



# **This is What We Do**

Port Macquarie-Hastings Council  
Economic Development  
**'Service to the Max'**



PORT MACQUARIE  
HASTINGS

Key   
business development program

Inspire   
creating a business friendly environment

Start Up   
business development program



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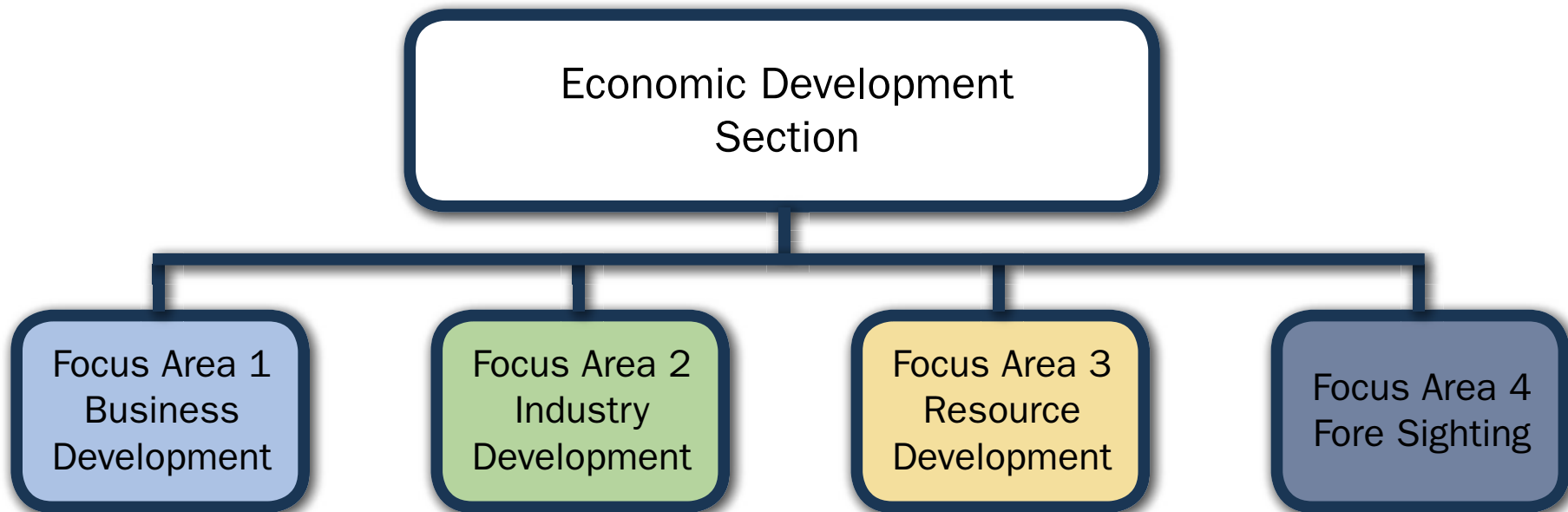
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## Our Role

The role of Council's Economic Development Section is to increase the level of sustainable business activity in the Port Macquarie-Hastings Local Government Area (PMHC).

## Key Focus Areas

Activities involve four primary focus areas with varying time perspectives.



## Focus Area 1 - Business Development (short term outcomes)

Like elsewhere it is becoming increasingly clearer that growth in this area will be led by a comparatively small number of entrepreneurial firms. The Business Development Program (BDP) has been designed to provide intensive assistance to such firms, thereby enabling them to build structures that will maximize the linkage effects of their growth.

Why the focus on local entrepreneurs? Entrepreneurs are the future of the Port Macquarie Hastings community. They have built most of our long term assets, created many of our jobs, supported community institutions and continue to be foundation stone upon which the Port Macquarie Hastings economy is anchored.

For several decades many Economic Development organisations have followed the relocation path as the primary model for Economic Development and ignored the tremendous and diverse contribution of home grown entrepreneurs.

Now we are learning that we had it all backwards and that our primary focus should be on creating the best possible environment to nurture the growth of local entrepreneurs.

A successful business is so often the intersection of a good idea and someone who can execute it. Sometimes we have one or the other. Every so often we get both (3-5% of the time it seems) and a growth company takes off.

The Economic Development section can help fuel that growth.

