



**FEBRUARY 2010**



The 120th Upper Hunter Show will be held at the Muswellbrook Showgrounds on 19 and 20 March 2010.

The Upper Hunter Regional Show, has been operating since the early 1870's and in it's current location at Maitland Street since 1954.

This makes The Upper Hunter Regional Show, one of the longest running regional shows in Australia.

Log on to [www.upperhuntershow.com.au](http://www.upperhuntershow.com.au) for further information and entry forms

**INSIDE THIS ISSUE:**

*Free Graduated  
Licencing Scheme  
Workshop for Parents  
of Learner Drivers* 2

*Clean Up Australia  
Day* 2

*Business & Trades  
Expo* 2

*2010 Resolutions for  
Business Success* 3

*Hunter Region  
Tourism Organisation  
Strategic Business Plan  
Meetings* 4

*Does Public Speaking  
Frighten You?* 4

*What's On at your  
Library in February* 6

*International Women's  
Day* 6

*Charity Dinner—Cure  
for Life Foundation* 6

*Scone Cup* 6

*Diary* 7

*Memberships* 8

**Employee of the Month**

Congratulations to the monthly winners to date;

**September**

—Leslie Nicholls

**October**

-Emma Leslie

**November**

- Janelle Passfield

**December**

- Anna Googe

**January**

Chantelle McPhee

**February**

Make sure you get your nominations in—last chance for this year.

Anyone can nominate someone whom they consider gives them excellent customer service or goes beyond the call of duty to help.

**Employers can nominate an**

**employee** who they consider to be an excellent employee or a great ambassador for your

business.

Show your appreciate and buy the Chronicle on Friday to nominate someone who should be recognized for the great work.



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## Free Graduated Licensing Scheme Workshops for Parents of Learner Drivers in Muswellbrook



Young drivers are three times more likely to be involved in casualty crashes. That's why the RTA has introduced a new licensing scheme, with more supervised driving practice for learner drivers.

why the RTA has intro-

To help parents in supervising learner drivers, the RTA has set up a FREE 2 hour workshop for parents in Muswellbrook offering practical advice on how to help learner drivers become safer rivers.

In **Muswellbrook** a FREE RTA parents' workshop will be hosted by David Riches on Wednesday February 24<sup>th</sup> at the Muswellbrook Workers Club from 6.00 pm – 8.00 pm.

Early bookings are essential, so phone on 0438 215 323 now to reserve your place, or email [parentworkshop@optusnet.com.au](mailto:parentworkshop@optusnet.com.au)

## Clean Up Australia Day(s)

Clean Up Australia Day is fast approaching and it is time to consider your involvement in the event.



The dates for this year's Clean Up Australia Day are:

**Clean Up Australia Day** - Sunday 7 March 2010

**Business Clean Up Day** - Tuesday 2 March 2010

**Schools Clean Up Day** - Friday 5 March 2010

Please contact Craig Flemming or Heather Murphy at the Muswellbrook Shire Council—6549 3780 to register for the Muswellbrook Clean Up.

You are able to register another site you feel is in need of attention or find the sites that are already registered at the website—

[www.cleanupaustaliaday.org.au](http://www.cleanupaustaliaday.org.au)

## YOUR BOARD OF DIRECTORS

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## Business and Trades Expo

The Hunter Region Business Enterprise Centre and the Muswellbrook Race Club have joined together to promote small to medium size businesses in the Upper Hunter with an Expo to be held in conjunction with the Aberdeen Cup on Friday 19 March 2010.

There will also be free mini-workshops and events during the day.

On Thursday evening, 18 March, a launch dinner with guest speaker Jim Knowles, who has an interesting story to tell, will be held at the Race Club. This will be a wonderful networking opportunity as well as enjoying fine food.

Please call Julie Fibbins, Business Facilitator, Hunter Region Business Enterprise Centre on 0428 238 399 or by email to [Julie@hunterregionbec.com.au](mailto:Julie@hunterregionbec.com.au).

**Information Sheet and Booking Form are attached.**





## 2010 Resolutions for Business Success

### 1 **A business needs measurable goals.**

It may seem obvious, but you need to articulate what you are trying to achieve with your business. Your objectives need to be measurable, so you and your team can set key milestones and ensure that things are on track. By doing this you'll know that you are allocating your precious time, resources and energy in the most appropriate way to grow your business.

