktown’s Village Square for the first “Food Truck Friday” event.

Formally known as Blacktown Night Markets, the first Food Truck Friday drew a huge and popular response from residents and local shopkeepers.

It will now become a regular event until the end of 2016.

“Blacktown residents obviously voted with their feet and their stomachs,” said Blacktown City Mayor, Stephen Bali.

“All but three of the 43 food trucks sold out completely, which proves the idea was a success.”

Mayor Bali said the Food Truck Friday is part of a wider council plan to revitalise the Blacktown CBD.

“For some time we have been working on plans to bring Blacktown alive,” he said.

Local pizza shop owner Vince Vumbaca from Renee’s Pizza said he was eagerly anticipating next week’s event.

“We had one of our best nights ever on Friday,” he said. “The food trucks brought thousands of hungry people into the CBD and we were flat out keeping up with the demand.”

Mayor Bali said the huge turnout proves that with the right mix of attractions, Blacktown City Council can be a vibrant, family friendly place.

The Friday night event will continue until the end of December, when a decision will be made about whether to continue into the next year.

The Vibe

By Red Dwyer

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Popular: Food Truck Friday in Blacktown CBD
Faulty Tales comes to town

By Michelle Pozo

ORIGINAL story lines and a modern twist will have audiences at the Waldorf Parramatta Apartment Hotel laughing out loud at the parody of the British classic Faulty Towers in December.

The writer and star of Faulty Tales, Matt Barry, has been playing Bazil for 19 years and says it’s important to keep the scripts original since the audience already knows the piece so well.

“It’s more powerful when it’s totally original,” he said.

“We make it relevant to the audience and bring in modern references to technology like iPads and current Australian politics. We do that with a wink and a nod.”

The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir. The French antiques dealer Mrs Peignon from the original sitcom, for example, became drag queen Mrs Painoir.

Mr Barry said while the show had a solid script, he was increasingly writing in a light-hearted way.

“We look at the audiences and there’s definitely a business community involved here as well, so we’ll be tweaking the show for that audience.”

Mr Barry said he enjoyed the “intimacy” of the show.

“People ask me why don’t you move to a bigger venue but I think about the Faulty Towers restaurant and it only held about 30 people, he said.

“I come and talk to the audience after the show; that’s awesome. It’s so good to meet so many nice people.”

NSW/ACT Revenue and Sales Manager for the Waldorf Apartment Group, Daryl Walker, said the show was hilarious.

“He said he was impressed with how the actors were able to stay in character for the entire night.

“It’s not just the performance but the actors’ interaction with the crowd from their first arrival. They made you feel part of it, it was like a real hotel in a way.”

Mr Walker said the Waldorf’s Exacta Restaurant, which could accommodate about 70 people, would host the show.

“This is the beauty of it, you sit down like you are in Bazil’s restaurant.”

Mr Walker said the show would provide a good afternoon or night out and something different for those looking for a place to hold a corporate Christmas party or social gathering.

Faulty Tales, presented by Boxboards Theatre, also stars Marnie O’Mara and Kathleen Leary as Cibiti; Troy Lennon and Mike Tasma as Manwell; and Uma Dobia and Yvani Cook-Williams as Pollie.

Treat for audiences

What: Faulty Tales.
Where: Waldorf Parramatta Apartment Hotel, 110-114 James Ruse Drive, Rosehill.
When: Friday lunch, December 2 to December 16, and Saturday dinner, December 3 to December 17.
Tickets (include a three-course lunch or dinner): Adults $99, Children $55 (children under four free)
Booking essential: www.trybooking.com

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Retirement village approved

A MULTI-million dollar retirement project in Bella Vista has been approved with the first stage expected to be completed by late 2017.

The Aveo Group’s project, on the corner of Old Windsor Road and Norbrik Drive, comprises 449 independent living units over 10 buildings of heights ranging from 4–9 storeys, as well as a 144 bed residential aged care facility.

The project also includes various communal facilities including a multifunction centre, library, restaurant and café and wellness centre.

The cost of the project, designed by Jackson Teece architects, has not been disclosed.

Aveo has retirement facilities in Western Sydney at Camden Gardens and Casula.

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Salvos site for sale

The Salvation Army has on the market a 2439-square-metre site with significant redevelopment potential on a busy thoroughfare through the Parramatta CBD.

The site includes three properties at 32 Smith Street and 93-95 Phillip Street – a prominent corner – used by the Salvation Army as an office and church hall.

The site, zoned B3 Commercial Core, has redevelopment potential of 28,046 square metres with a height limit of 120 metres.

For sale elsewhere in the Parramatta CBD is the historic Perth House built circa 1841 and located on a 368-square-metre site, at 85 George Street, in the corporate sector of the CBD.

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**NEWS**

**Labor’s Council success a big lesson for Libs**

By Di Bartok

The Baird government needed to “work harder” in communicating with the community after council elections in Western Sydney delivered a stinging blow to the Liberals.

So says Ray Williams, MP for Castle Hill and the Premier’s lieutenant in Western Sydney, who has downplayed the swing away from the Liberals by declaring it as “a settling back” to Labor after his party’s massive wins in the area at the 2011 and 2013 State elections.

In Blacktown in particular but also Liverpool, Campbelltown and Penrith, Labor won back seats from the Liberals in the September 10 elections held in councils that had not amalgamated.

“Labor had reached the high water mark in Labor heartland and now there is a shift back,” Mr Williams told Access.

But he did concede that there were “lessons to be learned” in voters turning away from the Liberals and delivering the best results for Labor in local government in close to 10 years.

However, he did not put as much emphasis on unpopular government policies such as the lock-out laws, the greyhound racing ban and council amalgamations as much as media commentators and politicians from both sides did in the election aftermath.

“When it comes to council amalgamations, I don’t think that was such a big issue in the community, who just want decent roads to be fixed and their garbage collected,” Mr Williams said.

And there had been five years’ consultation with councils. As for the greyhound ban, the report on widespread cruelty gave us no choice but to close the industry down.

With the lock-out laws, made when people had died from coward punches, young people have thanked us, saying they now feel safe on the streets at night.”

But Mr Williams said the government had to educate the public more on its policies, and bring the community with them more.

“Good government is not a popularity contest - it is about making tough decisions for the community,” he said, echoing the words of Premier Baird.

He said the Baird government would be known for making tough decisions as well as delivering more infrastructure that NSW had seen in decades.

“This state is the best place on earth bar none and we are ahead of other states in infrastructure and money spent on hospitals,” he said.

The party recorded its best result in Blacktown in more than a decade, picking up an extra three seats in the local government election.

In Blacktown, Labor went from seven councillors to 10, the first time this has happened since 2004. The Liberals went from six to five councillors.

Incumbent mayor Stephen Bali said Labor had an 11 per cent swing in Blacktown.

He said state and federal issues including the ban on greyhound racing, Badgerys Creek Airport and the lack of investment in Blacktown had factored into the results.

**BRIEFS**

**$250M distribution centre**

The Toll Group plans to build a $250 million state-of-the-art retail distribution centre at the Prestons Logistics Estate. The 32,000 square metre distribution centre for apparel retailer, Specialty Fashion Group, will be built by LOGOS Group. Fitted with advanced automation technologies to enable fast and efficient distribution to customers, the facility is said to be one of the first in Australia specifically designed to cater for the growing retail e-commerce market. The Prestons facility would enable Specialty Fashion Group to get products to stores and customers faster than ever before. “Currently, Specialty Fashion Group sells a garment a second in Australia,” said Gary Perlstein, CEO, of Specialty Fashion. “We have worked with Toll to create a supply chain solution that enables our omni-channel strategy across all brands for a streamlined and memorable customer experience,” he said. The state-of-the-art technologies would enable the site to manage high volumes efficiently and quickly, dispatching products for faster delivery and reducing overall costs per unit. The Prestons facility will employ around 120 warehouse operators and is expected to dispatch more than 90 million units annually. Construction is expected to be completed in October 2017.

**48-storey hotel**

CORONATION Property and Kari ma Group plan a 48-storey hotel on the former site of St Andrews Uniting Church and the church’s hall, at 2-10 Phillip Street in the Parramatta CBD. Both properties are listed as items of local heritage significance and will be incorporated within the design. The proposal will include commercial sites on the lower levels, including cafes and restaurants, and about 330 units.

**$550 million project**

The $150 million Narellan Town Centre is due for completion late 2016, with the overall development expected to be completed mid 2017. The expansion will double the mall’s floor space from 35,000 square metres to 70,000 square metres. The expanded town centre will create an estimated 1,750 jobs open and rival other major shopping centres in the area, including Macarthur Square in Campbelltown.

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Enhanced concept designs have been revealed for the public domain at the heart of the $2 billion Parramatta Square urban renewal project.

The release of the plans follows extensive community consultation undertaken during October 2015 when residents and stakeholders provided valuable feedback on an initial Draft Concept Design.

"The community have told us they want flexible places to meet and relax, the provision of public art, and spaces for entertainment and events."

"With designs for all of the buildings on Parramatta Square now known, it was important to revisit the public domain to ensure it meets the needs of residents, workers commuters and visitors to our City, and aligns with Council’s vision for a preeminent civic and ceremonial space at the heart of our CBD," City of Parramatta Council Administrator Amanda Chadwick said.

The Enhanced Concept includes the following design features:

- A ‘digital carpet’ paving treatment that will not only demonstrate Smart City initiatives but also be a beacon for visitors attracted to the innovative feature at the entrance to Council’s landmark civic and community building at 5 Parramatta Square;
- The digital carpet can be designed to be interactive and can incorporate:
  - Innovative paving design to generate sound and power
  - Spectacular lighting displays
  - Public art installations
  - Holograms
- A series of ‘billabongs’ (water pools) at 5 Parramatta Square that can be turned on and off as required to not only encourage kids’ play but also react to the heat of the day as a cooling mechanism;
- A grove of Cabbage Tree Palms with “Smart” shading structures and seating. These “Smart” structures can incorporate digital art, cooling mechanisms and solar-powered USB charging.
- Grassed terracing to Church Street at 8 Parramatta Square, also known as Aspire Tower, and grassed zones near 4 and 6 Parramatta Square;
- Flexible spaces for people to meet, relax, picnic or dine;
- Logical pathways for commuters, workers and students passing through Parramatta Square;
- Event spaces to stage markets, citizenship ceremonies, key celebrations, graduation ceremonies, festivals and recognition events;
- Art and design features to respect the unique Aboriginal and Colonial heritage of the area

The forecast $36.5 million budget for the public domain will be funded from the development of Parramatta Square, at no cost to ratepayers.

The concept design was created by 4² – a design team including award-winning firms James Mather Delaney Design (JMD), Taylor Cullity Lethlean (TCL), Tonkin Zulaikha Greer (TZG) and Gehl Architects, Denmark.

This FREE 10 week program is designed to provide practical advice and training to participants looking to start a small business for the first time, typically as a sole trader, and improve success rates particularly during the first 12 months of setup and operation.

Delivered in partnership with the TAFE Western Sydney Institute, each weekly session will be 50% lecture material and 50% Q&A. Classes will target practical rather than academic skills.

All trainers are accredited TAFE trainers and experienced industry professionals.

When: 4pm-8pm, Tuesdays 11 Oct – 13 Dec
Venue: TAFE Parramatta Campus, Shop 1B, 69 Phillip Street, Parramatta
Materials: TAFE Western Sydney Institute will provide all course materials including a participation certificate at the conclusion of the program.

For more information and to register visit http://bit.ly/2zg0DOn

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From VICTIM to VICTOR

By WSBA Editor

From VICTIM to VICTOR
around and try and help stop any other young

Champion in 5 different sports, now I’m the

money has seen me become a state rep or State

began bullying through high school, which aff ected

my educational journey, i.e. left school early, I

an anti-bullying organisation?

So, Australia is second IN THE WORLD
for teen suicides and in about 80 per cent of
these cases bullying was significant in influ-
encing a young person to end their own life.
And it’s not just schools and teenagers
that are affected. Workplace bullying costs the
federal economy in excess of $368 PA in lost
productivity.

I was privileged to sit down with Brett for
this interview on the eve of the make Bullying
History Gala Dinner at Novotel Parramatta
on October 29 to explore his motivation and
difference, a real difference in our world.

Brett Murray, CEO Make Bullying History Foundation

WSBA: Thanks for spending time with us
Brett. Can you tell us please a little about your
background and how you ended up as CEO of
an anti-bullying organisation?

WSBA: What are the qualities you are
most attracted to in staff , colleagues and busi-
ness partners?

WSBA: What is the most rewarding thing
you do each day to help others in their quest to end bullying?

WSBA: What drives you each day to help
others in their quest to end bullying?

WSBA: If there is a model for business
success how would you define it?

WSBA: How do you wind down, or main-
tain sense of balance in your life?

WSBA: How would you define success
for your organisation?

WSBA: What are your three priorities for
the remainders of the year?

WSBA: What is the biggest lesson you
have learned in your life?

WSBA: What is your best memory?

BOOK NOW: MAKE BULLYING HISTORY GALA DINNER P15

if I could change one thing,
I’d change men.”
- Brett Murray

WSBA: What drives you each day to help
others in their quest to end bullying?

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SMARTER.BOLDER.FASTER
INVITATION TO

Make Bullying History Gala Dinner
Reduce bullying in schools by up to 70% within 12 months.

Saturday, 6.30pm, October 29, 2016.
Novotel Parramatta.