The results have been very encouraging. The annual growth rate of the economy, now calculated at \$2.5 billion, significantly exceeds the rate of population growth.

The BDP is coordinated by Council's Economic Development Manager and involves:

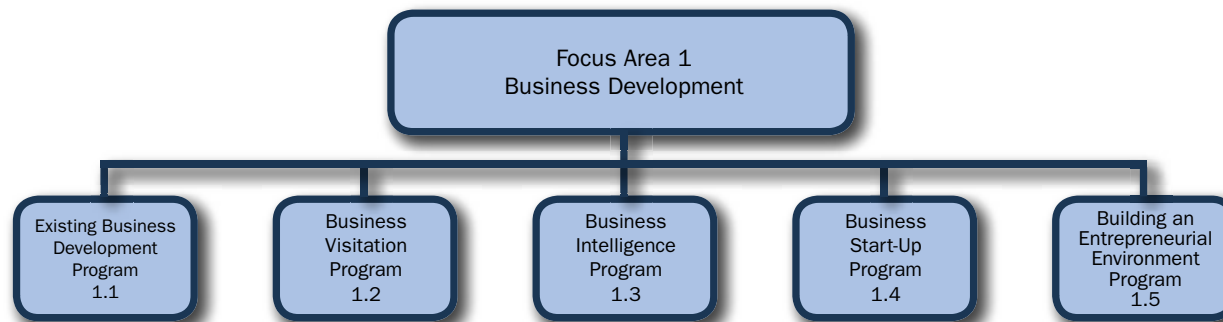


Fig 1- Economic Development Program – Key Focus Areas

These programs are described in more detail on the following page.

- **1.1 The Existing Business Development Program.**

This is for existing, growth-oriented businesses comprising an intensive 12-month program including an individual business “health check”, development and implementation of a growth plan, measurement of progress and monthly workshops. The Program is run with the assistance of specialist business development consultants, Economic Gardeners.

- **1.2 The Business Visitation Program.**

This Program aims to visit a minimum of 90 businesses, at least twice each year, at their premises. An important objective of these visits is to become familiar with the business and to understand the owner’s goals and aspirations, to determine what is working well and what is hindering further development.

- **1.3 The Business Intelligence Program.**

This Program is ongoing and aims to assemble material important to assisting businesses with their growth planning. It includes benchmarking, marketing, demographics and trending information.

- **1.4 The Business Start-Up Program.**

The Business Start-Up Program provides assistance to aspiring business people who have a strong commitment to an idea and typically possess related background, experience, training, passion and/or talent. The program is operated in partnership between Council, the North Coast Institute of TAFE, and the NSW Business Chamber.

- **1.5 Building an “Entrepreneurial Environment” Program.**

This program is designed to create a more positive business environment that encourages, nurtures and supports the growth of local entrepreneurs. It is operated as a partnership between all of the leading business organisations in Port Macquarie - Hastings.

## The Key Business Development Program - some comments from participating businesses

### **Jean Davy - Peace with Allergies - [www.peacewithallergies.com.au](http://www.peacewithallergies.com.au)**

“The Program has allowed me to grow an understanding and work towards the best way to move my business forward gaining an insight to all facets of the business. I have been lucky to have met a truly wonderful group of like-minded business community members”

### **Loren and Corey Enfield Soul Surfing, [www.soulsurfing.com.au](http://www.soulsurfing.com.au)**

“It is scary to see all that needs to be attended to create a successful and viable business - sometimes ignorance is easier to handle. However, with a dynamic and strong team such as made available through the Key Business Development Program, and supporting you, we know that the transition from surviving to thriving will be easier to handle. They really get the innovative ideas on the table.”

### **Jim & Kay Mobbs, Bago Winery, [www.bago.com.au](http://www.bago.com.au)**

“The Program has given us a framed structure to work within and to be serious about planning our strategies. It has helped us formulate plans from a myriad of ideas and given us some structured plans for several years to come.”

### **Chris & Kerry Buttsworth - Wiggly Tail Butchery, [www.wigglytail.com.au](http://www.wigglytail.com.au)**

“We are getting a lot out of the program. It really is making us think about the way we run and promote our business. We are finding it difficult to get through the homework, but that is all part of the time management thing I suppose”.