### 2 **Know your customers. You have to deliver value to your customers.**

To know what's valuable to customers, you have to understand their needs and how they behave. You also need to be able to readily share that information across your team, especially if some of your staff know your customers really well, but other members of the team don't. That way you can make sure that no opportunities are missed.

### 3 **Make sure they can find you. More and more people find and buy what they need on the Internet.**

Investing in search-related activities like Google AdWords and search engine optimisation (SEO) can help a limited marketing budget go much, much further. But good search rankings are just the beginning – what happens when people get to your site? You need to ensure that your website and other materials provide your customers with the information they need to make the right decision to go with your business. Let customers transact with you as much as possible: self-service means convenience for them and less manual handling of orders for you.

### 4 **Know how your customers want to be talked to. Understand how best to maintain ongoing dialogue.**

Some customers may prefer to be contacted by telephone, others may rather talk face-to-face and others may want to do as much as possible online via email, websites and social networks like Facebook and Twitter.

You need to establish which are the best channels to engage customers and make them aware of what you have to offer.

Once you have their attention you need to know what channels are the best to keep them engaged through to the sale... and into the future.

### 5 **Be flexible and responsive. Customer service is a key competitive advantage.**

People hate to wait. In times of product parity and cost consciousness, you need to be able to respond to customer requests as quickly and as efficiently as possible, 24/7...via an increasing number of channels, including social media.

To meet the growing demand for customisation, you need tools that help you tailor products and services to better meet customer needs whilst generating profit for the business.

### 6 **Focus on what you do best. Small business is all about multi-tasking.**

There are so many things to take care of when running a small company —it's easy to get distracted and lose sight of what you set out to achieve.

Whilst dealing with numerous day-to-day tasks, you need to be able to focus on those activities that set you apart from the competition in order to ensure the survival and growth of your business.

### 7 **Develop strategic partnerships. You don't have to do it all by yourself.**

Most small to medium-sized businesses have limited in-house resources —building relationships with the right partners can bring solutions, skills and contacts to the table that help you to service your customers more efficiently and often create more opportunities.

Open communication and the ability to freely share information are critical to the success of long-term, profitable partnerships.

### 8 **Harness technology. Small businesses can now afford big business solutions.**

The recent introduction of platforms like web-based "cloud" computing and software-as-a-service (SaaS) has given small companies affordable access to technology previously only within the budgets of large corporations.

By understanding these opportunities you can rapidly grow your business without heavy investment.

Technology can also help to reduce costs by improving efficiency, for example reducing fuel costs by better organising delivery routes.

### 9 **Automate manual tasks. Don't let an opportunity fall through the cracks.**

It's more important than ever to ensure that orders get filled, leads get followed-up and customers receive the attention they deserve.

Manual tasks — such as measurement, workflow management, ordering and follow-up communication — should be reviewed.

Where possible they should be automated to reduce risk, increase efficiency and generate more profit.

### 10 **Reduce costs. A dollar saved is a dollar made.**

It's a consumer's market and it's never been more important to make sure you keep your costs to the minimum — without compromising the quality of your product and service — to ensure that you can maintain competitive pricing.

Where possible you need to be able to improve the level of your service without increasing your costs.



HUNTER  
REGIONAL  
TOURISM  
ORGANISATION



## invitation

Hunter Tourism has engaged Hunter Councils Consultancy Services to prepare a Hunter Regional Tourism Organisation Strategic Business Plan for 2010–2013.

The Strategic Plan will address, amongst other matters, the challenges and opportunities presented by our passage to Tier One status and, in doing so, will provide a strategic direction and plan of action for Hunter Regional Tourism Organisation as the peak industry body for tourism in the Hunter over the next 5 years.

Focus areas in the plan will include the role of the organisation in the Hunter Region, its structure and funding.