$120 per head or $1000* per table of 10
(* if purchased prior October 17)

Australia is top #3 in the world for the most number of teenagers that commit suicide because of bullying. The Make Bullying History Foundation is making an impact and have reduced bullying in some schools by up to 70% in 12 months - but they need your support to continue to do so.

The night will include a delicious two course dinner, drinks, a charity auction and five star entertainment.

To book or for more information, please call Michael on 0452 446 443 or email michael@mkgevents.com.au to secure your seats.
Welcome
Welcome to the October edition of Family Business. Featured articles include tips that are not always as complex or expensive to improve & protect your business from cyber-attacks. Senior generations & planning for succession – there are options for those interested in evolving the next gen. Running a family business can have its challenges but family businesses have strong competitive edge. If you would like to discuss this month’s feature topics please feel free to contact me on 9455 9996 or davidpring@kpmg.com.au

Why FBs have a competitive advantage

Doing business with family can be difficult, but family businesses have unique opportunities compared to other companies – once they have proper structures in place. It isn’t a secret that some of the most successful businesses in the world were started by families. BMW, Cargill and Johnson & Johnson are just some of the bigger names that are either owned in part or have a family presence to this day.

In Australia, family businesses range from local shops to large operations such as Linfox and Visy. In fact, family businesses represent about two thirds of the overall Australian business community. KPMG Enterprise Partner Dominic Pelligana, who is actively involved with Family Business Australia, says running a family business is complex – but it has strong competitive advantages.

“I always say the family business system is the optimal model for running a business – but it comes with an asterisk,” he says. “That asterisk is making sure you have a strategic plan for the business – and the family.”

Embedded values make a stronger culture
Think about what it takes to get a traditional business up and running. It requires a core set of values – a principle to rally behind and a shared vision to strive for. In a traditional business, the founders often deal with a number of partners, or investors, who all want a say. With a family business, the values and ethos are embedded from the start.

“They’re usually genuine values, and the purpose isn’t just to make money – it’s to solve a problem or fill a niche. It’s almost like their intent is stronger,” Pelligana says.

The KPMG Family Business Survey 2015 recorded a rise in the number of family owned small-to-medium enterprises using Family Constitutions to document their values. This effort means family businesses are able to play the long game, integrating two powerful systems – family and business.

“They’re more willing to invest in ‘patient capital’ – that is, spending that takes a while to realise value – and take long term views,” Pelligana says.

Bringing the family on board
When it comes to handing over a family business to a new generation, some tension can arise. This is often due to different approaches to strategy and risk.

The KPMG survey revealed 49 percent of first generation founders are “prospectors” and more willing to take on necessary risks. However, it also found 50 percent of those in the second through to fourth generations are “defenders.” They want to protect the business, and introduce more advanced and professional systems and processes. The founder of the business can be resistant to that change. However, that generational shift can also be an advantage. Handling customer accounts takes on a new life, as sons and daughters continue the legacy set down by the previous generation.

“People who work in the family business could get a higher salary elsewhere. But they understand the money is going back into the business, creating a legacy for their family. When customers see that loyalty, they know they’re in good hands,” Pelligana says.

Family tension is normal
Often, people in family business can mix emotion with their work – perhaps feeling as though they aren’t running things correctly – leading to tensions.

“This is exacerbated when you overlay the family lifecycle (generational change and attitudes) with a normal business lifecycle (growing pains and the need to reinvigorate strategy),” he says.

The KPMG Family Business Survey 2015 found that CEO performance worsens when they reach over 70 years of age. However, the founder may find it difficult to hand over control.

But this tension can be advantageous. When the second generation attempts to improve the business with systems, processes and governance, they’re not working from step one. They understand the business, that perfection is made over time, and the improvements are brought by a team who have been close to the business for years.

It is the second generation and its ability to professionalise the business and family which can set a smooth transition to the third and future generations.

A lasting legacy
Another key advantage family businesses can embrace is legacy knowledge.

“Often in a corporate business, the same mistakes are made twice because the people in charge leave and knowledge isn’t passed down. The clear advantage of a traditional family business with multiple generations is that this knowledge ‘stays in the family,’” Pelligana says.

It’s important to remember there is no secret formula to a family business. Each family business is unique in its needs. Therefore, having a solid business structure and strategy, ensuring proper governance and guidance, and giving each family member a part to play means family businesses can harness their competitive advantage.

Get the basics right, and family businesses can not only thrive – they could sustainably outpace the competition.

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FB tips for improved cyber-security

PROTECTION from cyber-attacks is crucial and yet, insists Paul Reilly, not always as complex or expensive as you might think.

Barely a day goes by without a cyber-attack or other incident hitting the mainstream press. Recently we have seen several high-profile cases with large companies such as TalkTalk and Sony Pictures.

What is not reported with the same gusto is the impact of cyber-attacks, breaches or incidents on individuals or family offices but much more so than you may think.

Most attacks stem from organised criminals simply looking to make money, whether by sniffing through payment systems or by targeting decision-makers through ever more sophisticated spear-phishing emails.

Many assume that they will know if they have been hacked — not so. A successful hack may sit undetected, with unrestricted access to systems and data, for months and in some cases years.

When considering cyber-security in the family office context, the focus is often on expensive and sophisticated technology solutions, but the margin of vulnerability is often greater when it comes to people and process.

What are they releasing online, particularly on social media, and could the aggregation of that data create a fuller picture which may be used to target family members or their interests?

This came to light recently when a well-known businessman spent millions of dollars on physical security only to have his daughter post photos on social media, held metadata, including time and location details, providing a possible target pack to any nefarious individuals.

Cyber-security can be seen as too expensive and complicated, but this need not be the case; improving your security does not need to be focused on advanced, hi-tech solutions.

It incorporates how you communicate with your advisers, employees and family members and it is how you make payments or confirm your travel plans:

• Identify what is most valuable to you and the power that any personal or sensitive information could have if it fell into the wrong hands.
• Assess your degree of exposure. Do not forget to include social media and the ‘internet of things’.
• Consider the email system you are using. Many family office employees simply use their personal email accounts for correspondence. Not only does this make it harder for you to manage security but also, as families have found out to their cost, should that employee leave they own and take away all the personal data, often including bank details and passport copies, which has been emailed to them over the years.
• Make sure two-factor authentication is switched on where available. Combining a password with a verification code, this simple step could have helped to prevent the many hacked celebrity photos hitting the internet in 2016.
• Review your processes and who actually needs access to what information. If your bank always telephones to voice authorise payments, consider replicating this within the family office.
• Do not forget that people are key players in the effectiveness of cyber-security. Agree social media ground-rules with staff and family members. It is impossible to be completely secure and safe from trying, however, it could be a good way to involve the next generation and make the most of their skills and knowledge.

By taking a positive and proactive approach to managing cyber risk, you can get ahead of the risks and put yourself on a stronger footing to proceed with confidence.

ARTICLE PUBLISHED BY KEN MCCracken – KPMG Partner, UK Practice

ARTICLE FIRST PUBLISHED BY PAUL REILLY – KPMG Manager, UK Practice

Identify what is most valuable to you and the power that any personal or sensitive information could have if it fell into the wrong hands.”

- Paul Reilly

If they are not, they are unlikely to let go. But, even if they feel they have enough in financial terms, they also need to decide what they will do after they stop devoting so much time to the family enterprise, including enjoying whatever reputation and status this bestowed.

These challenges cannot be solved entirely by investing more time and money in preparing the next generation to take over. At least as much effort needs to be invested in helping the seniors face up to the emotional and financial challenges they will encounter in the next stage of their lives.

In reality, family members will often find that the answers they need in succession planning depend on what the other generation decide to do. Often:

• Seniors feel they cannot plan retirement until the next generation make up their minds about whether they want a career in the family enterprise.
• The next generation wants to settle down but can’t get an answer from seniors who are not yet ready to commit to succession and retirement planning.
• The next generation are too young to make choices but feel under pressure to do so because this suits older parents who want to know what is happening.

Age and adult development trajectories add to the inter-generational dynamics of an enterprise family.

Transitions tend to be smoother when both generations are in sync, meaning each generation is at the age and stage to make the personal changes in their lives that are at the heart of succession planning.

For example, the transition between seniors aged 60-70, who are looking to build a structure for retirement, and a next generation aged 35-45 is likely to be easier than if the next generation is 19-25.

The 19-25 stage of life involves exploring options for the life you want (where to live, relationships, career options), so settling for a role in the family business may seem unattractive when there are still many other avenues to explore.

However, as mid-life approaches (35-45), there is a stronger inclination to make choices and have a more established lifestyle structure.

Transitions in a family enterprise are easier if well timed and family members and advisers should pay heed to the demographic reality of a family when planning the succession conversation.

If the different generations of the family are not in sync it might be better to nudge the process along, rather than putting people under pressure to have discussions and make decisions prematurely.

It also helps both generations ease into the conversation if they understand the wishes of the other. On the basis that a problem shared is a problem halved, here is an agenda for the generations in a family enterprise to start the discussion — together:

• What do you enjoy about your current stage of life?
• What do you think the other generation needs?
• What would you like to ask the other generation?
• What other advice would you offer them?
• What do you think the other generation are concerned about, given their age and stage?
• How do you think they feel about the succession process?
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People focus: Incoming Watts McCray CEO Karen Appleby

New CEO puts people first

By Michael Walls
WSBA Editor

LEADING family law firm Watts McCray has a new CEO.

The firm has seven offices located across Sydney, including two in Western Sydney at Norwest and Parramatta.

Incoming CEO Karen Appleby has a background in HR and business management. Her appointment is a reflection of the focus that Watts McCray directors are placing on employee engagement.

Ms Appleby moved to Australia with IBM Canada and completed an MBA at Macquarie University (MGSM). She also has a psychology degree and studied ‘Leading Professional Services Firms’ at Harvard.

A resident of the region, she has held positions in telcos, financial services firms and was CEO of a tax law firm.

“Watts McCray has made a conscious decision to appoints someone who doesn’t fit the typical mould of a CEO,” she told WSBA.

“A lot has been planned though. I knew if I wanted to progress to senior roles within HR or another profession, I needed to go further in my education and develop my business acumen to a higher level.”

Watts McCray has five permanent office locations – Canberra, Erina Fair, Norwest, Sydney and Parramatta as well as two serviced offices located in Brookvale and Frenchs Forest.

The firm is well established in the Parramatta and Sydney locations. The Norwest office is a relatively recent opportunity for Watts McCray and the firm is keen to capitalise on its investment.

“We want to make the most of this investment and meet the needs of the people in this area – the local community – to help them with regard to their family issues that they may be encountering,” Ms Appleby said.

Ms Appleby believes that there is currently a trend for the bigger firms to try and be all things to all people. This approach is proving challenging for them to sustain.

“They are learning it is difficult to be everything to everyone and sacrifices have to be made. They may be able to attract recent graduates initially, however as years pass, these individuals want to be able to grow and develop with a variety of mentors and leaders who will invest in their future. Watts McCray offers a unique employee value proposition in this regard. This attracts high calibre, ambitious and results driven solicitors. This differentiation and specialized focus was one which attracted me to the position at Watts McCray. It not only allows our employees to invest in themselves but it also allows them to deliver customised advice and guidance to a wide variety of clients.”

In terms of style Ms Appleby is about efficiencies and maximizing opportunities from situations that may not have been thought of as being an opportunity.

“Gaining strengths from efficiencies is important. I think changing your view to a different lens and considering challenges as opportunities helps employees size the value added improvements and allows a clear focus on efficiencies.

“I think teamwork is really important in all industries, looking horizontally rather than vertically in silos. This is inclusive of the executive team that I work closely with. From finance to HR to Marketing to IT, it is vital that we are all aligned and working as a team.

“On a personal level she believes in continuous learning.

“There will always be difficult times and challenges in your life. So when life gets difficult, I’ve found the best thing to do is ask yourself a simple question, ‘What is this trying to teach me?’ Every challenge we take has the ability to trip us.

“I believe that when these challenges come along the best way to face them is to adjust your stance. Don’t go to battle with them, let them help you learn and figure out what you are meant to take away. This is true lifelong learning.”

Visit www.wattsmccray.com.au

Karen Appleby outside the firm’s Norwest office.

Karen is unique in that she makes up a small proportion of the 17.3% of women CEOs in Australia (Workplace Gender Equality Agency, 2015, Gender pay gap biggest in manager ranks). In addition, regardless of gender, it is rare to find a CEO with an HR background. This demonstrates Watts McCray’s commitment to focus on their people.

Ms Appleby says her career hasn’t always been planned.

“Ther’s a bit of drift (career wise). Watts McCray approached me based on my accomplishments I had at my prior law firm, both financial and people results,” she said.

“A lot has been planned though. I knew if I wanted to progress to senior roles within HR or another profession, I needed to go further in my education and develop my business acumen to a higher level.”

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What it really means

The Access News Australia Regional Roundtable is an invitation-only forum of influential people that have an interest in developing business excellence, exchanging ideas and networking. The ANARR meets in a private board room setting. Following is an edited transcript of the latest Round Table session which was held at KARI headquarters, South Sydney.
Nicole Baines: Welcome everyone to this round table on the subject of disruption. I thought we’d start with introductions. So, Michael, would you like to start?

Michael Walls: My name is Michael Walls. I’m a journalist and publisher. I publish this newspaper, Western Sydney Business Access and another called Northern Sydney Business Access. We also do a conference and seminar guide. My background is journalism. I spent time at NewsCorp and Fairfax and have worked for universities managing media and publications. We’ve been doing this Round Table for some time now and they’re very powerful in terms of getting information to the public. So thank you all for coming today.

