



JUNE 2010

CBD footpath upgrade commenced

The long awaited upgrade to Bridge Street has commenced.

Despite the recent wet weather the project is on time. The western half of the footpath from the Post Office to JTS Realty has been removed, new curb and guttering installed. The large road sign was removed on Thursday, making way for the paving to commence.

Muswellbrook Shire Council is extremely pleased with the progress to date.



Welcome to new members:

**C & W Constructions
Pty Ltd**

SGS—Stax

INSIDE THIS ISSUE:

<i>12 Steps to get the most out of your business</i>	2
<i>Meet & Greet for July</i>	2
<i>Upper Hunter Show Dates</i>	3
<i>Dollar-a-Day Funds at work</i>	3
<i>Netball Clinics</i>	3
<i>How to manage your debt</i>	4
<i>Technology Workshop</i>	5
<i>Relay for Life Launch Ball</i>	6
<i>Breakfasts</i>	6
<i>Dollar-a-Day</i>	7
<i>Centenary Celebrations at Highbrook Park</i>	8
<i>Diary</i>	9
<i>Membership</i>	10

Fair Work Audits

Over the next few months the Fair Work Ombudsman will be carrying out audits on businesses. To ensure you are compliant, visit the Fair Work Australia website for relevant information and to download a Self Audit Checklist.

<http://www.fwo.gov.au/Audits-and-campaigns/pages/default.aspx>

Muswellbrook Shire Council Budget

Last chance to comment on the 2010-2011 Muswellbrook Shire Council Budget by 31 May.

Copies of the Draft Budget are available at the Muswellbrook Council's Administration Centre, Denman and Muswellbrook Libraries and on the Council's website—Community Announcements—www.muswellbrook.nsw.gov.au

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12 steps to get the most out of your business

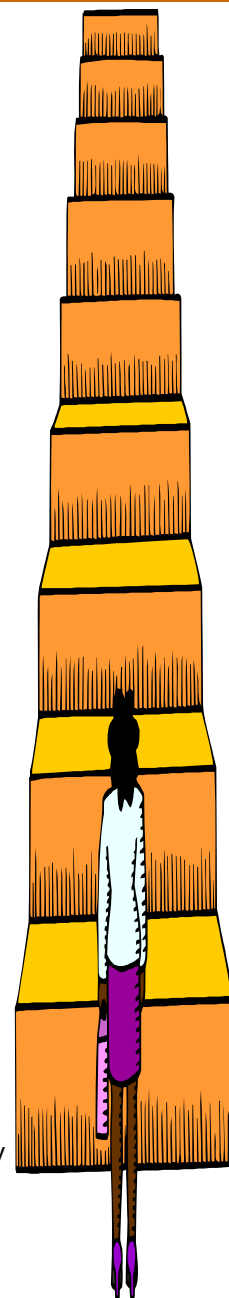
Most of us have aspirations to do something; the problem is we often don't dedicate enough time to focus on what we really want. For some of us the biggest challenge holding us back is not having the commitment of a step by step system to make things happen. Other obstacles to achieving our goals include procrastination, lack of self-confidence or failure, having no time and being overwhelmed, difficulty in delegating, lack of motivation, morale and energy and lack of support from others.

The key strategies to improving your chances of success should be built around three areas—focus, flexibility and treat communications. Here are some of the more important things David Gray has learned in running a small business.

1. Get a clean picture of what you really want to do and write it down!
2. Focus on your goals and what you want to happen
3. Identify your main target market—who are your ideal customers or clients?
4. Clarify your point of difference and why customers should choose your services or products
5. Bundle your products and services so you can offer your customers a choice
6. Build practical support systems that will help you run your business more efficiently
7. Get help to develop a Plan so your time and work more on your business than in it
8. Track your results and progress—to be effective you need to manage your time and resources
9. Run your business with confidence—adopt a professional attitude and mindset
10. Don't spend too much time perfecting things or the opportunities will pass you by
11. Success and failure are all about habits—develop good habits, they will increase your chance of success
12. Be proactive and do things differently—get out of your comfort zone, try new ideas or nothing will change.