### **Bob Knuckey and Christine Lowder - Moisture Cure, [www.moisturecure.com.au](http://www.moisturecure.com.au) and [www.wondertech.com.au](http://www.wondertech.com.au)**

“We have grown our business considerably by consolidating locations, expanding into a number of new markets and introducing new products. Significantly the program has assisted us to integrate our marketing, to focus more on our processes and financial ratios. This has been of invaluable benefit to our business.”



## The Key Business Development Program - some comments from participating businesses

### David and Di Edgerley - Soft Edges and Sea Bird Sportswear, [www.softedges.com](http://www.softedges.com) and [www.seabirdswimwear.com](http://www.seabirdswimwear.com)

“The Business Development Program has been very positive for our business. Previously we did not have the tools “to see what we needed to do” in terms of our future growth. We’ve learnt a lot - so much so that Dianne and I are now devoting ½ day per week to plan our future development strategies. Our business is very specialised but even so, competition is becoming increasingly aggressive with few holds barred. The Program has enabled us to better understand the opportunities and threats facing our business. This process has been helped a lot through the camaraderie and interaction that has developed between the participants. While it took a while to gain each other’s confidence we are now a close group, supporting each



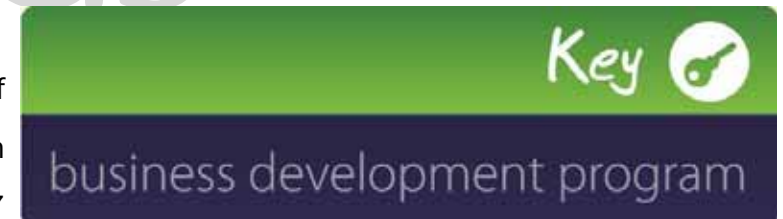
other whenever possible. It helps to know that others are experiencing similar problems to us, and it helps us in resolving our problems when we see how they attempted to resolve theirs. We are now looking at how to continue the Group into the future. All of us have come ‘a hell of a long way’. The Program is a valuable tool for businesses like ours to understand our enterprises much better, and to plan for future growth and development in a realistic and manageable way - well worth the time and financial commitment.”

### Graham & Shiree Bennett - Bennett Polocrosse, [www.polocrosse.biz](http://www.polocrosse.biz)

“Taking part in the development program has guided us in setting up our company structure and implementing processes within our business. These include a 5 year marketing plan, identification of consumer segments and associated behaviours, budgets and financial ratios. This assists us to determine and assess project viability and identification of our value chain components, efficiencies, costs and risks involved.

We’ve been able to secure major international endorsements from leading World Cup Teams, which promote Bennett Polocrosse as the leader in “ precision, quality and innovation in racket design worldwide.

Bennett Polocrosse Rackets is a highly specialised business dedicated to the manufacture of the world’s best quality polocrosse rackets and to supplying players and organisations with the world’s best quality polocrosse equipment. We are proud to be a participant of the 2007 Business Development Program and will continue with this association.”



## The Key Business Development Program - some comments from participating businesses

### **Matt & Michelle Love - Hastings Valley Haulage, [www.hastingsvalleylandscapes.com.au](http://www.hastingsvalleylandscapes.com.au)**

“The KBDP is like a boot camp for your business. No matter what level you are at, you know there are things you could be doing, but sometimes you don’t know where to start or how to keep going. In this program, the Economic Gardeners help you all the way. But just like boot camp, what you get out of it depends on your level of commitment and how much you are willing to sweat it out. The other great thing is, you do it with a group of other local business people who are there to help as well so the program comes with a cheer squad of mentors.”

### **Richard Hare & Gwynna Whiteowl, Traditional Greenwood Chairs trading as Richard Hare Chairs, [www.rbhchairs.com](http://www.rbhchairs.com)**



“We are thankful to be participating in the Economic Gardening Key Business Development Course 2008. Having just relocated to the Hastings area from offshore we are finding the support and networking taking place to be invaluable as small business operators. The course is providing us with material and templates which have given us the ability to plan our business in a way we have never been able to do before and to truly understand what we need to know to ensure our business grows with our effort put into the most appropriate areas in a focused and concise manner. Attending the course to date has been critical in bringing us up to speed with today’s business world and how we, as a very niche market business can participate in it, successfully, long term.”