Nicole Baines: Wonderful. Matt, would you like to go next?

Matt Lawton: OK. So I’m Matt Lawton. I work in a family business, essentially started by my father in 1979 in the UK. UK called Five By Five. My brother and I took that over 10 years ago. So now we’ve got about 100 people globally, with offices in the UK, Los Angeles and Sydney.

Nicole Baines: Wonderful. Thank you.

Madhu Chaudhuri: Sorry. What does Five By Five do?

Matt Lawton: We’re a marketing services agency.

Nicole Baines: Patrick?

Patrick Wright: Hi. I’m Patrick Wright. As you can tell, I’m a POM. I met a good Australian girl and been here for just over 4 years and I’ve just got my Australian Citizenship. I am in video production. Well, in the UK, I made television for 10 years for the BBC and all the networks across Europe, and then busi-

ness and educational videos and films. When my wife said: ‘It’s time to go to Australia, I didn’t have to think about it. After about a year, I amassed an amount of equipment and kit and now I offer video for the online space for small and medium sized enterprises basically. And I’ve worked with Hardee over a few months in that capacity. So yeah, video for business and all aspects of production.

Nicole Baines: Thanks Patrick – Hardee.

Hardeep Girn: Hardeep Girn, Managing Director for 2 brands that come under my group. The first brand is Know My Business which helps companies to get introduced to other organisations. It’s an organisation that’s been around for 4 years now, but just in the last 2 years had quite a bit of growth. And, as part of that, I have been using media in quite an effective way to open up opportunity for lots of different types of organisations. So this type of format works really well to be able to get to know different businesses. And what we do is build relationships with companies and then extend out those relationships while we’re introducing one company to another.

Nicole Baines: Nic Baines. I am here today representing the Know My Group. I’ve worked with Hardee for the last 2 years and I have been invited to facilitate a couple of these Round Table sessions as well as do a bit of work for him on camera. Neil?

Neil Alexander: Hi. I’m Neil Alexander. I’m here representing Prismatik where I’m the General Manager. I’ve also invested in quite a number of businesses, including health care companies called Care Compass and Hos-Portal as well as a retail analytics company called MACtelemetry.

Nicole Baines: Good. Thank you.

Manuel Martín: I’m Manuel Martín. I’ve got a couple of businesses. I’ve got a consult-
business called Franchisors to help the Franchisee. And today I’m representing The Alternative Board which basically is a business that brings in SMEs owners together, once a month, into a Boardroom. And basically I’m a Chairman, we run a meeting, everybody talks about their challenges and issues and we come up with solutions. And I also do some busi-
ness coaching as well as part of that project. So thanks for having me.

Madhu Chaudhuri: I’m Madhu Chaud-

huri. I’ve been invited by Hardee. So this is my first. I’m actually a very successful Mort-
gage Broker. This year I’ve just won the State and the National Award for my group which is owned by NAB. I’ve been going for about 10 years independently. I do commercial and residential brokering. I’ve also run a child care successfully for a charity. I’m the Secretary of a large Irish charity for the last 17 years. Big on my own community – trying to support it.

Michael Walls: Well done.

Nicole Baines: Charlotte.

Charlotte Long: Hi. My name is Charlotte Long and I’m the Marketing & Events Coordinator for KARI. So for those of you that may not know what KARI does, we’re an Aboriginal foster care service provider – one of the largest in Australia. I support a lot of the work that my colleague, Mia, does – she couldn’t be here today – which is all the fund-
ing and the partnerships for KARI. So through all of my marketing and events work, I support her with the funding so that we can keep do-
ing all of the great things that we’re doing with the programmes for our children and young people.

Nicole Baines: Very good. Thank you. And Jason?

Jason Ince: Good morning all. Jason Ince is my name. My company is The Adpost Group. We’re printers and distribution – just based here at Alexandria. Been in it for 28 years. We offer general and commercial print, as well as letterbox distribution and addressed mail. And we do a lot of the Councils and the RMS. We’re Dandy Badges. We’re The Fridge Magnet Factory. We still make button badges. Patrick Wright: I think button badges should come back into fashion actually.

Nicole Baines: So does Jason.

Jason Ince: Yeah. You can always judge someone’s age by the way they react when they see a button badge.

Nicole Baines: OK. So now we know who’s in the room, we’ll get started with our discussion today. And so, doing some research for this topic, I discovered that the term “Dis-
ruption” was coined in the 90s by a Professor at Harvard University. They did a number of different studies into this theory. And they’ve come up with 2 main ways that a Disruption occurs in the marketplace. One is that there is some invention or some product that answers a brand new need in the market. So there is no incumbent in that marketplace. It’s a brand new entry into the market and it’s setting an opportunity that exists that nobody else has jumped on. And the second is this other concept of com-
ing in at the bottom end of an existing market, establishing relationships with clientele that are at the bottom end, that somebody – the incumbent in that space - doesn’t really want to address anymore because it’s not so profit-
able. And then slowly but surely once they’ve grabbed a hold of that market, they increase the service offering, increasing the profitabil-
ity and grab market share that way. So those are the 2 theories of Disruption. And then we’ve got the concept of Change as a whole. And I know from the conversation at the last round table, that we had a lot of talk about Change as opposed to Disruption. So they’re 2 very different concepts. I’d just like to open it up now and hear what you guys think about these terms and how you would define them yourself. And I thought we might start with you, Hardee.

Hardeep Girn: I think the focus has been probably in the mainstream, there’s a lot of Disruption from the technology perspective. And everyone’s got now smart devices and got access to information to be able to make more informed decisions far quicker. But I think it’s actually far beyond that. I think it’s actually related to people’s ability and desire to change the norm. And that doesn’t necessarily just involve technology. So, there’s a great appetite. The government talks about innovation. And I think there is just an economic outcome from Disruption that people believe in. So whether it’s Uber doing it, Air BNB – there’s a lot of stories that you hear from Silicon Valley that they’re providing a mechanism to be able to pull people together. So it just means
that people are now talking more often. The down side with that is they’re actually talking on different matters in different ways. So segmentation of messaging is not just 1 or 2 things. It’s actually fragmented now. So, what it’s meant is you need lots and lots of money to go across the different channels.

So in the Disruptive ways of doing things, and the Change Management associated with that. But it’s a very challenging environment to actually make that difference in a very wholesome manner.

Matt Lawton: You spoke about Uber there, and I think they are a good example of how tech has changed that whole landscape. But I always think it’s very interesting, when people talk about the first Uber experience, they don’t talk about the App. They talk about: Wow, the car was clean and the driver was on time. And like, they were polite to me. And I got a bottle of water. So it’s the human experience. Actually taxis could have done that – right? So the technology was the Disruptor. But actually equal to that, and probably more so, is the thought that Disruption has come from the experience we have been drawn to the human aspect. And I think probably that’s the main reason why they’ve catapulted way beyond their competitors – because they got that bit right. Anyone can build an App.

Patrick Wright: I think if you lose sight of what the human is in the service that you provide, that’s when you’re ripe for Disruption.

Matt Lawton: Technology tempts you into things that have been done before, the bit where all the focus is on, and the product.

Madhu Chaudhuri: I actually did not use Uber. I didn’t get the children’s sticks and they use Uber. And I kept saying: No, I just wanted to use a taxi because that’s what I’m used to. It was in the comfort zone. But in April and I was forced to use Uber. I was just amazed. And I only use Uber now, to an extent that whenever I see an Uber driver, I have a tendency to come back from late night parties with friends. And then Uber sends me the link. I know exactly where I’m going to be at whatever time.

Madhu Chaudhuri: The why is the connection – you know, the constant connection. In that case, the technology is driven by people, because millions of people have their first Uber experience, they’re friendlier than taxi people than taxi people.

Matt Lawton: Well, some of that may be down to human nature. But the other part is that they’re accountable. So there’s a mecha-

ism that makes them accountable. But it’s not talking about the App. It’s talking about the experience which is down to the human aspect. And I think probably that’s the main reason why they’ve catapulted way beyond their competitors – because they got that bit right. Anyone can build an App.

Patrick Wright: That’s a good point. Because when you listed the 2 points – technology as Hardeep said – but I thought the grass roots, or backhill, that’s where you can provide the cultural change. So either – technology or culturally. But the culturally could be political, with a small ‘p’, or it could be based on a service. It’s all – that’s the grass roots of it. And that’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen.

Nicole Baines: Amazing. And I only use Uber now, to an extent that whenever I see an Uber driver, I have a tendency to come back from late night parties with friends. And then Uber sends me the link. I know exactly where I’m going to be at whatever time.

Nicole Baines: Interesting that you bring forth this. I speak from the video perspective and it’s massive. It is massive for business – and obviously that’s why I do what I do. Now, that said, my disruption was independent television production and the changes in technology – there were 3 things that I said that promoted Change: technology, cultural and economics.

For cultural, you can also say “politics” with a small ‘p’. And the growth of video – well, video online – and how massive it’s become. Early on when I mean YouTube – how old is YouTube? Can anyone tell me when YouTube is?

Jason Incse: I’d be guessing it’s not even 7 years.

Patrick Wright: 11 years old, February the 14th. It’s 11 years old this year. But for the first year I couldn’t watch YouTube unless you were on a wired desktop. Now you can watch it anywhere in the world. Now the channel is the analytics. It’s opened in television. It’s opened in technology from the equipment – going from big tape to little tape, to big cameras to digital and tapeless. But even in the early days, I knew the BBC and a lot of other… they… they couldn’t monetise YouTube. This is not going to work. Businesses ran on television on-line. It was quite crazy. But the big significant Change – the Disruption – was cultural. It was driven by people, because millions of people started watching it. And then… Everyone said: hey, key, this video online – it might be a good thing. It wasn’t because all the technology was in place a long time ago. But the technology had to be fine-tuned and a lot of different players had to come on board. And the software – I mean the iPad only 4 years old. But still the tipping point was cultural.

People now because the technology is good, are watching broadcast video on their phones.

Nicole Baines: We’re weeded to it.

Patrick Wright: And that’s the tipping point. And it’s gone absolutely ballistic. So, it’s similar to the Uber because the service had to provide – well, the technology was there, but until it provided a great service that was useful, it still wasn’t going to work. But then it did. And then – and then the rest is history.

Nicole Baines: That’s a good point.

Patrick Wright: I think cultural. Because when you listed the 2 points – technology as Hardeep said – but I thought the grass roots, or backhill, that’s where you can provide the cultural change. So either – technology or culturally. But the culturally could be political, with a small ‘p’, or it could be based on a service. It’s all – that’s the grass roots of it. And that’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen. That’s where you can’t make that happen.

Michael Walle: So what do you say about the future of television, Pay TV?

Patrick Wright: It’s monopoly has been broken for a long time. I mean even we were watching things with Netflix and everything because even when I was beginning in television, we were already looking at how it is going to change and adapt.

Nicole Baines: I think it’s that point. It’s Change. Change is inevitable. The question is how do we, as business people, how do we handle that? How do we respond to that? How do we shore up the foundations of our own business so that we’re ready to – well, we’re not going to fall apart at the first sign of Change.

And so, these guys from Discovery on Friday, I asked them: Well, what are you doing? And they said: Well, we’re doing a lot more of in show advertisement. Instead of the old traditional 10, 15 second TVC that sits in between the programmes. You’ve seen them. The slide-out ads that pop up in the middle of a TV show. Product placement. Matt, would you like to comment? You do a lot of work in the market- ing space. What’s your thinking on this?

Matt Lawton: Well, you’re right. I mean clients are chasing targeted audiences and they’re fragmenting. So, that media change is becoming increasingly more difficult. You can’t grow your own audience purely organi- cally. You have to put paid spend behind it. But, as Patrick said, you don’t have to pay as much as you once used to, to generate that event – as long as your content is adding value, be that through sharing knowledge, or entertaining, or leveraging celebrity and fame somewhere. You know. That’s now our job – is to take a brief from a marketer who has an objective and for us to take from the infinite options that are out there and present them with a strategy that meets their budget, meets their timeframe and – you know – it’s become a much more dynamic industry to be part of.

Michael Walle: Do you see value in television, radio, Pay TV, newspapers, maps?

Matt Lawton: Well, we’ve got a client who is just about to launch their product in Aus- tralia. They’re a tech company. They’ve been selling for 7 years in the US. They launched 2 months ago in the UK. Their strategy was: you would think, to be launched purely digitally. They’re a consumer product. They’re putting all their money into television.

Michael Walle: That’s an audience.

Matt Lawton: They found that television delivers an instant return for them in the US. And I’m very interested to see how that goes. But I mean they are spending money with us in PR and social. But it’s broken the mould. I had to adjust to their thinking.

Michael Walle: Different market to America?

Matt Lawton: Well, I see a lot of similari- ties actually, between the US market and the Australian market. Well the product as well. I mean they’ve actually filmed their Australian TV commercial in the US, using Australian actors that were hanging out in LA trying to find work.

Michael Walle: Is that right?

Jason Incse: It’s a “buy now” product, that is.

Matt Lawton: Yeah.

Jason Incse: It’s not an awareness product.

Patrick Wright: The caveat with online – certainly for video – and why they might do that is, making the TV commercial and going to TV, 90% of the work is done, whereas you can make the same commercial and put it online, but you can’t force people to watch it. You’ve got to do the marketing as well. You’ve got to get the distribution. You’ve got to do the
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Patrick Wright: It works when you've got that – you've got to get people watching it. That's why they say: Make me mingle. We're not in.

