

Limestone Coast Update

Volume 13

April 2005

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A word from the CEO

Welcome to Volume 13 of the Board's 6 monthly newsletter.

I am pleased to welcome Michaela Bell to the Board as detailed in the story below. Michaela's role will compliment the existing Board staff and increases our ability to service the needs of the regional business community.

In a general sense the Board has continued to work on a range of regional issues and projects, including providing assistance to the South East Local Government Association to develop a submission to the Australian Government's Auslink program. We believe it is imperative for the region to be recognised in the national Auslink

Land Transport Plan and in particular we seek funding to assist with strategic corridor planning for our regional transport network. It is important that we resolve our position in relation to what could be seen as competing projects like a Border Road versus rail etc.

The Board has also been working on current and emerging export opportunities, including investigating market links with China, Korea, Europe and India. The Board's Export Advisor, Mr Bruce Rodda will be leading a delegation of regional businesses to Dalian and the Hospitality and Food Expo in Hong Kong in early May. We are also joining with the Eyre Regional De-

velopment Board to support a regional presence at the Brussels Seafood Expo in May this year, with a particular emphasis on promoting our rock lobster industry.

The release of the Board's "Limestone Coast Plantation Timber 2005 and Beyond Report" last year, has been an outstanding success with a number of enquiries coming from the vast amount of new data on our regional plantation and timber processing industries.

Should you wish to find out more about your Local Regional Development Board or wish to be placed on the Board's mailing list, please contact the Board Office.

Food Industry Development Officer (FIDO)

The State Government has developed a State Food Plan 2004-2007 which builds on the gains made earlier in the State Food Plan & Program 2001-2004. The plan is committed to develop an innovative and internationally competitive food industry that contributes \$15 billion per year to the economy of South Australia by 2010. To implement this plan the Department for Primary Industries and Resources and the Department for Trade & Economic Development, have funded

Food Industry Development Officers throughout the State.

Michaela Bell has been employed by the LCRDB as the new Food Industry Development Officer. She will work collaboratively with the Board, Food SA and the Limestone Coast Food Group (LCFG) to achieve their joint objectives of developing and growing the food industry in the region.

Michaela's role is predominately to deliver a range of services such as:

- Facilitating the development and sustainability of the regional food industry
- Foster product development and value adding processes in the Limestone Coast food industry
- Market development
- Innovation support
- Information exchange
- Strategic Project support
- Regional Food group support and promotion

Disclaimer

This newsletter is produced six monthly, as a guide to services provided by the LCRDB and to highlight other regional initiatives. The material is correct to the best of our knowledge as at April 2005. We allow reproduction of material in this newsletter provided acknowledgement of the Limestone Coast Update is given.



Mr Roger Babolka
Business Development
Manager

Buying a Franchise, is it right for you?

The franchising industry is an extremely successful component of Australia's small business sector, and is now an \$80 billion growth industry employing over 480,000. In fact, Australia has the largest number of franchising systems per capita in the world.

The benefits and success of franchising have drawn many new participants into the industry. However, not all franchises are the same, and like all businesses, there are risks involved.

So, if you are considering buying into a franchise then there are some things you must find out first. A legitimate franchising company is proud of its name and welcomes detailed investigations, so beware of any company that refuses to answer your questions. Some of the key questions that need to be addressed are:-

- Have you been provided with a 'Disclosure Statement'?
- Is the company a member

of the Franchisors' Association of Australia and New Zealand?

- Do you know how long the franchisor has been in operation?
- You should request copies of previous annual reports, to show how well the company is trading.
- Does the company have a good reputation in the market place?
- Ask who the principals are, and what standing do

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Limestone Coast Home Based Business is buzzing!

With nearly one million people operating a business at or from home, home-based businesses are an important cog in the Australian economy.

Developments in communication and information technology, together with economic and social change, have greatly contributed to the surge in home-based businesses throughout the Limestone Coast.

This fast growth presents operators with a unique set of challenges to face and the Small Business Answers program available through LCRDB responded to the challenge by mounting the HBB roadshow in November 2004. Over 150 people

participated in the seminars staged in Bordertown, Naracoorte, Robe, Millicent & Mount Gambier.