### **John and Biddy Pierce - Country Farm Produce, [www.fruitandveg.byabarra.com.au](http://www.fruitandveg.byabarra.com.au)**

“The Key Business development program has provided us with a methodology, to very simply provide us with monthly figures and key business ratios, to monitor our business on a regular basis. Previously this has been in the hands of an accountant as a costly exercise.”

### **Roger Kirby, Port Camping World, [www.campingworld.com.au](http://www.campingworld.com.au)**

“The Key Business Development Program has turned me from an inward looking businessman to an outward looking businessman. The effect on me and my business has been fantastic and I look forward to it every month. If you are in business it is a must.”

### **Bill Linney - Ridgely Didge Pies, [www.timbertownpies.com.au](http://www.timbertownpies.com.au) and [www.ridgedidge.com.au](http://www.ridgedidge.com.au)**

“My impressions of the course so far are as follows: The financial planning template has been a valuable tool that has caused us to analyse how to obtain more meaningful data from our existing accounting system. We are currently in the process of tailoring a new chart of accounts for our MYOB system to deliver more meaningful reporting of our business activity. We are currently developing marketing strategies and overarching plan, the modules on marketing have been very helpful in focusing our efforts in developing our plan.”



## The Key Business Development Program - some comments from participating businesses

### **John, Elizabeth and Ben Davidson, Coast 2 Coast Sports Pty Ltd, [www.coast2coastsports.com.au](http://www.coast2coastsports.com.au)**

“We are in a rapid expansion mode and while we have a number of the required skills in house we have benefited from the professional expertise available through the program as both mentors and as a sounding board...

The interaction between participants in the program has been wonderful, a year ago when we all commenced the Program we didn't know each other. Now we have developed a great deal of respect and trust for each other and are very comfortable about interacting and sharing our challenges.”

### **Jason and Brandon Armstrong, Armstrong Oysters, Laurieton**

“We have made considerable changes to the structure of the business. We have fully automated the production, which has reduced both operating costs and increased production.

The Program's focus on planning enabled us to recover more quickly than we would have otherwise by converting many of our wholesale sales to retail during a difficult time last Christmas season”



### **Anthony Abi-Saab, Mount Seaview Spring Water, Wauchope, [www.seaviewsprings.com.au](http://www.seaviewsprings.com.au)**

“The Key Business Development Program has been a very positive force for the development and growth of Mount Seaview Natural Spring Water. What the program has achieved, through combining the expertise and practical knowledge of the Economic Gardeners with the experiences of the other local business participants is of significance for a number of reasons: The knowledge that most the local business had very similar issues and challenges to my company, be they in slightly unrelated fields, was reassuring to myself. The openness and support given by fellow businesses to each other was always of a positive nature and contributed to the betterment of our operations. An understanding of the importance of focusing on the development and the implementation of planning procedures, specifically in the areas of budgets and marketing was of great benefit.”