Matt Lawton: The one thing TV still does pretty well is the value of valid audience.

Hardeep Ginn: Absolutely, yeah.

Jason Ince: Authority.

Nicole Baines: To a point, yeah. Like, if you're on TV, you must be legit.

Nicole Baines: Yeah. Right. That's interesting.

Hardeep Ginn: Well, this is one of the reasons why I wanted to bring a number of you to the lunchroom is: a lot of people's newspapers are dead. A lot of people say that print distribution is dead. Yet you guys are suc- cessful, and the print model – or in Jason's case, a particular postcode – is going to be that segment that you're aiming for.

Michael Walls: It's about audience I think. Hardeep: I get it – you said before your client there – it gives authority – right – essentially because they're on TV.

Hardeep Ginn: As you remember, around the beginning of last year we did a television commercial ourselves. And it was changed because they left that on the network than it was to actually do a digital marketing campaign.

Nicole Baines: That's interesting.

Hardeep Ginn: And so, the tipping point has already happened a number of years ago in that. In the last year to that, the Not For Profits to go mass market. It's still not targeting by segment. But the programmes and I do it. No, there is a change. Or – in Jason's case, a particular postcode – is going to be that segment that you're aiming for.

Michael Walls: I'm super intrigued by the way these things start. You mentioned you didn't have the traditional butt. You're not getting to become billionaires. The same as Facebook. They didn't start that and say: Oh geez, let's just get this to 300. It will get to 300,000. I just have to keep to the planet. I don't think it started like that. He started just some idea, some cool thing and believed it, got some breaks and learnt as he went along the journey.

Nicole Baines: So that's the gap in the market and what I was trying to say by saying: there's a gap, there's a need.

Madhu Chaudhuri: Can I suggest? I'll tell you a story of how I was a mortgage broker. I'm an accidental mortgage broker. But also for me, because I wanted to work around my children. I was at home. So for years I started working 9:30 to 2:30, because those were my working hours. I could not go and visit people in Sydney. I was cooking dinner and I was taking them to swimming lessons and music lessons. So my work hours still stayed the same till date.

Michael Walls: But you didn't set out to be that?

Madhu Chaudhuri: I did not set out to be the biggest mortgage broker. But what I did do was put in process Disruption because what we've got is cloud based technology. I've got staff in Sri Lanka, in India, in Melbourne. I've got friends from school on one profile and on another profile...

Michael Walls: You've sort of made the path you've gone along.

Madhu Chaudhuri: Yeah, exactly. So, you know, I think just seeing where it's really well within yourself.

Patrick Wright: But saying that – that's really interesting you say that – using LinkedIn like Facebook. Until about 4 years ago it was business. Well, let's do business; let's do business. Now it is – I wouldn't say 'like Facebook' – but it's like social media, but it's business me- dia. LinkedIn has become more of a socially business media.

Madhu Chaudhuri: And really successful. Patrick Wright: Well, I just think people's lives – and essentially as we take control of our lives, we can because of technology again – then and the internet's main key role in there is that we're hooked into society. And I think those boundaries are blurring. I mean, you see it on LinkedIn now where people – and especially charities are it was all just hard-nosed business realistically years ago, but then charities became involved, the more, you know, positive campaigns became involved and like: Oh, this is something we do. That's really good.

Nicole Baines: So it's not integrated now?

Patrick Wright: Well, I just think people's lives – and especially as we take control of our lives, we can because of technology again – and then the internet's main key role in there is that we're hooked into society. And I think those boundaries are blurring. I mean, you see it on LinkedIn now where people – and especially where you think charities are – well, it was all just hard-nosed business realistically years ago, and it's actually – and then the more charities became involved, the more, you know, positive campaigns became involved and like: Oh, this is something we do. That's really good. And then you start to think: RU OK? And things like that – we put everyone there.

Nicole Baines: We might just pick up on that point around the charities because – KARI – you've obviously got a very different message to most of us here. And we're talking about Change in message the management space here. How are you using different forms of communication at KARI right now to get the message out? Do you want to just say a littile bit more about what KARI does, as well?

Charlotte Long: So there are a few dif- ferent audiences that I have to deal with in every day. We've got our community gua- rance which is made up of our carers and our community in the South West Sydney area, in the Sydney Metro and also in Perith. And a lot of that is community members who come through our programmes. We've got a lot of early intervention programmes for the com- munity. And then we have programmes and events that we run for the community that are all free, like our Unity Day event which is like a community event where people can come and enjoy the day but also get access to re- sources. The community is one of the biggest audiences that I have to deal with and that's mostly through our Facebook page. So that's where I deliver all of the messages about the programmes we're doing for the community and that's where they actu- ally see what's been happening, if they haven't been able to attend.

Nicole Baines: And Charlotte, other than the manpower involved, is that all free? Are you paying for any of this Facebook stuff, or is it all done completely free using groups and things like that?

Charlotte Long: At the moment it's all free. And we're experimenting with posts but that's specifically for our Carer Recruitment posts that we do. So we use a Facebook page to recruit new carers. And those posts are the ones that are challenging being paid so that we can get a bigger reach for them. But at the moment everything else is free. We have LinkedIn and we have Twitter. Twitter doesn't really have much impact on us directly in terms of reach and engagement. We put things up and we get tagged in things. And that's really great when we get mentioned and people can see who we are and what we do. LinkedIn – it's started to grow. I've been with KARI since January. So we're starting to post more actively and actually think about what we're posting on there. But that audience is more like the corporate audience. But it's also great because we are less caged through LinkedIn at this stage. So it's not a really big driver for us. A lot of the communication is done on Facebook and Twitter. When we meet other carers or have people come along to the events that we run and make them see for themselves for the programme. So there was more movement type marketing. Rather than product based marketing. There's a movement around a community – and that's certainly what KARI does.

Charlotte Long: Yeah, definitely.

Nicole Baines: You talked about a data- base before?

Madhu Chaudhuri: Yes. I was just saying that – again, just starting off, I actually engaged about a year and a half ago a social media ex- pert. So she set up my Twitter, Facebook and LinkedIn. And she was managing everything. It was absolutely going nowhere. About – so I was told, you know, that I should write content. So I would give her the content. She would publish it once a month. There was just no engagement from my clients. So, what I did is, I brought someone in house. It was again, accidental. Somebody who came in to sell insurance in our business. She said: I can see, you're not going anywhere with your social media. I love this space and can I manage it for you, I said: Great. It's true. We've done in the last 6 months what we've never done in the last 2 years – because I now blog daily on LinkedIn. Because I did not get the support when I be- came a broker, I decided whatever I learnt from myself and my clients, I'm going to share it for any broker.

Nicole Baines: You're talking about knowledge sharing?

Madhu Chaudhuri: Yeah. So I share everything. My ideas and whatever I'm doing it's as much just about the interaction with you – know – sort of pro- fessional community. I've got a lot of valida- tion from that. It makes a difference. So I'm now coming directly to me saying: Can we work with you? That's on a professional basis. But my clients are also in there. And they follow me on Twitter. My clients are saying, you don't have a Facebook page. Why don't you put this in your Facebook page. So the last few things – again, getting someone else to do the writing is not your – it's not your voice. People don't relate to it, so I'm involved with you and get someone else to write it.


Madhu Chaudhuri: Paid content is not working.

Patrick Wright: It's a difficult game.

Nicole Baines: Communication certainly has changed. Jason, you have got anything to say about industry changes? You are in a changing industry and, as Hardeep said: print's out. We're finished with print. Everyone's done digitally now. What have you got to say about that?

Jason Ince: I find it really interesting about the television industry. I think it's just out of the caves, Disruption's been there.

Nicole Baines: Exactly right. Jason Ince: And you think how it's a new word. It's just business industry cycle used to get 100 years. You know. Then, say, in the internet world, you know, when you come after WW2, we got 50 years. Then we got 20 years. And now we've got 5.

Patrick Wright: That's right.

Jason Ince: Industry has 5 years before the next change. I think we're going to kids to go to Uni. By the time they've finished the course, the first 3 years they wasted be- cause it's now everything else anymore or technology or a computer system's taken over. So, but from change is Change. And it really is finding new ways of finding new ways of doing things, how to automate. You look at the print industry. Tech- nology really in offset printing, as it has been since the Chinese invented it.

Patrick Wright: Oh, the Germans will have something to say about that, won't they? Jason Ince: Sorry? Yeah.

Patrick Wright: The Germans might have something to say about that, too.

Jason Ince: It was the Chinese. They just forgot they invented it. But you sort of look at it, and look at offset printing, and it was all very expensive. It was all very expensive. But eventually, everything ended up going to film. And when they made the film, there were no film lines. There were other lines; there were other types. There was pre-press. There was more money in chrome lux proofs. So people made it work. That's how we've ended up the world is changing back to localisation. We're getting to offset printing again. If you've got something, we're not pre-press. We're all doing our own printing. It's just changing back to traditional. But I think the world is changing back to localisation. They're going to have a flip back that we go back to our local communities and one day, someone's going to say: I want to do this because I want a bag of fridges. And they're going to say: It's 3 grand a fridge. And we're going to say: Bigger. Better. Faster.

Nicole Baines: Start again.

Jason Ince: Start again. Make a factory, that you can print, print a fridge and sell them for $150.

Madhu Chaudhuri: I love how you think. Exactly. Because the point is: there is no need for making everything so, you know, price-y and – know – everything is supposed to be expensive and it doesn't need to be. It should be collaborative and people
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that's what coming.

Nicola Baines: That is one of the drivers. Madhu Chaudhuri: Also, we don’t have full time jobs in the next generation. So people are going to earn less. They should consume less.

Nicola Baines: So, if they’re the driving forces for Change and if Change is inevitable, as business people, what do we need to have in place in order to be able to cope with that? Manuel.

Manuel Martin: A different perspective to this whole thing. OK! And it comes back to what you’re saying. Change what we want from within each of us. We’ve talked about the effects of everything so far. But the reality is, for me, situation is really a progression. So, when you connect from a neurological mindset level, it’s the core fundamental principle of what for me Change is. So for me, it’s once that happens, the connection will then be basically understanding what’s a psychological – what does a customer mean? What are they looking for? And it’s really the connection of what their mindset wants. It’s a little bit deeper than normal. This is all great – what we’re talking about. But for me in a coaching business or from a consulting business – and we’re talking about. But for me in a coaching relationship, which really is something you can get from the thought leadership point of view; clarity of purpose is something you can get from that. So, that's challenging. And I guess speaking back to earlier – like how do you make that relevant? How do you make traditional media relevant in today’s world? It’s about bridging that gap between traditional media and the digital environment. To be able to allow people to switch easily from one to the other. And whether that’s QR codes or some other technology that allows you to flip between the hard copy and the digital world, I think that’s quite important. But yeah, genuine passion through.

Nicola Baines: What was the driving force behind what you’re doing with Care Compass.

Michael Walls: I want to know what it is he’s doing.

Nicola Baines: Yeah. So tell us about Care Compass.

Neil Alexander: Care Compass is a platform that’s designed to bridge the gap between the health care establishment and patients, to allow the patients and the establishment to connect to each other in a low cost, frictionless environment. So, you want to be able to communicate with them before surgery and after surgery. But you don’t want to prepare them. You want to know about, and take away, any of the fears or concerns they have. You know, remind them of the things that they need to do in advance, to bring the things that they need into the surgery. And then afterwards, of course, make sure that the care is delivered in a more consistent, longer term, longitudinal care kind of approach. At the moment, post-surgery you get maybe, if you’re lucky, one 15-minute interview with your surgeon, you know, to take it up.

Patrick Wright: While you’re still under anaesthetic, usually.

Neil Alexander: Well no. We’re talking about post-surgery. So you come back in for your check-up or 2 weeks afterwards. Things like septicaemia, may well present well before that. So, if you can look for – and this is what Care Compass does – it looks for precursor symptoms. And it allows you to identify those early and get somebody back in so that you can save their life in time, instead of them presenting back to Emergency. And the core reason why I wanted to do this is because I did a lot of work through Roche Pharmaceuticals in the National Health Service.

Matt Lawton: National Health Service.

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Nicola Baines: Wow.

Neil Alexander: People follow people who know where they’re going. Right?

Madhu Chaudhuri: Continuing from my previous point, there is a general survey around looking around for leadership especially in today’s media world where you’re getting bombarded by a thousand different streams. Yeah, we’ve lost this curation that used to come from traditional media. And now we just have too much from everywhere. And it’s like: How do you pick? So, that’s challenging. And I guess speaking back to earlier – like how do you make that relevant? How do you make traditional media relevant in today’s world? It’s about bridging that gap between traditional media and the digital environment. To be able to allow people to switch easily from one to the other. And whether that’s QR codes or some other technology that allows you to flip between the hard copy and the digital world, I think that’s quite important. But yeah, genuine passion through.

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they're actually quite competitive. They want the power of data and what
whatever it is – it is the power of data and what
than their peers. They want to drive the thing
a Duty of Care to keep track of their patients.
And the core reason why I wanted to do this is because I did a lot of work through
RockPharmaceuticals in the National Health Service.
Michael Walls: So, who's your customer in this?
Madhu Chaudhuri: Asthmatics like me.
Neil Alexander: So the customer or the people you talk to the most, obviously, is a bottom-up strategy. So it's driving change
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And yes, I guess ultimately, you know, if you want to get it right, The cost of delivering it, because it's important.