Barbara Gabogrecan, who operated her own award winning business from home and who later founded the Micro Business Network that within 5 years included over 20,000 businesses, led the workshops. Barbara, who is regarded as one of Australia's leading authorities on HBB led the workshops by staging a hypothetical in each center that involved panelists recruited from local home based business operators and community leaders.

"Inspirational, motivational, down to earth" and "Thank

God for Barbara" were some of the comments fed back to Barbara who was impressed with the diversity, ideas and the energy of the workshop participants.

Barbara is returning to the region to deliver a follow up session on "How to Benchmark Your Home Based or Micro Business" in Naracoorte on Thursday 5 May 2005.

For further information on how to book for this workshop and how the LCRDB can help you in your home based or micro-business, please contact Rob Forgan at the Board Office.

The Small Business Answers program is an initiative of the Australian Government

**Did you know -
the Limestone
Coast region
covers 21,376 sq
kms and has a
population of
63,000 people**



Mrs Michaela Bell
Food Industry
Development Officer

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- Identify, establish and research basic training packages/workshops that will benefit the LCFG and other regional food industry businesses.
- Research funding opportunities and grants
- Undertake a regional food industry needs/capability analysis.

Currently one of Michaela's major projects is the undertaking of a regional food industry needs analysis of businesses to gain a greater understanding of the needs of small and medium sized companies. The aim of this project is to develop this information in conjunction with the Scorecard to plan projects that directly meet the needs of the food industry.

The more information obtained the greater the opportunity for the regional food industry to receive assistance with funding, training, pilot programs and projects.

In the next couple of months Michaela will be contacting regional businesses to participate in the analysis, so please support this important initiative.

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they have in the community.

- Check their policy on extending the franchise in a locality, to make sure that your market share will be protected.
- Checkout existing franchise operations, and ask the owners/operators about the service they receive from the franchisor.
- A franchise usually relies on a corporate image and you should check how this is generally regarded.

- How do you feel about committing yourself to a long-term business association with the product/service provided?
- How well does the product/service perform?
- Who are the competition, and what is the 'point of difference' between your proposed operation and the competition?
- Is the product/service a fad?
- Can you do a comparison of your proposed franchise location to an existing operation (population,

economic make-up etc)?

- What do you actually get when you purchase the franchise?
- What level of 'ongoing support' do you get from the franchisor?

Contrary to popular belief, buying into a franchise is not a licence to print money, and like any business venture there are risks. However, if you want more information on franchise operations, contact Roger Babolka, Business Development Manager at the Old Town Hall.

There are approximately 7,200 small businesses in the Limestone Coast Region

Other regional news...

Active After-school Communities program

The Australian Government will spend \$90 million over four years to establish an after-school structured physical activity program known as Active After-school Communities. The program will be managed by the Australian Sports Commission and delivered nationally to children enrolled in Australian primary schools and Child Care Benefit (CCB) approved Out of School Hours Care Services (OSHCS), beginning Term 2 of 2005.

In December 2004, local resident **Josephine Duigan**

was appointed to the position of coordinator, Active after School Communities program in the South East. Her role will be to work with primary schools and OSHCS to offer ideas and resources for programs that will engage traditionally inactive children and advise and support schools and centres during the grant application process. Another aspect of her role will be to identify and train local deliverers and link them with schools and centres that are involved in the Active After School Communities program.

Josephine hopes that some of the main benefits of children participating in after

school activities will be the 'flow on effect' of increased numbers of juniors to local clubs and other 'active' programs, the opportunity to support children who have the ability to play junior sport but face barriers that prevent their participation and at the very least offer kids the opportunity to become more active after school with their friends.

For more information about the Active After-school Communities program in the South East contact Josephine on PH: 8723 1057 or send an email to: josephine.duigan@ausport.gov.au



Ms Josephine Duigan
Coordinator
Active After Schools
Program

Board Member Profile

Andrew Lawrie was appointed to the Regional Development Board in August 2002 as a Community Representative and brings to the Board a wealth of experience in the fishing industry.