We all have 24 hours in a day and how we invest our time makes our life what it is. Current trends in lifestyle aspirations have encouraged the growth of self-employment and small businesses. Working in a niche market, however, we obviously cannot be everything to everybody and sometimes need help and support to develop and focus on our core competencies—we have the most success doing the things we are good at and like to do!

Source: BEC news, Autumn 2010—David Gray, DLGray Marketing



Meet and Greet scheduled for 14 July

Our community has a lot of new residents—both permanent and temporary—they have come to live, work and play and retire in Muswellbrook.

We are organising a 'Meet & Greet' evening on Wednesday 14 July from 5.30 pm to 8.30 pm in the Muswellbrook RSL auditorium.

We are inviting all Clubs, Groups and Organisations in the Muswellbrook area to come along on the evening to show what your group can offer to members of our community. It is a great way to attract new members/volunteers.

Please refer to the attached Invitation/Registration Form



Upper Hunter Show Dates for next 10 years

The dates for Upper Hunter Show and Expo have been set for the next 10 years—always 2 weeks prior to Easter each year.

2011—8 and 9 April

2012— 23 and 24 March

2013—15 and 16 March

2014—4 and 5 April

2015—20 and 21 March

2016—11 and 12 March

2017—31 March and 1 April

2018—16 and 17 March

2019—5 and 6 April



YOUR BOARD OF DIRECTORS

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Welcome to Muswellbrook Shire
In glorious Upper Hunter Country
...Top End of the Tablelands Way

Simply Wonderful

- Golf • Water Skiing • Fishing • Bushwalking
- Art Galleries • Convalesces • Big Back Bulls
- Country Shows & Rodeos • National Parks
- Beautiful Drives • Cities • World Class Wines
- Horse Races all year round • Thoroughbred Horse Studs
- Fine Dining • Country Pubs • Yummy Tuckers

Upper Hunter Wine & Food Affair
May every year - at Denman

The Global Village Classic Car Show
November every year - at Muswellbrook

For a FREE Information Package contact

Muswellbrook Visitor Information Centre
41 Mill Street Muswellbrook NSW 2334
Phone: (02) 65 414 050 Fax: (02) 65 414 051
Email: visitors@muswellbrook.org.au
Web: www.muswellbrook.org.au

...On The Inland Adventure Trail

Dollar a Day funds at work

The Tablelands Way brochure was recently included in the XP Traveller Magazine which is placed on every seat on every Country Link train throughout NSW.

Included in the Tablelands Way was an ad for Muswellbrook Shire, paid for by Dollar-a-Day contributions.

As a result of our ad in that issue, we have been invited to do a Muswellbrook area editorial plus photos for an upcoming issue.

Kevin Doherty at the Muswellbrook Visitor Centre would like to express his thanks to all the Chamber Members and Muswellbrook Shire businesses who have contributed to the Dollar-a-Day fund as it really is the major funding resource for promoting our Shire.

The Tablelands Way brochure is also distributed separately in Visitor Centres, Expos, etc similar to the way the GET LOST brochure is for Upper Hunter Country.

Next time you travel by train look out for the XP Traveller Magazine—you are sure to find some interesting reading for your journey.

Netball Clinics during school holidays



Muswellbrook Shire Council, in partnership with NSW Sport & Recreation (Hunter Region) will be conducting a netball development clinic at Karoola Park, Muswellbrook on **Wednesday and Thursday 7 and 8 July from 9.00 am to 2.00 pm.**

The clinic will consist of skill development for Netta Netball players (aged 7-10) and

traditional netball players aged 11-14). The cost per participant will be \$45.00 for both days for a 2 hour duration each day and will include a netball and drink bottle.