So when you buy a product, you put a price on it. They want that Disruption to actually disrupt themselves. So rather than thinking about the person wanting the change, they want that Disruption to actually disrupt themselves. And they've tasked them to do that. And then they become successful. So, I think adapting and embracing a new culture of Disruption internally?

Neil Alexander: For big businesses, disruption isn't necessarily bad. It's a catalyst – a part of that Disruption – and I think that's where it could be used as best. But to your point, though, you start to think that the incumbent, you know, the people who want this for their customers will bring change. And then, in our own business we work in an environment which is business to business. But the focus now is much more with a lot of the companies that are putting the customer first – whether it's customer centred design or actually individual customer to consumer to business. So, if that control is there for that consumer to actually say: Look, I want my car ordered online, and I want to know who the driver is, or, I want my doctor to be able to accountable to tell me this blazon on my hand. – I need to be able to get it assessed before I go into a medical surgery – or a clinic – that level of control is the really exciting part. And it comes back to traditional media. And they've tasked them to actually disrupt themselves. So rather than the industry telling them that this is where it's heading, they want that Disruption to actually occur internally, for them to put some Change Management around there, to actually go out and make it different.

Nicole Baines: So they're establishing a culture of Disruption internally?

Hardeep Girn: That's right. Ernst & Young have – again, that concept of stepping back – have created a division that's outside of that traditional structure of the head office and they've tasked them to actually disrupt themselves. So rather than the industry telling them that this is where it's heading, they want that Disruption to actually occur internally, for them to put some Change Management around there, to actually go out and make it different.

Nicole Baines: So they're establishing a culture of Disruption internally?

Hardeep Girn: That's right. The Group CEO is actually leading and running that part of the business to actually disrupt. And with $300 going out to the car park and actual parking, and they've run out of time. So we're going to wrap up.

Neil Alexander: I think that the big players in the space are going to be healthcare and education. They are ripe for Disruption. Anybody who moves to disrupt themselves first, they're going to be in a winner in that marketplace. Not only will they cannibalise their own business, but they'll cannibalise that of their competitors who move too slow.

Nicole Baines: That's good. Thank you. Manuel.

Manuel Martin: For SMEs – mainly just to understand in the first place why they exist – because of Disruption – the Disruption or any of those things is very relevant based on their own values and beliefs. So, actually clearly establishing their reasons for what they're doing this for and also understanding how they're serving as well, at the same time – their customers.

Nicole Baines: Fantastic. Thank you.

Neil Alexander: I think that’s something that I mean Patrick you might agree with that. Certainly in the UK, people are hesitant. I think the US is a very conservative business culture.

Patrick Wright: As Jason said, this has been happening forever - like that model of it was established in the UK in 1980. I agree. So that’s 5 years. That’s because the rate of change and adaption is much, much quicker and a lot of the change is coming from the services. There’s a lot of things in Australia, coming from the UK, is that the issue with all the unions and everyone's wanting to change their business, but it’s like the 70s, and this is like the UK. And there is this little bit of a war of warts of – the traditional management versus the new management. But to your point, though, I think that we've done this for 50 years. Oh, that might not work, going forward. I think that’s it’s not going to work. I think we’re going to have to do all this, order this stuff, but we've just got no money. OK. It’s not about the money, but about the culture. And you're saying, right, you're saying people and resources - but invest in adapting. I think that’s what’s specific and it’s specifically in Australian businesses. And I agree with you: there isn’t a Tall Poppy Syndrome, but there is almost like an I Am Alright Syndrome where we’re actually going to get it. But, does it work with OK. And that's a danger that a company – a competitor – will come up behind them and win. And then they become successful. So, I think adapting and embracing is a really – and make a change. Nicole Baines: Thank you. Hardeep. Hardeep Girn: I'd like to summarise that Change and Disruption is really about having better relationships with people around you. So it's better customer service, or it's healthier lifestyle back home. Change and Disruption to me is just summarising that you're having a better relationship with somebody. And it might be that it's a new personal relationship with. Or you're taking a relationship away from one or organisational, and you've got a new one. And that's the thing. The key is the relationship.

Nicole Baines: Very good. Michael Walls: Would you tell us about your thing?

Nicole Baines: Would you like me to? Michael Walls: Yes. Nicole Baines: I would like to say that Change is Disruption and Change is really about having better relationships with people around you. So it is better customer service, or it is healthier lifestyle back home. Change and Disruption to me is just summarising that you're having a better relationship with somebody. And it might be that it's a new personal relationship with. Or you're taking a relationship away from one or organisational, and you've got a new one. And that's the thing. The key is the relationship.

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How Business Introductions can GROW SALES

Trust, loyalty and generating business doesn’t just happen with a good product or service. It takes hard work to develop your brand, understand the market and convert prospects into customers.

In our technology focused and fast operating world, traditional marketing and sales techniques, still apply. We still need to network with others and develop revenue channels. Have you found yourself too busy servicing your existing clients or apprehensive in making first contact to promote your brand further?

We help businesses use their value proposition to land business introductions with targeted prospects or referral businesses. Every engagement tracks business that has been generated for our client as a direct result of business introductions organised by Know My Business.

**Industries where we have introduced businesses**

- Accountancy
- Asset and Equipment Finance
- Business Brokerage
- Graphic Design
- Information Technology
- Legal Services
- Media Publishing
- Mortgage Brokerage
- Property Buying Agent
- Real Estate
- Recruitment
- Sales and Marketing
- Telecommunications
- Video Production
- Wealth Management / Financial Planning

**Steps To Getting A Quote**

1. Call us on 13000 INTRO to make an appointment
2. We discuss your business, operating model, and typical client
3. Together we discuss your goals and targeted types of business
4. We give you a formal quote for introductions

**Steps In Our Engagement With You**

1. We document and agree your value proposition
2. We agree on the type of businesses to be introduced
3. Speak to and assess qualified businesses
4. We organise the business introduction
5. Review introductions and opportunities

Make an appointment.
Call us now! 13000 INTRO (1300 046876)
**NORTH WEST**

**WSU-Navitas venture**

EDUCATION provider, Navitas, has signed a joint-venture contract with Western Sydney University. The company runs education programs in Australia and internationally.

**More than 40,000 jobs**

A RAIL connection linking Western Sydney to Badgerys Creek Airport would deliver more than 40,000 jobs for the region, preliminary figures commissioned by the Western Sydney Rail Alliance, shows.

**Swire gets approval**

SWIRE Cold Storage Pty Ltd has approval for the construction and operation of a warehouse, distribution and office facility in Blacktown.

**Frasers buys site**

FRASERS Property Australia (formerly Australand) has exchanged contracts to acquire a 10-hectare site adjacent to its Eastern Creek Business Park from Hanson Concrete. The site complements the company’s previously developed 100-hectare Eastern Creek Industrial Estate.

**Council wins awards**

BLACKTOWN City Council was a joint winner in the Innovation in Special Events Category and Highly Commended in both the Annual RH Dougherty Awards in the local government sector.

**Five-star complex**

WORK is expected to begin in the new year on the “five-star” Hills Entertainment Centre, McGraths Hill, to include 10 cinemas and a mix of a hotel, pub, restaurants, fast food, and retail complex.

**500 new jobs**

THE NSW government has approved a proposal to amend planning rules to rezone around 47 hectares of land at Mamer West, from rural use to be used for industrial employment purposes paving the way for up to around 500 new jobs for Western Sydney.

**Two properties sold**

A single-storey property leased to Hux Grill for seven years, at 78-80 Henry Street, in the Penrith CBD, has been sold for $2.3 million. A two-storey building at 76 Henry Street was sold for $2.7 million.

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**SOUTH WEST**

**Warehouse sold for $2.35m**

WARIN Nominees has bought an 1893-square-metre warehouse, in Pemburn Road, Minto, from Andrew and Phillip Ellis, for $2.35 million. The building leased by CVS Springfield

**Collaborative deal**

PROPERTY fund group Logos, in collaboration with apparel group retailer, Specialty Fashion Group, to build a retail distribution centre, at the Prestons Logistics Estate.

**Jobs for 500 people**

CATHOLIC Healthcare has purchased land at Casula to build a state-of-the-art seniors facility to broaden its services to South-West Sydney. The facility, Catholic Healthcare’s first in the region, is expected to employ more than 100 local people.

**Club buys land**

MOOREBANK Sports Club has purchased 14,000 square metres of land at Gregory Hills to cater to the growing population of the region. A DA has been submitted to Camden Council and the club license submission has been submitted to the state government. The anticipated construction of the club could be completed within three to five years.

**Submissions considered**

DEPARTMENT of Planning and Environment is considering submission regarding the Campbelltown-Macarthur Regional City through urban renewal, land release and new infrastructure.

**Factory sold for $3.2m**

A LARGE free-standing 1277-square-metre factory, at 169 Military Road, Guildford, has been sold for $3.2 million. The property, situated on five individual titles, has three frontages to a 4062-square-metre site.

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**CENTRAL WEST**

**Mirvac buys site**

PROPERTY firm, Mirvac Group, has paid $47.6 million to ISPT for a 1950s manufacturing and production facility fully leased to electronic and systems group Thales Australia Limited, at 274 Victoria Road, Rydalmere. Over 11 bids were received from offshore and local investors for recently refurbished 22,734-square-metre building which sits on a 36,540-square-metre site. Thales has a lease expiring in 2020.

**$260m project approved**

GREATON (formerly Zhentang Group) has received development approval for its $260 million Oxford Central project including 254 apartments, at 30 - 42, Oxford Street, Epping. Greaton, which purchased the $170 square-metre site from Grocon in January 2016, expects to start construction in January 2017.

**CMRI wins award**

CHILDREN’S Medical Research Institute (CMRI), at Westmead, won The Excellence in Work, Health and Safety award at the 26th Annual Western Sydney Awards for Business Excellence for its work in creating a safe and healthy environment for its staff.

**$58 million site**

EUREKA Funds Management has bought the refurbished 13,000-square-metre A-grade office and retail building, at 18 Smith Street, in the Parramatta CBD, for about $85 million from Atlas Property Partners.

**$28 million facelift**

The $28 million facelift of Rosehill Gardens Racecourse has been completed. The upgrade includes a new multi-functional function space as well improved spectator access, seating and function capacity.

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**URGENTLY SEARCHING FOR COMMERCIAL AND RETAIL INVESTMENTS**

With record low interest rates and stock, local and offshore purchasers are paying premiums to secure opportunity.
Putting digital technology to work

By Steve Hallam and Rob Collie

EW technology waves are changing businesses – the way they operate and compete. Digital is one of these technology waves and Australia is in the midst of it.

What is digital and how does it affect your business?

Digital is one of the six technology waves that have previously set up on economies of scale but are now moving toward economies of scope. In other words, the focus is shifting to the variety of products offered rather than the output level of one product.

Digital and exponential technologies make it possible for business operations to be enhanced by efficiency. More so, it is imperative businesses use the technology available to improve all aspects of their operations, from sales, service and marketing to products, processes and collaboration. Or risk being left behind.

The “digital imperative” means the focus of competition is moving away from products to services and to customer experiences. The complexity of delivering customer experience is becoming cheaper and people are willing, and wanting, to customise their experience at mass levels.

Integrating digital into the bricks and mortar experience

In a retail context, physical stores and digital experiences are merging. Organisations with a retail footprint need to understand if and how digital business models will integrate with their physical stores. This is to say, a store can’t have a digital model for the sake of it. The increasing focus on customer experience is forcing businesses to start thinking about how to create feedback loops to gain insights from customers about what is or isn’t working, and how to do it at scale.

Deloitte’s first piece in a Retail Trends series, Technology in Retail, explores how digital disruption has allowed customers to redefine their shopping experience, with the power to choose when, where and how they acquire their goods and services.

Uber is a perfect example of combining the concepts of asset efficiency, customer experience and feedback loops. The Uber business model creates opportunity out of excess capacity – people become more efficient in using their car, an unutilised asset that for most people, most of the time, sits around idle.

The experience factor comes into play through Uber’s rating system, in which the driver rates you and you rate the driver – an inherent feedback loop based on artificial intelligence.

These concepts are all reflective of the digital era and the forthcoming exponential era changing the way businesses operate and compete.

Is your business prepared to ride the waves of technology?

It may feel as though the pace of change is fast or even speeding up, but these trends and business model changes are not new. Most of the technologies of the upcoming exponential era have been around for a while. For example, 3D printing was invented in the 1980s but only now has the technology that underlies it become cost efficient.

Australia is one of the highest adopters of personal technology, such as smartphones and fitness devices.

Deloitte’s 2016 Media Consumer Survey found that 86% of Australians own a smartphone. But we are one of the laggards in adoption of new business models and technology in a business context.

The latter could be attributed to the commonly accepted observation that in an economic sense compared to countries like the United States or United Kingdom we are about five years behind.

However, this can actually play to Australia’s advantage, enabling us to learn from the mistakes of others and to determine the direction in which we are heading.

Regulation plays an important part in a country’s ability to adopt new business models as it gives confidence to that model, but ultimately as new technologies come through, we need to keep the right level of momentum and progress.