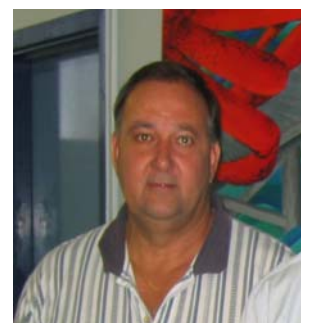
Originally from Kingston, Andrew moved to Adelaide to attend College,

where he remained for several years prior to returning home in 1980 to work as a professional fisherman with his father.

Whilst Andrew's family still reside in Kingston, he has been a resident of Robe for the past 17 years, during which time he has been involved in live export of

Southern Rock Lobster. He is currently Managing Director of Sky Seafoods at Robe.

Away from work Andrew has been heavily involved in the Robe Football Club, serving on the Committee from 1987—1994, which included a stint as President from 1992 to 1994.



Mr Andrew Lawrie



(South East, South Australia)

“Helping to grow the region’s economy”

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Mr Grant King
Chief Executive Officer

The Limestone Coast Regional Development Board is one of thirteen regional boards established in South Australia and funded in partnership between the South Australian Government and Regional Local Government.

Our aim is to grow the economic base of the Limestone Coast Region through the delivery of a range of services and other activities associated with economic development including:-

- Employment creation and/or retention
- Industry attraction
- Infrastructure development
- Business assistance and expansion
- Capital investment attraction
- Regional promotion
- Community development
- New business start-up advice and assistance
- Education and training
- Community leadership
- Support for entrepreneurial activities.

The Board is made up of Members representing business, industry, community and local government from across the whole region.

Board Membership

- Mr Bill Hender, *Chairman*
- Mr Grant King, *CEO/Secretary*
- Mrs Gwenda Lawlor, *Deputy Chair/Community Rep*
- Mr Jim Osborne, *Forestry and Export Rep*
- Mrs Helen Strickland, *Education & Training Rep*
- Mr Dale Lewis, *Environment & Natural Resources Rep*
- Mr Max Arney, *Wine Industry Rep*
- Mr James Yates, *Tourism Rep*
- Mr Tim Flint, *SE SAFF Committee Rep*
- Mr Dean Coclonis, *Small Business Rep*
- Mr Andrew Lawrie, *Community Rep*
- Ms Louise Stock, *Community Rep*
- Cr Frank Boylan, *SELGA Rep*
- Cr Simon Cox, *SELGA Rep*
- Cr Tony Pasin, *SELGA Rep*
- Mr Don Basso, *State Govt Rep*

How can Board programs assist your business?

The Limestone Coast Regional Development Board offers a variety of FREE services to the limestone coast business community

Roger Babolka manages the Board’s Small Business Advisory Service and can provide you with advice and assistance in relation to understanding cashflows, business planning, business licence information, human resources etc.

Rob Forgan operates the Small Business Answers Program for the Board, in conjunction with the Australian Government, which is a referral and support service for business. Rob can provide advice on accessing Australian and other Government funding pro-

grams, as well as pointing you in the right direction for your other business needs.

Bruce Rodda through a joint venture with Aus-trade and the State Government, provides export assistance services to new and potential exporters, along with assisting companies to achieve success in their first overseas market.

Linda Polomka is a regional project officer, assisting businesses access the Australian Government’s regional sponsored migration scheme. If you are unable to fill a skilled vacancy in your business, give Linda a call.

Helen Strickland and Amanda Watson coordinate the Limestone Coast Regions at Work

program. Regions at Work is a State Government initiative which enables skills development and employment programs to be delivered to individuals and businesses throughout the Limestone Coast.

Michaela Bell’s role is to assist the development of the food industry across the region, through a joint agreement between the Board, Food SA and the Limestone Coast Food Group. (See feature story on front page.)

Chief Executive Officer of the Board Mr Grant King says “the Board’s dedicated and professional staff are available to assist any small business across the Limestone Coast region at a place and time convenient to you.”