Feedback from the tourism industry will be a vital component of the plan's development process, and to enable this to occur workshops with the industry will be conducted throughout the Hunter Region

The Board of Hunter Regional Tourism Organisation invites you to attend one of the following Strategic Planning workshops

AREA	DATE	TIME	LOCATION
Lake Macquarie	Fri 12/2/10	10 am-12.30 pm	Mountain View Room, Club Macquarie
Maitland	Wed 17/2/10	2.30-5.00 pm	Maitland Gaol
Newcastle	Fri 12/2/10	2.30-5.00 pm	The Pavillion, Newcastle Jockey Club
Port Stephens	Tues 15/2/10	10.30 am-1.00 pm	Crow's Nest Room Nelson Bay Bowling Club
Singleton	Wed 17/2/10	10 am-12.30 pm	Singleton Library
Upper Hunter Country	Mon 15/2/10	10 am-12.30 pm	Colonial Bistro, Aberdeen RSL Club
Barrington Tops	Fri 19/2/10	10 am-12.30 pm	Riverwood Downs, Monkerai

## rsvp

Phone: 02 4978 4000  
Email: [info@huntertourism.com](mailto:info@huntertourism.com)

### *Does speaking in public frighten you?*

Muswellbrook Toastmasters is running a 6 part series of Speechcraft, commencing on 19 April for six consecutive Mondays.

This offers the community a 'crash course' in public speaking both prepared speeches and impromptu. Each attendee will receive materials to keep and each of their speeches will be evaluated by members of Toastmasters. During the course each attendee will Also have an advisor or mentor who will help and advise them for the duration of the course.

The cost is \$50 per person and there will only be 6 places. Enquiries can be directed to Michele Hartrick, President Muswellbrook Toastmasters on 6542 5987 or [president@muswellbrook.freetoasthost.biz](mailto:president@muswellbrook.freetoasthost.biz)



## What's on @ your Library February 2010

Displays	<b>Muswellbrook:</b> Library Lovers Day - Romance in History and Literature	
Tuesday 2 <sup>nd</sup> February	<b>Scone:</b> Bookworms	7.00 pm
Thursday 4 <sup>th</sup> February	<b>Muswellbrook:</b> Baby Talk	11.00 am
Friday 5 <sup>th</sup> February	<b>Scone:</b> Baby Talk	11.00 am
Tuesday 9 <sup>th</sup> February	<b>Aberdeen:</b> Storytime 	10.30 am
Thursday 11 <sup>th</sup> February	<b>Muswellbrook:</b> Baby Talk	11.00 am
Friday 12 <sup>th</sup> February	<b>Scone:</b> Baby Talk	11.00 am
<b>Sunday 14<sup>th</sup> February</b>	♥ ♥ <b>Library Lovers Day</b> ♥ ♥	
Tuesday 16 <sup>th</sup> February	<b>Scone:</b> Little Rascals	10.30 am
Thursday 18 <sup>th</sup> February	<b>Scone:</b> Storytime <b>Muswellbrook:</b> Baby Talk	10.30 am 11.00 am
Friday 19 <sup>th</sup> February	<b>Scone:</b> Baby Talk	11.00 am
Tuesday 23 <sup>rd</sup> February	<b>Scone:</b> Book marks <b>Murrurundi:</b> Eager Readers	10.00 am-12.00 noon 10.30 am-12.30 pm.
Thursday 25 <sup>th</sup> February	<b>Muswellbrook:</b> Baby Talk	11.00 am
Friday 26 <sup>th</sup> February	<b>Scone:</b> Baby Talk	11.00 am
	<b>Read on the Wild Side @ Your Library</b>	

For more information please contact your local Branch Library

Muswellbrook		6543 1913	
Aberdeen	6543 7669	Cassilis	6376 1295
Denman	6547 2208	Merriwa	6548 2207
Murrurundi	6546 6773	Scone	6545 1451



## *International Women's Day—your invitation*

### **Sobs and Songs from 'The Inconvenient Child'**

Hear Sharyn Killens and Lindsay Lewis tell this Extraordinary Story  
& join us for drinks & nibbles

Join Sharyn and Lindsay for **Sobs and Songs**

**When:** Friday 5<sup>th</sup> March 2010  
From 6.00pm

**Where:** Muswellbrook Library  
126 Bridge Street  
MUSWELLBROOK

For bookings please phone  
Dion/Rosemary by 1<sup>st</sup> March 2010  
02 6543 1913