The difficulty is to understand when to move across the different technology curves. It is possible for businesses to get ahead of the curve by thinking about technology trends over the long-term, how they have impacted business for businesses to get ahead of the curve by thinking about technology trends over the long-term, how they have impacted business


Connecting One Business at a Time

Cost: FREE
When: Wednesday, 19th October 9:30am to 11:30am
Where: Event Cinemas - Westfield Parramatta 159-175 Church St Parramatta NSW 2150

Join us for a free home based business networking event, including the opportunity to talk to business experts including lawyer Justin Dowd, businesswoman and networking expert Bev Barnfather, consultant John Mason and fitness guru Sean Buchanan who are all coaches with the Home Based Business Network. MC for the event is Dr Jim Taggart OAM. Register now at www.connectyou.eventbrite.com.au.

HBBN is an innovative business ecosystem that seeks to inform, educate and bring people together to help them grow their business. You will love it!
PARRAMATTA is rapidly evolving to become Western Sydney’s education city. Education and health sectors are two of the most important industries in Western Sydney. They comprise of high-knowledge high-value jobs and make up a large part of the economy with significant potential for future growth.

Now that we are realising significant investment from public and non-government sectors, it is the right time to capitalise on major educational projects within the Parramatta CBD. Significant capital investments in infrastructure are being delivered in the heart of Parramatta’s CBD. They include over $100 million to build the first public vertical primary and secondary schools, $120 million to build Western Sydney University’s new CBD campus, the relocation of the Powerhouse Museum to Parramatta and the decentralisation of 1,800 Department of Education staff from Sydney to Parramatta.

Western Sydney University CBD campus will open in 2017. It has been described by Vice-Chancellor, Professor Barney Glover, as “one of Australia’s most digitally infused and technology-rich teaching and research spaces.” The building will accommodate 10,000 students – with international students making up 50 per cent of enrolments. The CBD Campus will be linked by light rail to their larger Rydalmere campus.

Over $100 million will be invested into the first vertical public primary and secondary schools in Australia. Opening in 2019, these architecturally-designed buildings will house flexible learning spaces. They will be the flag-ship schools for the 21st Century. Equipped with the latest technology they will facilitate modern teaching and embrace new student-centred pedagogies to excite and inspire learners. Early works have already started on the schools.

These developments see Parramatta evolving into a STEM (science, technology, engineering, and mathematics) Education City - disciplines that will grow in demand well into the future. The relocation of the Powerhouse Museum to Parramatta complements this with the new purpose built facility described as ‘our answer to the Smithsonian’ by NSW Premier, Mike Baird.

These new facilities also complement University of New England FutureCampus in Parramatta, TAFE Western Sydney, and the University of Sydney’s new investment at Westmead Hospital. New England’s FutureCampus in Parramatta is a technology driven campus servicing students throughout Australia. Also leveraging new technologies and advanced and flexible learning models are TAFE Western Sydney and a range of vocational education and training providers. In close proximity and connected by light rail, The University of Sydney has a committed $60 million investment in new teaching, research and clinical areas at Westmead Hospital.

This is the first stage of a larger $500 million plan to expand the Westmead campus of The University of Sydney. The natural convergence of educational institutions in Parramatta will change the culture of the city, open up new opportunities for the growing education industry, and making Parramatta known for its educational focus. Parramatta’s demographics will change through tens of thousands of primary, secondary and tertiary students visiting and studying in the CBD every day. Students will add vibrancy and youth to the city and turbo-charge the café-culture. More families and young professionals will also settle here.

Success breeds success. As a successful education city we will become the destination of choice for education. This will deliver more opportunities for business, for individuals and for the community as a whole.

In the past I have said that Parramatta can be to Sydney what Boston is to New York. Not competing, but complementary powerhouses of economic development with their own competitive strengths. I look forward to seeing greater investment in education in Parramatta, as another step in driving significant socio-economic benefits in Parramatta. Parramatta as an ‘Education City’ is one more piece in the global-city puzzle that makes Parramatta the ‘Capital of Western Sydney’.
You’re the ingredient in Network Soup

FUNDAMENTALS
By Hardeep Girn

BUSINESS today hasn’t changed much from business 30 years ago.
Sure technology makes it much more efficient, but the fundamentals remain – people know your brand and you know your product. Put another way for people to do business with you, that need to know, like and trust you.
Marketing channels have been through significant fragmentation over the last 10 years with social media giving people the ability to receive messages based on their interests.
To quote Stephen Scherer the Managing Director of Facebook Australia & New Zealand (at American Chamber of Commerce September 2016). “We don’t have just one application, we have 1.7 billion”.
To illustrate the point, he asked the audience to start Facebook on their phones and pass it to the person beside them. It sure be-came a talking point when most people in the room, felt like they were exposed in public.
And with the fragmentation of messaging so too have been the development of networks. You name it, there’s a network for everything. Websites such as Meetup support networks that cater to a variety of broad and eclectic interests.
Being in a network has become more than just a place to pick up new work. These interest groups build collective followings of people sharing other common goals such as technical know-how, business education and playing golf.
By not being part of these networks, you miss out in more way than one. The social aspect is vital. Yes, you are there for a purpose, however if no one can relate to you, your self-interest can be detrimental.
Through our membership of over 40 networks, we have found relationship building a passion and the core to our own service proposition.
But without being part of the ‘club’, it’s near impossible to land great outcomes. It may be time consuming, especially as you may need to focus on servicing your clients, but without you, the networks can’t survive and you don’t set yourself up for your own future needs.
Business education and self-development are areas we’ve found many business owners and senior management lack strong skills. There are very few true leaders and those in business from the smallest operation to the largest fail to address areas where they under perform.
Interestingly we’ve found these limitations in the market place, when business owners are seeking new business through ineffective networking.
Sure you need to keep a pipeline of sales activity going, but by not addressing your ability to land larger work through lack of confidence is a hidden problem in many businesses.
Our clients have grown to include networking bodies seeking new mem- bers. And through our mission, to add value at every introduction, we can see the missing ingredient is sometimes you!
The opportunity to develop new skills, new business and new friendships may take a few tries, but relationship building goes hand in hand with your own personal brand.
We recently entered the South Sydney market and to build a relationship, we didn’t try to sell a single thing. Instead we developed a number of ways we engaged.
• Joined the South Sydney Chamber.
• Filmed interviews with local busi- nesses.
• Commercially engaged with local suppliers.
• Sponsored a South Sydney Business Roundtable discussion.
• Presented at a South Sydney Cham- ber event.
• Sponsored a Family Business Austra- lia event.
In all initiatives above we either reinforced our presence in a network, or created a network (e.g. our South Sydney suppliers). In doing so,
our brand strength, reputation and confidence in the region increased. This has now started to develop into a pipeline of new business.
Self-development and brand reach hasn’t just touched small business, but also the Enterprise customers have caught on to their failings.
The Australian banks have received their fair share of reputational damage with scan- dals, greed, and recently cross/up selling. In ending this commentary, it’s worth recognising what Brian Hartzer, the Westpac CEO now says about business. “It is impossible to convince someone of the value you’re adding if they don’t trust you” (at Australia-Israel Chamber of Commerce September 2016).
The focus for the bank seems to be the branches will seek to address customer needs rather than which products they recommend. In short, Westpac has realised they have treated customers as sales targets, rather than having a closer relationship with them.
In effect they’re trying to create their own network. As crazy as it may have once sound- ed, and against the bank’s claims that branches will get smaller, maybe we should all get ready for coffee mornings, business networking and educational seminars at the local bank branch in the near future.

Hardeep Girn is managing director of Know My Business.

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In search of the elusive work-life balance

Following is an excerpt from John Drury’s new book, INTEGRATE – Why work-life balance is a myth and what you really need to create a fulfilling lifestyle.

The first of December 1913 was a much-anticipated day. In an automobile factory in Highland Park, Michigan, Henry Ford’s dream of producing an affordable motorcar for the masses was about to become a reality. Through the introduction of a moving assembly line, Ford was able to reduce the production time for each Model T car from over twelve hours per day to one hour and thirty minutes.

Within three years, the cost of each vehicle fell drastically from over US$850 to US$300. Over 15 million Model T cars were produced and purchased between 1913 and 1927 by the emerging middle classes. A new era of industrialisation was ushered in across the USA and the globe. The idea that work could be done more efficiently as procedures were automated and streamlined soon inspired changes across all industries.

The cry for an eight-hour day for workers had been growing louder through the late 1800s. On 5 January 1914, the Ford Motor Company took the radical step of doubling its employees’ pay to US$5 per day and cutting their shift length from nine hours to eight. Work could be done more efficiently as procedures were automated and streamlined. #CITATION

When Ian reached out to me for some leadership mentoring, he did so as a last resort. He felt like he was failing both at work and at home as a partner and as a parent. He had put on over 10 kilograms in six months because he was continually eating unhealthy food at odd hours, and had no time to do physical exercise. He felt he had no choice but to resign and be demoted to a role where he could feel that his whole life was not totally dominated by work.

Chances are, you can relate to Ian. Do you often wonder if you will ever have a day when you get everything on your list done? Do you panic when you see your phone ring? Or worry that you’re never around to celebrate your children’s birthdays?

Whether you are a small business owner or in a position of leadership in a corporate career, life in the second decade of the 21st century is busier than ever. The technological advances of the last century have transformed every aspect of our working world and our domestic lives. Yet instead of working fewer hours, with more time for family and friends, most of us report the opposite.

I see so many talented and passionate people, like Ian, with good levels of success in life and potential for much more. They are what we describe as ‘high achievers’. However, somewhere between age 35 and 55, these high achievers hit a wall.

They start to experience what I call ‘the curse of the juggle of life’. They start to juggle many aspects of their life, including their career or business, their partner, their partner’s career or business, their 2-3 children, two sets of family and friends, and aging parents — all while struggling to stay fit and healthy, safe and financially secure.

All these balls are very hard to keep in the air, so it is any wonder that we forget how to relax and replenish emotionally? That our stress levels start to increase?

Most of us today feel overwhelmed, as though we are surviving rather than thriving, struggling to manage the boundaries between work and the rest of our lives.

Many of my clients have a level of anxiety that underpins much of their world. Some wonder if they really have what it takes to cut it in this crazy 21st-century, 24/7, 365-day-a-year marketplace.

Work–life balance is a myth

The most talked about and well-publicised strategy recommended to manage our frantic lives is ‘work–life balance’. This term originated sometime during the early 20th century with regard to improved working conditions and shorter working hours. It was meant to describe the idea that there should be reasonable balance between work and the rest of our lives. It implies that like a seesaw, there is an optimum point of balance that will work for each of us.

So what would you think if I told you this is a myth? That work–life balance doesn’t actually exist? And that in trying to chase this dream we are actually making ourselves sick?

Most high achievers are passionate about their business, their careers, and their success. Yet passion and drive are the enemies of balance. By definition, if you are passionate you are going to always be out of balance.

Passion means you are likely to find it difficult to turn off your brain when you leave work. Passion means your mind will often be solving business problems in the night or when you are driving the car.

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— John Drury.

To purchase this eBook Kindle version search INTEGRATE – John Drury on www.amazon.com.au

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JAWs benefits include:

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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.

• Many businesses use only JAWS when advertising available jobs.

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

• JAWS newsletter database exceeds 5,000 recipients.

Jobs Available Western Sydney (JAWS) offers the only platform that solely focuses on matching job seekers with employment opportunities in Western Sydney.

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

Employers have a unique method to find staff, allowing them to see interested people first hand. JAWS has posted over 3,000 jobs inside Western Sydney since its inception in late 2013. The of JAWS formula is easy to use and highly interactive.

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

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When it comes to money, what animal are you?

People with Dolphin preferences like harmony, peace and purpose. Dolphins are more interested in “what could be” than “what is”. The Dolphins core needs are possibility, purpose and authenticity. Oprah Winfrey displays Dolphin preferences.

People with Owl preferences like knowledge, possibility and analysis. Like the Dolphins, Owls are more interested in “what could be” than “what is”. The core needs of Owls are competence, possibility and maximising opportunities. Bill Gates displays Owl preferences.

People with Monkey preferences like spontaneity and flexibility. They act on their impulses and find highly structured plans and situations restricting. Monkeys like to take advantage of new opportunities quickly. Donald Trump displays Monkey preferences.

People with Labrador preferences like order, closure and stability. They excel in managing and maintaining proven structures and systems. Labrador’s core needs are loyalty, responsibility, and belonging. Warren Buffett displays Labrador preferences.

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Financial Planning

Financial Planning is about delivering 3 things for every client:

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Peace from financial uncertainty and a sense of
Plenty, knowing that you have “enough” to live the way you want to.
Undesirable customer service trends

By Justin Herald

The whole notion of customer service, and I mean proper old fashioned customer service seems to be disappearing quickly. Gone are the days when you are blown away by someone’s effort to go way above and beyond to give you an experience. Most people don’t say anything anymore when they are treated badly as they think that there is no outcome if they do. Sadly this has led us to now accept bad service as the new norm.

Well I for one am a bit over the mediocrity and I think it’s time for a change back to proper service.

There are four customer service styles that seem to be rampant today out in the marketplace which I want to highlight and hopefully eradicate.

Your business grows when your customers get treated right. This isn’t rocket science, it’s a fact.

The Skeleton Service

The skeleton service is very easy to spot. That is when you just experience the bare bones of service. You know, where it’s evident something tricky pops its head up do we see what the person is really like in the service realm.

This normally happens when dealing with a “service department” over the phone. They have been trained to do things a certain way, which in a perfect world would be awesome, but the reality is all customers are different.

Then when a customer wants a better outcome or feels like the level of service needs to be better the true nature of the level of service is seen in all of its ugly colours.

Service isn’t just for those customers who are perfect. It is also there for those who can be a right royal pain. True good service is what will win them over and calm them down, not fake fool’s gold service.