If you are interested in your child attending, please contact Sport & Rec on 13 13 12, complete an application form that can be

downloaded at Sport & Rec's website www.dsr.nsw.gov.au and fax it to 02 9006 3888 with your credit card details or print the application form and send it with a cheque or money order to NSW Sport & Recreation 117 Bull Street NEWCASTLE WEST 2302

How to manage your debt

Competing business pressures often make the task of debt management run a poor last to other management functions.

Just how efficiently you can minimise the lag time in your business between purchasing product, and/or manufacturing product, and/or providing services, then billing the customer and finally collected payment, is critical to your liquidity.

This lag time can cause significant problems, draining your funds, time, resources and personnel required for the day-to-day running of operations. Everywhere in this cycle you have to have working capital available to continue to operate and pay staff and draw a wage yourself.

Keeping debtor days to an absolute minimum is crucial, particularly as clients start putting on pressure to extend payment terms.

Though it is not possible to totally prevent bad debt, if your business has clear and concise processes, procedures and checks in place and these are documented, you are in a stronger position to ensure your business isn't badly affected by debt.

Your credit management system should enable you to easily identify who are your slow paying clients and their credit worthiness; and credit check potential customers and screen out the risky ones.

It should have a dated record of all transactions and include customers' reasons for late payment and when to expect payment.

If you don't have an in-house accounts receivable capacity in your business, determine how outsourcing debtor management services fits into the bottom line. Weigh up the cost of the service balanced against the prospect of improved payment rates and the convenience of somebody else managing your debts.

Tips for chasing debts more efficiently

- ✓ Invoice by email rather than post—faster and provides customers with online records
- ✓ Invoice as close as possible to the time you supply the goods or services, leaving less of a time lag between provision and invoice
- ✓ Make it easy for your clients to pay you directly by crediting your account online
- ✓ Consider the benefits of offering incentive options like small discounts for early or prompt payments
- ✓ Chase overdue invoices at least monthly
- ✓ Have in place a system that flags outstanding invoices and attend to them as a matter of priority.

Tips for motivating clients to pay

- ✓ A tiered repayment structure. Discounts can be scaled, so the earlier the repayment, the bigger the discount, or further discounted over time for selected customers as a reward for prompt payment
- ✓ Other benefits for prompt payment such as a higher level of post-purchase service or priority access to new stock
- ✓ The ability to pay in instalments. This will assist your customers with their cash flow while give you some increased security
- ✓ Debtor insurance, invoice discounting, or debtor finance for your bigger clients, and those that you are particularly dependent upon for income.

Methods to ensure prompt payment

- ① **Your debt collection policy**—have in place a clearly articulated and documented policy which explains how to
 - Determine if a customer deserves credit, and what terms should be provided;
 - determine if security is needed for credit;
 - determine if credit should be provided should the customer's trading conditions change;
 - follow up and collect debts and the terms for enforcing payment;
 - enforce the terms for payment; and
 - offer discounts for early payments
- ② **Documentation for quotes and orders should**
 - Clearly outline terms and conditions; record all aspects of the transaction to avoid disputes on any aspect of the order which could cause a delay in payment
- ③ **The credit application for new customers should**
 - Have these terms and conditions articulated clearly so the customer is aware of them from the start of trading
- ④ **When signing up a new customer**
 - Be vigilant in obtaining credit information, verifying it and documenting signed guarantees
 - provide the customer with a copy of your terms and conditions and gain acknowledgement that they read, understood and agreed to be bound by all aspects of the terms, and
 - build their profile and details into a structured program of reminders and updates that ensures paying their bill remains on their radar.