Book Sales - **Hunt-a-Book**

**Cost:** \$5.00 donation to be given to  
St. Vincent de Paul, Muswellbrook.

Book signing after the talk

## **Charity Dinner, Muswellbrook RSL, 27 March 2010**

in support of



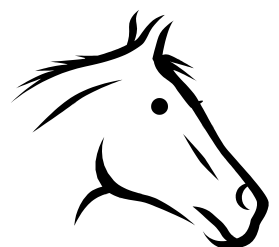
### **Guest speakers Brad Fittler and Dr Charlie Teo**

Tickets \$50.00 per person (includes 2 course dinner)  
For bookings call Fiona on 6543 1700

Get a group of friends together for a great evening

## ***Scone Cup runneth over...***

Scone & Upper Hunter Horse Festival kicks off on 30 April 2010 with the Cup meeting Friday 14 May.  
Already almost all of Scone town accommodation is booked out so things are looking good for a record meeting and a great opportunity for businesses in the surrounding areas to enjoy some overflow from the Races.  
Festival Programmes (30 April – 16 May) are available at Muswellbrook Visitor Centre.





## *Dates for the Diary*

15 February	Strategic Business Planning Workshop for Upper Hunter Country Tourism (refer page 4)
24 February	Free Graduated Licensing Scheme Workshops for Parents of Learner Drivers in Muswellbrook—for bookings and further details 0438 215 323 (refer page 2)
25 February	Fair Work in NSW—free workshop in Muswellbrook, 9.00 am-12 noon, Muswellbrook & District Workers' Club. This workshop explains your new obligations under the legislation, including Fair Work Information Statement, employment requirements and 10 National Employment Standards. Places are limited—register on-line at <a href="http://www.industrialrelations.nsw.gov.au">www.industrialrelations.nsw.gov.au</a>
2 March	Chamber breakfast—at Neil Raphael's Glen Eden dairy, Burton's Lane Muswellbrook. Milking will be finished so you won't need to bring a bucket. More details in the next week or so.
3 March	Making Dollars and Internet Sense—a workshop on epmarketing and financial know-how for creative professionals. This exciting workshop will provide you with the essential business skill set of marketing and finance, tailored especially for small business working in the creative industries. Learn to develop an online marketing plan and how to create an e-marketing strategy. Combine this with an understanding of basic Profit and Loss statements, cash flow and pricing information. This all day workshop will provide you with the know-how to put a price on your product, sell your product and importantly, profit! Numbers limited—register online at <a href="http://www.smallbiz.nsw.gov.au/events">www.smallbiz.nsw.gov.au/events</a>
5 March	International Women's Day function at Muswellbrook Regional Library—Sobs and Songs from 'The Inconvenient Child' (refer page 6)
9 March	Muswellbrook Women's Network Dinner
13 March	Muswellbrook Regional Arts Centre—Muswellbrook Photographic Award
14 March	Dry Boat Derby—Muswellbrook Race Course—refer attached flyer
18 March	Expo Launch Dinner, Muswellbrook Race Club, 6.30 for 7.00 pm (refer page 2)
19-20 March	120th Upper Hunter Regional Show— <a href="http://www.upperhuntershow.com.au">www.upperhuntershow.com.au</a>
19 March	Upper Hunter Business and Trade Expo and Aberdeen Cup Race Day at Muswellbrook Race Club from 10.00 am (refer page 2 and attachments)
27 March	Cure for Life fundraising dinner at Muswellbrook RSL, 6.00 pm (refer page 7)
17 April	2009 Muswellbrook Business Awards presented at Muswellbrook RSL
19 April	Speechcraft course commences—(refer page 4)
30 April	Scone & Upper Hunter Horse Festival
14 May	Scone Cup

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Muswellbrook RSL

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Hunter Valley Youth Express  
Muswellbrook PCYC  
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Doherty, Kevin

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Sandy Hollow Tourist Park

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P/L

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Darryl's Bobcat Pty Ltd

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Muswellbrook Coal Co

Muswellbrook Crane Services

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Xstrata-Mangoola Coal

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