The One Size Fits All Service

This is how a lot of us have a customer service experience these days. Whilst everything maybe going well in our dealings with someone, not until there is an issue or something tricky pops its head up do we see what the person is really like in the service realm.

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The Fool’s Gold Service

The skeleton service is a croc and should be stamped out of all businesses.

The One Size Fits All Service

The one size fits all service experience happens to most of us every day. You know when you go somewhere and you are met by an employee who just spits out the same old rhetoric? “Hi, how’s you day going”, “the weather is nice today isn’t it”, “oh I like that colour on you” blah, blah, blah…

As stated before, customers are after experiences, engagement and to be really appreciated.

The fact is, the customer today one thing more than ever before…..CHOICE! Unless we genuinely look after our customers and treat them well and service them to the hilt, they will find someone else that does.

This is why staff training, and I mean proper face to face training and none of this online training garbage, comes into play.

Businesses who recognise that staff need to be constantly update in the skill of service are the ones who are kicking big goals.

Every time I spend time with staff in a business that has engaged my services to train their staff, the sales results the following week increase due to the staff paying more attention to their customers.

So there you have it. Those are my four customer service styles that need to go. I am sure you could think of some more but if we all concentrate on treating our customers how we ourselves like to be treated when we are spending our own $$ then I am sure things would change for the better.

Justin Herald speaks at over 100 conferences each year on business growth and creating customer experiences. He also is in high demand as a staff trainer.

www.JustinHerald.com
Business benefits of the iPhone 7

By Jennifer Vella

SHOULD you make the switch to iPhone 7 or iPhone 7 Plus for your Business? iPhone's have been around since 2007, and growing each year, with over 150 million units sold last year alone.

They have remained consistent with their products and platform, with the idea of creating a seamless customer experience. If you have an iPhone 6s or earlier, or using an Android or Windows – use this information to help you understand if moving to the iPhone 7 or iPhone 7 Plus will help your business.

Let’s start with the number one complaint about most smart phones: battery life. Unable to go through a standard business and make it to dinner, without the battery dying?

For example, when pressing deeply on calendar in a new widget form, this enables you to quickly see what is planned for the rest of the day without actually having to open the calendar application.

It means that you can spend more time doing your business, from the ability to be at a job site in the rain, working by the pool, or just not having to worry about spills or splashes.

The audio has also been updated. This is the Optical Image Stabilization – for those photos quickly, you no longer have to worry with shaky hands, or just wanting to take better quality with 12MP, the major benefit is the new camera enters the picture. Not only is it better quality with 12MP, the major benefit is the Optical Image Stabilization – for those with shaky hands, or just wanting to take photos quickly, you no longer have to worry about the blur.

The audio has also been updated. This has been very controversial as Apple have removed the headset port. There are pros and cons to this.

It would be very frustrating to many people who use headsets regularly, for both personal and business.

To combat this Apple have designed AirPods that pair not only to your iPhone, but any device with your Apple ID such as your MAC or iPad. This means you join a webex on your MAC, or take a call on your phone, seamlessly. This is also an automatic process, so you will not need to waste time in Bluetooth settings.

To use such a powerful new device, get connected on Australia’s fastest mobile network, with Telstra 4GX. Use this superb SmartPhone and Telstra’s fantastic network to help your business thrive.

Jennifer Vella is Marketing Director at Telstra Business Centre West Sydney / Nepean & Hawkesbury
Tips for working remotely

By Linda Music

The boom in digital technology, including the growth of the Cloud and its associated services, has made working remotely a very real alternative to the daily commute into the office. While some employers are fearful of letting their staff work from home for fear that “loosening the reins” will mean less productivity, the reverse is actually true. A 2013 study by McCrindle Research shows that people are more productive working from home than in an office environment.

Another benefit to employers is that it increases staff satisfaction which results in a lower staff turnover rate. That is, staff who are given the flexibility to work from home are more likely to stay longer in their employment.

One of the biggest hurdles to working from home in the past was the lack of technology which saw the need for remote workers to come into the office on a regular basis. However, with today’s technology, that hurdle has been surmounted.

“The most important thing that businesses need to understand is that while workers don’t all need to share a common work space, they do need to work as one, regardless of their individual locations. The way to do that is to ensure that you have the right technology to fit your business,” said Steve Sebbes, Director of the Telstra Business Centre, Hills and North West Sydney.

“Our business centre aims to provide the right technology solutions to ensure that staff, both internal and external, are connected. We provide them with access to the latest technology including voice, instant messaging, web and video conferencing as well as advice and support in cloud technologies.”

Steve explains that when working remotely it is critical to remain connected to the business and lists some ways to do this:

Internet and email access

People who work away from the office, whether at home or on the road, need fast and reliable internet access.

“Our business centre can offer you the best plans whether you manage one remote staff member or a fleet of remote workers.”

Remote access to services and the Cloud

Working remotely requires technology which allows for access to company documents and resources. The best way to do this is through Cloud Collaboration.

“In its simplest form, Cloud Collaboration is a system that allows employees to access and share data which is stored in the cloud, or in other words, outside the company firewall,” Steve said.

“However, cloud collaboration means more than just sharing data. An effective cloud collaboration service also includes video and web conferencing, instant messaging, IP telephony and more.

“A business that wishes to offer remote working as a viable option needs to consider how its staff will access important information without the to-ing and fro-ing of emailing, faxing and return trips to the office. This is where cloud collaboration services are the perfect solution.”

Audio and web conferencing

Another option that is available for remote workers is audio and web conferencing. These help to bridge the gap between the businesses and their remote staff as well as providing alternative options to keep in touch with clients.

If you wish to discuss how you can make working remotely a success for your staff and your business, contact the Telstra Business Centre on 1300 721 400.

Linda Music is marketing consultant for Telstra Business Centre, Bella Vista.
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“We are seeing an unprecedented influx of private investment in Penrith city. The value of development applications determined almost doubled, from $589 million to $1.2 billion, in the last financial year.” – Clr Karen McEown, Penrith Mayor, at the State of the Cities – Penrith.

“The [Sydney] CBD will always be the financial and cultural centre … but growth will be in the western central districts of Parramatta and Blacktown.” – Lucy Turnbull, Chief Commissioner, Greater Sydney Commission, at the Australia-Israel Chamber of Commerce.

“PARRAMATTA is rapidly evolving to become Western Sydney’s education city.” – Geoff Lee, State member for Parramatta.

“The most important thing that businesses need to understand is that while workers don’t all need to share a common workspace, they do need to work as one, regardless of their individual locations. The way to do that is to ensure that you have the right technology to fit your business.” – Steve Sebbes, Director of the Telstra Business Centre, Hills and North West Sydney.

Marketing channels have been through significant fragmentation over the last 10 years with social media giving people the ability to receive messages based on their interests.” – Hardeep Girn, Know My Business.

“Digital is one of the six technology eras we’ve seen, running in 10-year cycles since the 1970s, characterised by exponential growth and connectivity.” – Deloitte.

“Obviously Penrith will be increasingly and naturally a significant growth and jobs centre, the same with Campbelltown, Camden and Liverpool – all are natural growth centres.” – Angus Taylor, federal Assistant Minister for Cities on the growth of the region.

“This upgrade means Rosehill Racecourse will rival other first-class racing facilities like Randwick, Flemington and even Royal Ascot.” – Troy Grant, Deputy Premier and Minister for Racing, the $28 million facelift of Rosehill Gardens Racecourse.

“We’ve spoken about Badgerys Creek being a game changer. Well, we will see that this precinct is too.” – Toni Averay, director of planning, Liverpool City Council, on the release of the Georges River Precinct draft masterplan.

“What we know is that airports are a unique opportunity to build industry clusters and the most obvious clusters are logistics and advanced manufacturing.” – Angus Taylor, federal Assistant Minister for Cities on the growth of the region.

“There is now strong demand and interest in commercial development.” – John Surian, MD, Raine & Horne Commercial Parramatta, on commercial projects rather than mixed-use and residential development in the city’s CBD.

“With the phenomenal growth of Western Sydney, the potential growth of [Parramatta] is enormous.” – Ivan Sunito, CEO, Crown Group.

“The stories that really touch me are the ones where people say, ‘I can collect my children from their sporting event and I’ve never been able to do that before.’” – Smart Work Hub’s Becky Pascoe.
Who Speaks For Me explores language

Who Speaks For Me? explores the vagaries of language – the powerlessness of those who do not have it, the nuances lost in translation, and the sometimes hilarious consequences of misunderstanding it.

Who Speaks For Me? includes the story of Cambodian mother, Ly Heang Seang, who was so desperate to get her driver’s license that she sat for the written test a total of 31 times before succeeding. Throughout her story, Ly Heang Seang comes to rely on her son, Vanna, for communicating in English including facilitating meetings with his school principal and at a later stage, providing the words to assist Ly Heang Seang to triumph over workplace bullying.

Who Speaks For Me? includes the story of Vietnamese refugee, Bà Quôc Viêt, who fled her homeland by boat with her daughter Sophie To, and arrived to a celebrity welcome in Sydney. Famous in Vietnam and parts of south-east Asia for her cooking expertise, Bà Quôc Viêt never let a lack of English get in her way, especially when it came to communicating with her ‘favourite’ grandson William who was born profoundly deaf and learnt to speak only English. These and other irresistible stories will be accompanied by rare photographs from private collections and will take the audience to the heart of the migrant’s journey.

Co-directed by master storyteller and photographer William Yang, and writer and producer Annette Shun Wah, Who Speaks For Me follows their critically acclaimed collaborations Stories Then & Now, Stories East & West and In Between Two.

Performance 4a is the only professional arts company dedicated to making exceptional contemporary Asian Australian work for all audiences. It strives to engender greater cultural diversity in Australian performing arts by producing cross-artform theatrical works of the highest quality. Who Speaks For Me? is the first collaboration between Performance 4a and the National Theatre of Parramatta, bringing to light the stories of Western Sydney often hidden because of language and culture, yet integral to the vibrancy of the region.

National Theatre of Parramatta and Performance 4a will present the world premiere of Who Speaks For Me? from October 12 to 15 at Riverside Theatres.

Dates:
Wednesday 12 October 7:30pm – Preview
Thursday 13 October 7:30pm – Opening night
Friday 14 October 7:30pm
Saturday 15 October 2pm and 7:30pm.

At 4pm, an Artist Talk will be held with the cast and co-directors discussing the process of making Who Speaks For Me! Free, bookings essential.

Tickets: Adult $37, Concession $32, 30 & Under $27. From the Box Office (02) 8839 3399 or www.riversideparramatta.com.au
Venue: Riverside Theatres – Corner of Church and Market Streets, Parramatta
Greatest vintage of the last 20 years

2014 CHABLIS

By Darren Harris

HUNTER River Chablis; if you are as old as I am you may remember this (as well as glorious Hunter River Riesling and White Burgundy) made by Lindemans in the 1960s and 1970s. But they all had one thing in common. They were not made from the classic grape varieties that spawned their names. Times have changed and now protectionism and labelling laws require wine labelling to be accurate. Chablis is, of course, a wine region in France. Here the grape variety is Chardonnay, not Semillon that made up most of Lindeman’s Hunter whites of yesteryear.

Chablis is at the northern extremity of the fabled Burgundy region of France, not too far south of Paris. It is a charming town whose vineyards date back almost a millennium with the Cistercian Monks of Pontigny Abbey thought to have planted the first Chardonnay grapes in the 12th century. The wines are known for their fresh, mineral, saline palate often with mouth puckering acidity in their youth. That makes them the perfect wine to match with oysters. But when they age, Chablis can take on a new dimension finding a honeycomb and nutty richness that marries well with seafood like scallops and lobster.

The 2014 Chablis have started arriving in Australia and I can tell you it is an outstanding vintage. Many are saying the best of our lifetime. It is certainly a classic vintage full of the mineral and citrus characters that make Chablis such a wonderful food wine. The acidity is quite high adding a lip-smacking saline freshness that is hard to resist.

Chablis has three levels. Villages are the generic wines of the region. These wines are 100% Chardonnay and can be a blend from different sites within the region. Premier Crus are the next level up. There are 17 different which can be further broken down into smaller groups.

These vineyards are the mainstay of Chablis. Their location is on the lower hills and each site produces a wine of slightly different style depending on the aspect, slope and microclimate.

Premier Crus can only be form a single vineyard and aficionados can recognize the style of each vineyard from vintage to vintage. At the top of the tree are the Grand Crus. There are 8 Grand Crus and these occupy a crown of land on the high hills on the right bank of the Serein River. These are wines of depth, concentration and power. Once again they are all 100% Chardonnay and all from a single vineyard. The most famous is Le Clos – a wine of serious power and ageing potential.

Normally, serious Chablis drinkers gravitate to the Grand Crus but 2014 is such a terrific vintage that the Premier Crus are really where I find the sweet spot. The wines are mostly in the $45-$65 range and for that you get a stunning bottle with almost a thousand years of history behind it!

You’d have to try hard to go wrong in 2014 but a few makers producing hard-to-find and exceptional wines are Domaine Collet, Domaine Alain Geoffroy and Vignobles Dampt. All three have a range of Chablis vineyards with several different Premier Crus to allow you to taste and compare.

I’d suggest you try two different wines side by side to really get an idea of what Chablis is all about. With summer around the corner now is a great time to stock up. What you don’t drink this summer will age gracefully in the cellar for at least a decade.