INVITATION

**Muswellbrook Shire
Tourism & Hospitality Operators**

TECHNOLOGY WORKSHOP

**On behalf of
UPPER HUNTER COUNTRY TOURISM
please accept our Invitation to the Technology Workshop**

DATE—Tuesday 22 June 2010

TIME—10.00 am

**VENUE—Segenhoe Inn B&B
New England Highway Aberdeen**

COST—\$10.00 per person, includes morning tea

Items Covered:

SOCIAL MEDIA

(Facebook; You Tube; Twitter, etc)

Update on * GET CONNECTED (New Rules)

*** ON LINE BOOKING**

*** Upper Hunter Country Website**

*** Panel discussion on Internet Services/Opportunities**

**Modern technology provides us with wonderful opportunities.
This Workshop aims to assist our members and operators to better understand what is available and
how to make the most of those opportunities.**

AND....The GOOD THING is that a lot of the New Technology is FREE

Come along and find out how your Business can benefit

RSVP: Friday 18th June 2010

Kevin Doherty

Muswellbrook Visitor Information Centre

87 Hill Street Muswellbrook NSW 2333

Phone: 6541 4050 Fax: 6541 4051

Email: visitorcentre@muswellbrook.org.au



2010 Muswellbrook Relay for Life

Launch Ball

In aid of Cancer Research

Saturday 26th June

Muswellbrook RSL Club
6.30 for 7p.m

Entertainment

Jukebox Saturday Night
with Pete Graham

2 Course Dinner • Raffles and Auction

Tickets \$40 per person available from the Muswellbrook RSL Club
Tables of 10 or individual tickets

your Club my Club our Club

www.muswellbrookrsl.com.au
Club – 6543 1700 Courtesy Bus – 0427 260 211

Breakfasts—July, August, September

July

- Energy Efficiency for Small Business
The presentation will focus on:
- ★ (DECCW) - who are they? What do they do?
 - ★ Summary of programs and how they benefit businesses
 - ★ What is meant by 'sustainability', i.e. it's about economic and social sustainability as much as environmental sustainability
 - ★ details on the specific programs and how companies can join them
 - ★ case studies of companies who've taken part

August

2010 is the Year of the Tiger. We will be organising a 'Chinese Breakfast' at Kin's Garden Restaurant (next to Muswellbrook Workers' Club) Muswellbrook Carnivale 2010 will be launched with the release of this year's e-book and we are looking to have a couple of guest speakers who are recent migrants to Australia and Muswellbrook.

September

Breakfast to be hosted by Coal & Allied at their office in Bridge Street (remember—park in parking areas—not on Bridge Street), followed by a bus tour of Bengalla Mine.



Muswellbrook Visitor Information Centre

87 Hill Street Muswellbrook NSW 2333
Phone: 6541 4050 Fax: 6541 4051

Email: visitorcentre@muswellbrook.org.au Web: www.muswellbrook.org.au

INVITATION TO JOIN THE MUSWELLBROOK SHIRE DOLLAR-A-DAY PROMOTIONS TEAM

Please accept our Invitation to join forces with fellow Muswellbrook Shire Businesses as a Partner in the

2010-2011 DOLLAR-A-DAY Promotions Team **JUST a dollar a day...\$365.00 A year !!!**

Over the past several years, the Dollar-A-Day Promotions Team have provided the vital financial resources to fund a sustained marketing and promotions on behalf of
Commerce, Retail, Industry, Tourism
And the broader community throughout Muswellbrook Shire

Once again, our Marketing Funds are at an all time low. We really need your support to maintain the momentum.

**We will only run out of steam if we run out of fuel...
..help refuel our Marketing Fund for just a Dollar-A-Day**

Please contact Kevin Doherty at the Muswellbrook Visitor Centre if you would like clarification on any matter relating to the Dollar-A-Day

To all who have supported the Promotion Team in the past, many, many thanks

Your DOLLAR-A-DAY goes such a LONG, LONG Way !!!

Taking your Business to the World.....Bringing the World to your Business

2010-11 Muswellbrook Shire DOLLAR-A-DAY PROMOTIONS TEAM

\$365.00...Just a Dollar A Day...Partnership Prospectus

* **Just a Dollar A Day helps spread the load**

* **Every Dollar (A-Day) is invested in promotional and marketing projects on behalf of
ALL the Muswellbrook Shire Community**

* **Local❖ Upper Hunter❖ Regional❖ State❖ National❖ International
Expos❖ Printed Media❖ Electronic❖ Radio**

* **Events❖ Lifestyle❖ Employment❖ Attractions❖ Sport❖ Accommodation❖ Cafes/Restaurants❖ Clubs & Pubs**

We are happy to do the work but we need the funds to MAKE IT HAPPEN !!!