### **Vicki Burden, Awards & Promotional Supplies, Port Macquarie, [www.aponline.com.au](http://www.aponline.com.au)**

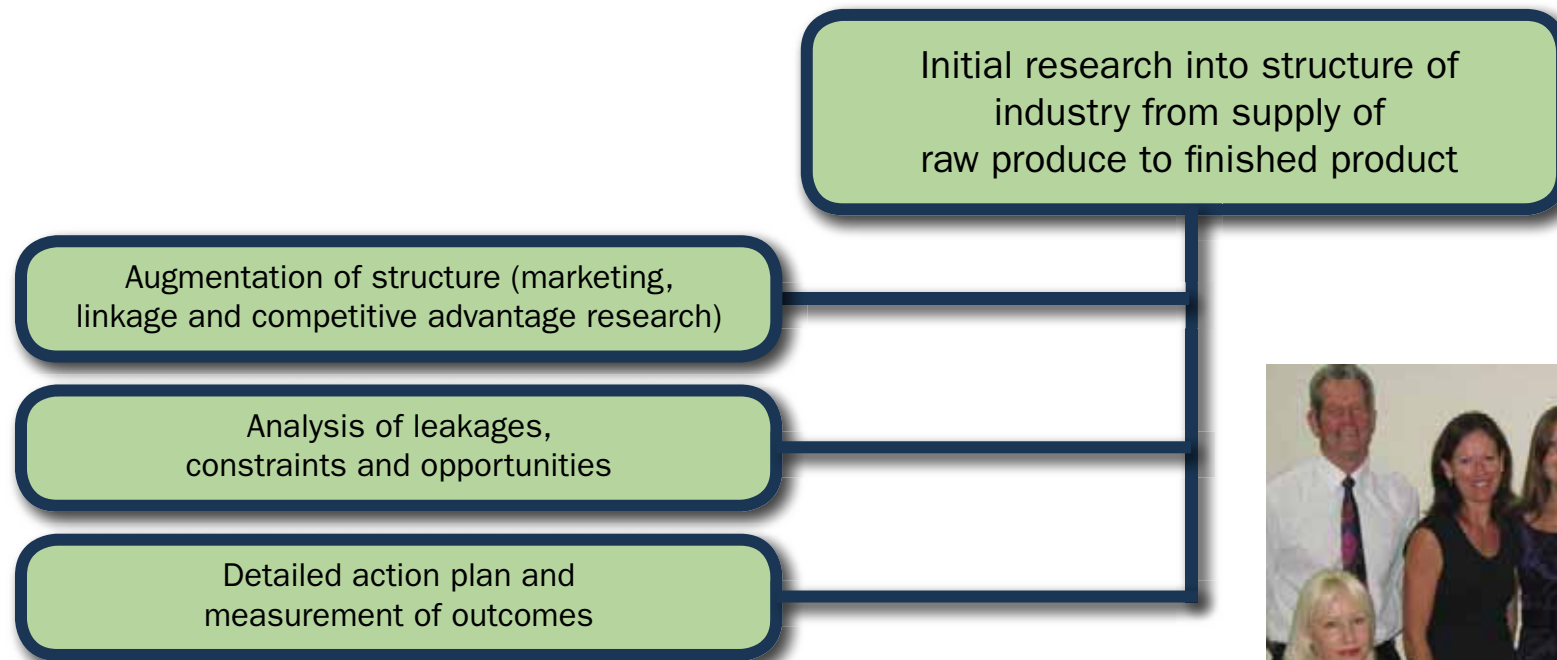
“The thing that I remember being drummed into us in the early days, was that Aussies as a nation, spend more time than any other on planning their annual vacation. Yet as small business owners we often do not have a plan (business or other!!) for our livelihoods.

It is so important to map out where we want to go, otherwise how will we ever get there? You wouldn't leave home for an adventure without some idea of where you're going. The Program has been important in assisting with the success of my business.”

## Focus Area 2 - Industry Development (medium term outcomes)

There are industries that are particularly important to the Port Macquarie-Hastings area, offering high development potential. These have been identified by comparing the performance of 109 local industries against their NSW equivalents. The Industry Development Program aims to assist the further development of these industries and is coordinated by the Industry Development Officer.