Darren Harris is managing director of Grand Millesime, specialist importers of fine French Wine. Visit www.grandmillesime.com.au
Why make-believe play is important

By Tracy Gleason
Professor of Psychology, Wellesley College

Why make-believe play is important

Learning to think from different perspectives

Imaginary play could encourage social development because children are simultaneously behaving as themselves and as someone else. This gives them a chance to explore the world from different perspectives, and it is a fact that requires thinking about two ways of being at once, something that children may have difficulty doing in other circumstances.

You can imagine how this could be a part of a child’s developing social abilities. For instance, if a child is pretending to be a mother, he or she must imagine what it would feel like if the baby cries or doesn’t behave. If a child is pretending to be the family dog, he or she needs to figure out how to communicate with the “owner” without speaking. The child who creates an imaginary friend has the opportunity to “own” without speaking.

The child who impersonates a superhero can play out and achieve the hero and taking care of others must be a nice change from being taken care of and ordered around.

Learning the delicate art of negotiation

When children play these make-believe games with other kids, they must constantly consider their own behaviors and signals to send clear messages about what they are doing. And they also have to pay attention to signals coming from other participants in the game and learn how to decipher them.

This kind of communication also happens in real-world interactions. But within the world of fantasy play, successful coordination requires extra attention to all of these details.

Children must engage in sophisticated levels of communication, negotiation, compromise, cooperation and coordination to keep the play moving forward.

In fact, some research suggests that children engaging in social pretend play spend almost as much time negotiating the terms and context of the play. This might come in handy as they grow up and manage the rules of neighborhood games of Capture the Flag, the division of labor on group projects in high school and the benefits associated with a first job offer.

Are the benefits of play correlational or causative?

The studies that connect pretend play to all of those positive outcomes are correlational. In other words, a socially astute, competent child might be more interested in pretend play; rather than pretend play making a child more socially astute.

Alternatively, some other variable, like parenting, might be responsible for connections between engagement in fantasy and getting along well with others.

In fact, Angelina Lillard, a prominent scholar in the field, looked at dozens of studies with her colleagues, and found little evidence to support the idea that pretend play causes positive developmental outcomes.

Instead, these authors assert, pretending might be one route to these outcomes. Or both pretend play and positive outcomes might be supported by other factors, such as the presence of supportive, encouraging adults, play that focuses on positive, pro-social themes, and the characteristics of the children themselves, such as their intelligence and sociability.

At the same time, the researchers are also quick to point out that children love to play and are motivated to do so.

Adults who want to foster perspective-taking, empathy, negotiation skills and cooperation would do well to think about how lessons related to these skills could be embedded in the materials, themes and general content of children’s imaginative play.
THE problem with Australia’s population ageing is not that there are too many older people – it’s that there are not enough young people to support them. That presents many challenges to Australia’s continued prosperity, which are becoming more apparent by the day as more Baby Boomers, born between 1946 and 1965, reach retirement age.

So what’s the solution? As our research in the latest volume of the Australian Journal of Social Issues shows, Australian kids – from those still in nappies through to children aged up to 11 – may yet come to the Boomers’ rescue. As the last of the Baby Boomers exit the labour market, their grandchildren will arrive. This generation will arrive to a labour market in desperate need of tertiary educated, highly skilled professionals. Those young Australians will stem the economic and fiscal impact of Australia’s population ageing as the Baby Boomers retire, helping governments to keep paying the bills for costly health and welfare programs. That’s why we’ve dubbed this generation “Generation Thank God You’re Here” (TGYH).

Who belongs to Gen TGYH?

Generation TGYH are the children born in a baby boom that began in 2003. They are being born to Generation X and also some Generation Y women who typically delayed motherhood by compressing their critical childbearing years.

In contrast to their Boomer mothers, these women delayed childbearing because of education and employment opportunities. Generation TGYH will be bigger than their parents’ generations. Between 2003 and 2012, more than 2.8 million TGYH babies were born.

However, recent fertility data from the Australian Bureau of Statistics indicates that the baby boom of the 2000s may be over. The data suggests that many Gen X women are completing their families and are unlikely to have more children in the future.

This slowdown in the fertility rate, and the resultant decrease in the number of children being born, further highlights the importance of Generation TGYH.

What ‘Sandwich Generation’ parents can do to help

The timing of Generation TGYH’s entry into the Australian workforce – just as the last of the Baby Boomers retire – is perfect. And so too is its size. This generation will be big enough to replace over a quarter of million Baby Boomers, who will be near retirement age when the Gen TGYH are ready to enter the labour market in 2020.

So if we want today’s babies and young children to serve Australia well as adults, it’s in our interests for current and future governments to help them grow to their full potential – especially by focusing on early childhood development and education.

Many adults working today belong to what has been called the “Sandwich Generation”: parents whose time is squeezed between raising children and looking after ageing parents. Those older workers have a vested interest in investing in future workers including Generation TGYH, as that investment will indirectly influence the strength of the Australian economy in the future – including their own standard of living in retirement age.

Should governments fail to recognise the importance of this coming generation, they may leave a group of young people without adequate education and skills to succeed the Baby Boomers. That risk is real. Brotherhood of St Laurence research has shown that more than a quarter of all young Australians in the labour market are either unemployed or underemployed. This should be a warning to governments about the effects of failing to prepare young people for their futures.

The current government is preparing the next Intergenerational Report for release in early 2015. As Treasurer Joe Hockey has indicated, that report will:

create a framework that will help define the destiny of the federation white paper, the tax white paper and the budget next year ... it is a document that will begin the national discussion about where our economy must go.

We can only hope that the report kicks off a national discussion about what all of us – governments, communities and families – can do to give today’s kids a flying start to get them ready to fill the employment and economic gap left by the Baby Boomers.
Science is in: gardening is good for you

By Chris Williams
Lecturer in urban horticulture, University of Melbourne

The science is in: gardening is good for you. As the weather warms and days lengthen, your attention may be turning to that forgotten patch of your backyard. This week we’ve asked our experts to share the science behind gardening. So grab a trowel and your green thumbs, and dig in.

That’s all very well put,” says Candide, in the final line of Voltaire’s novel of the same name, “but we must go and work our garden.” I studied this text at high school before I became a gardener and professional horticulturist. We were taught that Candide’s gardening imperative was metaphorical not literal; a command for finding an authentic vocation, not a call to take up trowels and secateurs.

In fact, Voltaire himself really believed that active gardening was a great way to stay sane, healthy and free from stress. That was 300 years ago. As it turns out, the science suggests he was right.

The science of therapeutic horticulture

Gardens and landscapes have long been designed as sanctuaries and retreats from the stresses of life – from great urban green spaces such as Central Park in New York to the humble suburban backyard. But beyond the passive enjoyment of a garden or of being in nature more generally, researchers have also studied the role of actively caring for plants as a therapeutic and educational tool.

“Therapeutic horticulture” and “horticultural therapy” have become recognised treatments for stress and depression, which have served as a healing aid in settings ranging from prisons and mental health treatment facilities to schools and hospitals.

Gardening and school

Studies of school gardening programs – which usually centre on growing food – show that students who have worked on designing, creating and maintaining gardens develop more positive attitudes about health, nutrition and the consumption of vegetables. They also score better on science achievement, have better attitudes about school and improve their interpersonal skills and classroom behaviour.

Research on students confirms that gardening leads to higher levels of self-esteem and responsibility. Research suggests that incorporating gardening into a school setting can boost group cohesiveness.

Gardening and mental health

Therapeutic horticulture programs have been shown to increase quality of life for people with chronic mental illnesses, including anxiety and depression. Another study on the use of therapeutic horticulture for patients with clinical depression sought to understand why gardening programs were effective in lessening patient experience of depression. They found that structured gardening activities gave patients a sense of achievement.

In jails and correctional programs, horticultural therapy programs have been used to give inmates positive, purposeful activities that lessen aggression and hostility during and after incarceration.

In one detailed study from a San Francisco program, involvement in therapeutic horticulture was particularly effective in improving psychosocial functioning across prison populations (although the benefits were not necessarily sustained after release).

Gardening has been shown to help improve the lives of military veterans and homeless people. Various therapeutic horticulture programs have been used to help people with learning difficulties, asylum seekers, refugees and victims of torture.

Gardening and older people

As populations in the West age, hands-on gardening programs have been used for older people in nursing homes and related facilities. A systematic review of 22 studies of gardening programs for older adults found that gardening programs showed beneficial effects on physical and mental health, social interaction and psychological well-being.

One study sought to understand if patients recovering from heart attack might benefit from a horticultural therapy program. It concluded: “Our findings indicate that horticultural therapy improves mood state, suggesting that it may be a useful tool in reducing stress. Therefore, to the extent that stress contributes to coronary artery disease, these findings support the role of horticultural therapy as a protective component of cardiac rehabilitation.”

Horticulturist and nurse Steven Wells talks about his work at Austin Health. While the literature on the positive effects of gardening, reflecting both qualitative and quantitative studies, is large, most of these studies are from overseas.

Investment in horticultural therapy programs in Australia is piecemeal. That said, there are some standout success stories such as the Stephanie Alexander Kitchen Garden Foundation and the work of nurse Steven Wells at the Royal Talbot Rehabilitation Centre and beyond.

Finally, without professionally trained horticulturists none of these programs – in Australia or internationally – can take place.

This article was first published at www.theconversation.com.au

Be breast aware in October

My name is Maria Silvestri and I am the owner of a Bricks & Mortar Store called Heavenly Curves at Wetherill Park.

I am also an Accredited Breast Prosthesis and Specialist Bra Fitter; so every day I see the effects of what Breast Cancer does.

I want to educate women in particular when they come into store for a Bra Fitting that whilst we are fitting you for your bra that you become comfortable with us and also within yourselves to make sure that you are checking on a regular basis.

I also get asked the question about, if I have implants do I still need to check, the answer is YES, YOU DO.

So, how long has it been since you have really looked at your breasts?

Become familiar with your breasts, because everyone’s breasts look and feel differently, you need to start looking and feeling your breasts on a regular basis please.

Now this goes for men as well, yes men do develop breast cancer too. Like women men have breast tissue and can develop breast cancer although not as common as women but with statistics of men diagnosed under the age of 75 being one in 1,258 with currently 12 men diagnosed a year and women currently one in 8 under the age of 85.

So what should you be looking for?

1. A new lump in your breast or underarm (armpit).
2. Thickening or swelling of part of your breast skin.
3. Irritation or dimpling of your breast skin.
4. Redness or flaky skin in your nipple area or your breast.
5. Pulling in of your nipple or pain in your area.
6. Nipple discharge other than breast milk.
7. Any change in the size or the shape of your breast.
8. Pain in any area of your breast, up near your shoulder and under your armpit as well.

So, please ensure you get into a routine to check on a regular basis, or like our Facebook page for a monthly reminder both Ladies and Gents.

https://www.facebook.com/heavenlycurves

Or Ladies make an appointment for a Bra Fitting and get a free 3 Step Breast Check Shower Cards while stocks last kindly supplied by The Sydney Breast Cancer Foundation.

Here are also some events you can support, or some ideas to hold an event to fundraise as well.

Sydney breast Cancer Foundation – Friday, October 14 2016
http://www.sbcf.org.au/events/index.cfm#event51

SO BRAVE Calendar Launch in store @ Heavenly Curves
https://www.facebook.com/events/631884793438251/

Mr. Griffith Foundation Signature High Tea
signaturehightea

Hold a Girls Night In or Pink Breakfast

Pink Ribbon Motorcycle Ride
https://www.facebook.com/events/174652093437564/

Support local support groups
https://www.facebook.com/PinkFins
charity
https://www.facebook.com/camdensurvivorsbreastcancer

I would also like to give the Acknowledging the following foundations for information supplied in this editorial.

www.bcnra.org.au

www.sbcf.org.au

www.mrgriothfoundation.com.au

www.nbcf.org.au

If you know anyone that has had breast surgery then please give them our details, we have a private and personal room for breast form fittings, post-surgical bras, pocketed bras, swimming and active wear in our store. Just give us a call to make your personal fitting appointment.

Maria Silvestri is owner – Accredited Breast Prosthesis & Specialist Bra Fitter

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This Christmas, Have a
Pandora’s Christmas

We’re open for lunch this Christmas
Here is the 3 course à la carte menu:

**Entrée**
- Tempura Soft Shell Crab (gf) (df)
- Wild baby rocket, avocado salsa, lime aoli
- Sticky Pork Belly (gf)
- Cucumber & baby herb salad, plum sauce
- Lemon & Thyme Quail
- Toasted brioche, red wine poached egg, English spinach, truffle oil

**Main**
- Pan fried Barramundi Fillet (gf)
- On crisp smashed potatoes, green beans, topped with cervega salsa and lemon butter sauce
- Golden Duck Breast (gf)
- Sweet potato mash, soy & sesame greens, Cherry jus
- Turkey Saltimbocca
- Creamy herb polenta, grilled asparagus, red wine jus, cranberry sauce
- Char Grilled Beef Tenderloin (gf)
- Creamy potato dauphinoise, asparagus, wild mushroom ragout, red wine jus

**Dessert**
- Christmas Pudding
  With custard and vanilla bean ice cream
- Vanilla Bean Crème Brûlée
  *Lemon and pistachio biscotti
- Summer Pavlova (gf)
  Double cream, fresh fruits & raspberry sorbet

**Price**
- Adults: $150
- Child (under 12) $30*
- Child (under 5) $15*
*Children’s menu different from above

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