We really need your support..if you would like to join the Dollar-A-Week Promotion Team, please respond on the attached form

**Please make your contribution payable to:
Muswellbrook Chamber of Commerce & Industry Marketing Account
ABN: 37 833 587 558**

(Muswellbrook Chamber manages the Dollar-A-Day/Marketing Account on behalf of the Making Muswellbrook Shire Committee)

*** We welcome you response by 30 June 2010**



INVITATION

Muswellbrook Rugby Football Club

On behalf of members, players, sponsors and supporters we extend an invitation to all our friends in the Muswellbrook area to join us at a special birthday party to celebrate the centenary of

- Muswellbrook Fire Brigade
- Muswellbrook Girl Guides
- Muswellbrook Golf Club

We consider it a unique privilege to host this afternoon of celebration at the Home of the Heelers Highbrook Park, Rutherford Road, Muswellbrook
Saturday 3 July 2010

All three grades are playing at home

12.30 pm—3rd Grade
1.45 pm—2nd Grade
3.00 pm—1st Grade

Join us at Highbrook Park for a great afternoon of Rugby, Celebrations, Birthday Cake, Pink Lemonade, Bubbly and Beer ...followed by more fun and celebration in the evening at the Heelers' watering hole—Eatons Hotel

A birthday party is not much good without some fun and games

- Knot tying competition
- Goal kicking competition
- Golf chip—nearest the pin

We look forward to seeing you at Highbrook on Saturday 3 July 2010

Regards—David Rose, President.

The more things change, the more they stay the same

We LOVE to PARTY



Muswellbrook (Rugby) Football Club

Partying in 1910

Muswellbrook (Rugby) Football Club...

...In Muswellbrook as far back as 1897



Dates for the Diary

1 June	Chamber Breakfast—Muswellbrook Golf Club—Mangoola Coal Update
2 June	Global Village Motorfest and Fair—meets Muswellbrook RSL Auditorium, 8.00 pm, first Wednesday each month. New members more than welcome. For further details contact Geoff Budden 6543 2269 or 0407 247 998 or gt40f@bigpond.net.au
11 June	Chamber Board Meeting
22 June	Technology Workshop—Segenhoe Inn B & B, Aberdeen. Contact K Doherty 6541 4050.
26 June	2010 Muswellbrook Relay for Life Launch Ball at Muswellbrook RSL. 6.30 for 7.00 pm. Tickets \$40. Available from the Club.
3 July	Highbrook Park—Muswellbrook Rugby Club celebrates 100 years of the Muswellbrook Fire Brigade, Muswellbrook Girl Guides and Muswellbrook Golf Club.
6 July	Chamber breakfast—Energy Efficiency for Small Business Program presented by Mark Squires, Manager Hunter Region, Sustainability Programs Division of Department of Environment, Climate Change and Water.
7-8 July	Netball Clinics—refer page 3
9 July	Registration due for clubs, groups and organisations for Meet and Greet 2010—see attached invitation/registration form.
14 July	Meet and Greet 2010—Muswellbrook RSL Auditorium 5.30-8.30 pm. All groups and organizations are welcome to attend as are all members of the community.
3 August	Chamber Breakfast—Year of the Tiger
7 September	Chamber Breakfast—Coal & Allied with Tour to Bengalla Mine
2 October	Creative Arts Fair—Muswellbrook Pot House
5 October	Chamber Breakfast and AGM
30 October	Bengalla Community Open Day at the Muswellbrook Showground between 10.00 am and 2.00 pm with guided tours of Bengalla Mine.
14 November	Global Village Motorfest and Fair