### The Industry Development Planning Process



*Fig 2 Industry Development Planning Process*



*Some Members of the Food, Wine Tourism Industry Development Taskforce*

# Current Industry Planning

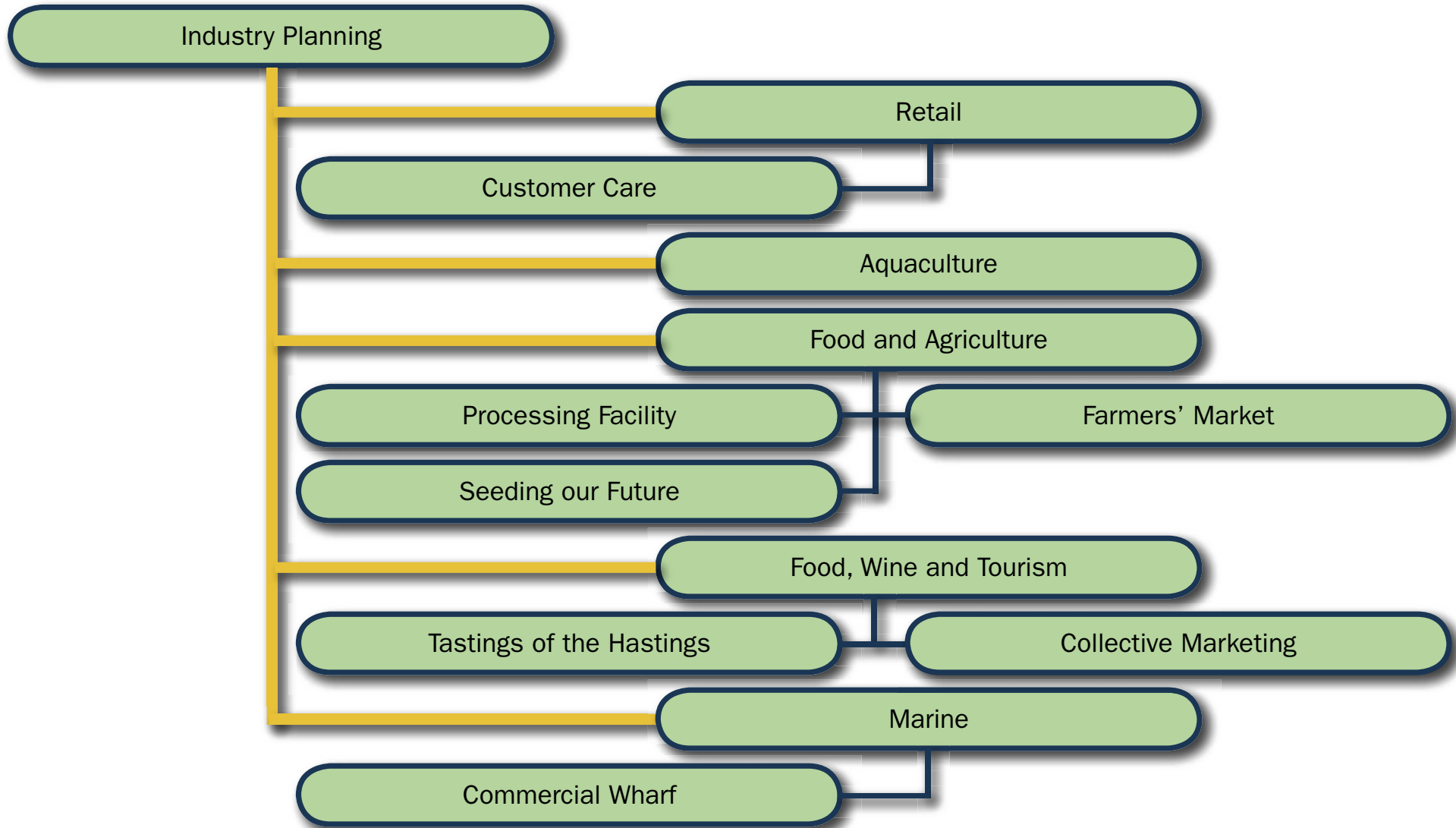


Fig 3 - Current Industry Planning

## The Customer Care Program

The Customer Care Program is part of the current Industry Development Program (refer Fig 3) and is designed to assist in elevating the level of service provided by firms within the Local Government Area. There are currently more than 240 firms accredited within the program. Further information regarding the program can be viewed at [www.hastings.nsw.gov.au/customer-care](http://www.hastings.nsw.gov.au/customer-care)



*Some Members of the Customer Care Taskforce*



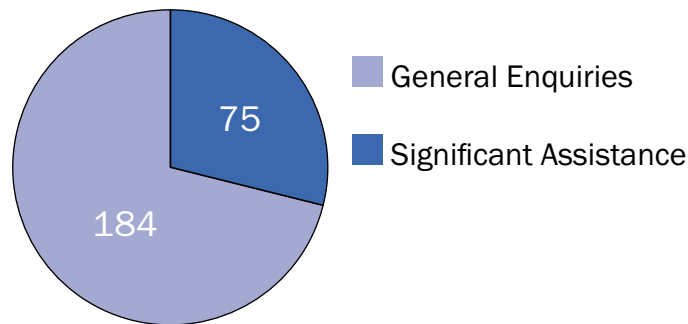
### Focus Area 3 – Resource Development (short to medium term outcomes)

The Economic Development Section is the first point of contact for businesses wishing to establish, relocate, diversify or expand in the Port Macquarie Hastings area. We also act as a conduit to State and Federal Government Departments for business related matters. Our services are free and we aim to work with businesses for as long as it takes to assist them to achieve their objectives.

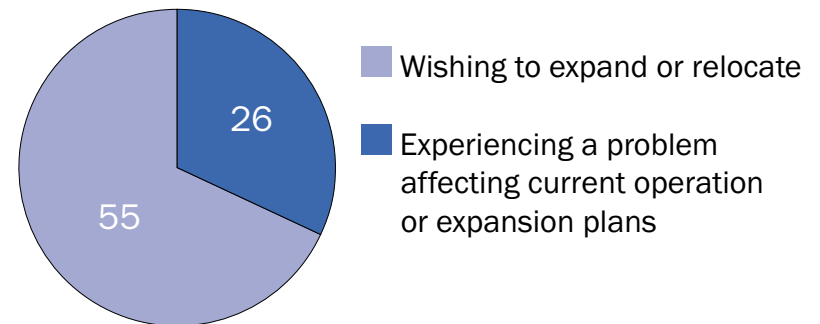
A considerable amount of resource material has been assembled to assist with enquiries including a quarterly Snapshots publication comprising key economic data.

Snapshots is available in hardcopy by contacting the office or electronically at [www.pmhc.nsw.gov.au/economicssnapshots](http://www.pmhc.nsw.gov.au/economicssnapshots).

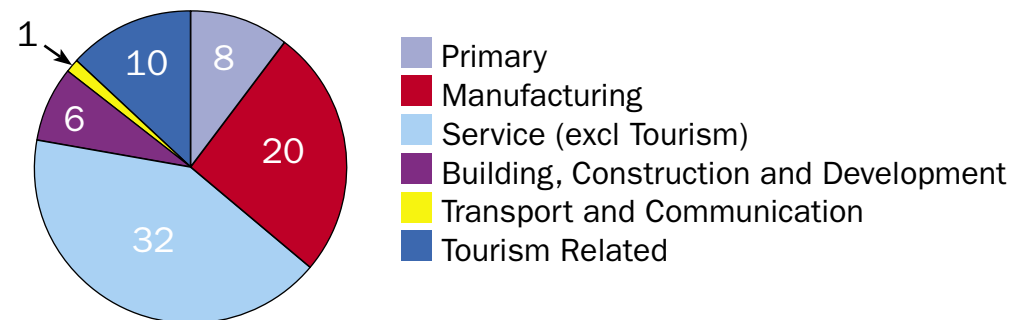
Number of Enquires by Type of Enquiry  
2007 to 2008



Significant Assistance by Nature of Enquiry 2007 to 2008



Significant Assistance by Broad Industry Type 2007 to 2008



## Focus Area 4 – Fore Sighting (long term with uncertain outcomes)

This Program involves scanning new developments and opportunities in an attempt to identify new businesses or industries that will provide core activities in the region in the next 10-15 years. It is undertaken with the assistance of the Economic Futures Development Board. The Fore Sighting Project feeds information into the Business Intelligence Program previously described (1.3).



## Values

### **Honesty and Integrity**

We will be open and honest. We will act without fear and without granting or accepting favour. We will honour obligations and commitments to our customers and the community at large. We will protect the confidentiality of the information we gain in the course of our business.

### **Respect for the Individual**

We will treat each other with respect and as individuals seeking to contribute, learn and succeed in a positive environment.

### **Quality Improvement**

Each of us will be accountable for continuous improvement and creating value. We will work to be the best.

### **Customer Satisfaction**

We will seek to provide a level of service that is valued by our customers and to achieve a high level of customer satisfaction, thereby gaining trust and loyalty.

### **Sense of Urgency**

We will vigorously pursue all tasks, including the most difficult ones. We are pro-active, not re-active.



PORT MACQUARIE  
HASTINGS

## Contact Details

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**Email:** [trevor.sargeant@pmhc.nsw.gov.au](mailto:trevor.sargeant@pmhc.nsw.gov.au)

**Economic Development Website:** [www.pmhc.nsw.gov.au](http://www.pmhc.nsw.gov.au) - follow Business & Industry link.

**‘Service to the Max’**