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Bus Service

Reg Osborn Pty Ltd

Business Advisory Service

Hunter Region Business Enterprise
Centre

Car Sales, Repairs,

Maintenance

Cross Country Ford
Muswellbrook City Motor Group
Muswellbrook Holden Pty Ltd

Cheese Factory

Hunter Belle Cheese

Clubs

Muswellbrook & District Workers'
Club
Muswellbrook Golf Club
Muswellbrook Race Club Ltd
Muswellbrook RSL

Community Services

Challenge Disability Services
Hunter Valley Youth Express
Muswellbrook PCYC
Upper Hunter Community Services
Upper Hunter Show Inc
Westpac Rescue Helicopter Service

Construction

Abigroup
C & W Constructions Pty Ltd

Dance School

Giant Leap Dance School

Education /Training

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Hopkins Recruitment Solutions
Joblink Plus
Mission Employment Solutions
Workpac

Engineering

G & S Engineering
RHM Consulting Engineers Pty Ltd
Thomas & Coffey

Fitness Centre

Anytime Fitness

Government Services

Attorney Generals Department

Hairdressers

The Colonial Classic Salon

Hospitality /Tourism

Baybrook Motor Inn
Benson's Hospital Shop
Centabrook Motor Inn
Comfort Inn Noah's in the Valley
Doherty, Kevin
Hermitage Motel
Lucky Inn
McDonalds, Muswellbrook
Prince of Wales Tavern
Sandy Hollow Tourist Park
Segenhoe Inn Luxury B & B
The Miners' Hut Bistro
The Upper Hunter Wine Centre

Industrial Supplies

Hitachi Construction Machinery
(Aust) P/L Muswellbrook Branch
Power & Mining Industrial Supplies
Wear Parts Services

Internet Service Provider

Maxnet
Reset Internet Services

IT Sales & Support

Muswellbrook Computers Pty Ltd
NCCS Pty Ltd
NHH Consulting
Reset Computers

Kitchen Manufacturers

Edmonds Joinery

Laundry

Muswellbrook Laundrette

Local Government

Muswellbrook Shire Council

Massage/Beauty Therapy

Healthy Touch Natural Beauty &
Body Therapies

Media

Muswellbrook Chronicle/Hunter
Valley News Radio Hunter Valley

Medical

Brook Medical Centre
Muswellbrook Diagnostic Imaging

Mining, Industrial, Agriculture

Anglo Coal (Drayton Management)
P/L

Bengalla Mining Company
Coal & Allied

Darryl's Bobcat Pty Ltd

Mt Arthur Coal

Muswellbrook Coal Co

Muswellbrook Crane Services

Thomas & Coffey

Xstrata-Mangoola Coal

Yore Contractors Pty Ltd

Olive Grove

Pukara Estate

Optical

Aaron Henry Optometrist
Muswellbrook Eyecare

Pharmacy

Berry & French
Chemistworks & Sub Newsagency

Photography

Roger Skinner Photography

Printing

Comprint Solutions
Hunter Valley Printing

Property Development &

Management

Seatune Services Pty Ltd

Property Owner

Lexisu Pty Ltd

Real Estate Agents

Edward Higgins Parkinson First
National Real Estate
JTS Realty
John Flood Real Estate
LJ Hooker Muswellbrook
Premium Real Estate Services

Refrigeration/Air Conditioning

Sales & Service

RMS Services

Relocation Consultant

Priority Relocations

Retail

Abundance of Colour & Inspiration
Freechoice Tobacconist
Harvey Norman Muswellbrook
Head Over Heels
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Solutions Pty Ltd

Shopping Centres

Central Arcade Pty Ltd
Muswellbrook Marketplace

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Curtis Gant Irving
Halletts Solicitors
Lawlers Solicitors & Conveyancers
Mark Diggins Solicitor
Sparke Helmore Lawyers

Steel Merchants

Muswellbrook Steel Supplies P/L

Surveyors

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Thoroughbred Horse Stud

Coolmore Australia

Wagering

Muswellbrook TAB

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K Milwain & Son

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Total e Solutions

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Cruickshank Wines Pty Ltd
Two Rivers Wines