

Is It Time To Change Your Spots?

By Annabel Dolphin

Create Without Limitations

Redhotblue goes full circle

Debra Howe

The new Manager Economic Development
for Mackay Regional Council

Embrace difference

Asperger's in the workplace

issue 01 // 2014

red.

Inspired Business Marketing

We think we understand the rules when we become adults,
but what we really experience is a narrowing of the imagination.

- David Lynch



red magazine is produced
by the redhotblue studio.

Welcome

red Magazine was born from the creative minds at redhotblue with one distinct focus: to show the region of Mackay what is possible through strategic yet imaginative marketing.

Unlike anything else in our region, this quarterly publication promises to deliver a collection of real life stories, practical marketing and business tips along with a splash of creativity to keep the visual senses alive.

Regardless of industry sector, company size or stature, **red** is about changing [challenging] the way you think.

Meet the team



Jody Euler
Director



Maeve McKay
Office Allrounder



Trina Moohin
Accounts



Bianca Pietrzak
Marketing & Communications Officer



Grace Stevenson
Accounts Manager



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A group of four people and two dogs are posed in a desert landscape. In the background, a large, dense cluster of white, wind-swept trees stands against a clear blue sky. In the foreground, a man in a red and white checkered shirt and a red cap with a white star is crouching on the left. A woman in a black and white athletic outfit is standing in the center, holding a volleyball. Another woman in a pink jacket and blue jeans is crouching on the right. Two dogs, a white and tan dog and a dachshund, are in the foreground. The ground is sandy and sparsely vegetated.

Ashlee Tortora
Graphic Designer

Bonnie Davis
Operations &
Production Manager

Scott Turner
Senior Designer



Name: Gareth

Age: 51

Job: Managing Director

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Is it time to change your spots?

By Annabel Dolphin

[Director at Miles Dolphin]

- Have major clients stopped spending in your business?
- Have new competitors come in and taken valuable market share?
- Have changes in technology or legislation dried up your revenue?
- Lost a key person in which your business was too reliant on?

It's a fact that a leopard can't change its spots.

However, no one has ever said that about business or people. What we have heard is the saying "A leopard can't change its spots". It usually refers to a person or leader who makes a choice not to change, someone who wants their spots to stay the same. The reality is, change will happen, whether you want it to or not.

People and business change all the time.

Leading your business in a world where change or disruption is inevitable, means building resilience in your business and your people. This simply means that you need to build options into your business.

Does camouflage work as a strategy?

This is the time where camouflage will not be your friend. This is the time where you need your business to stand out from the crowded market place in order for your customers to understand why they should spend their money with you.

Stalk your customers like a leopard stalks its prey.

As a leopard watches and waits, selects and stalks its prey, so must you with your customers. The businesses thriving at the moment are the ones that understand the inherent value in their existing customer base. Have your customer in the centre of your business model and put significant resources (time, money and people) to ensure you maintain that relationship.

Know your hunting ground.

It is difficult to see your landscape changing when you have your feet firmly planted in the day-to-day operation of your business. Taking time to think strategically about your business is essential. This means constantly scanning the environment for business opportunities or insights is essential.

Know when to take a predatory leap.

Having the insight to your business landscape and knowing what to hunt is one thing. It is entirely another to know when to pounce. Ever wonder what makes businesses like Apple, Microsoft or Facebook succeed? Apart from having really great ideas, they spend a lot of time taking insights, considering possible future scenarios, analysing their business results and using customer feedback to shape and develop their plans.

What can lead your business into the future?

Leading your business into the future and adapting to change will be critical for success. Here are some simple guidelines to improving strategic thinking in your business:

Ensure you have a strong network of people and information that can provide insights into business trends.

Spend time thinking about future scenarios by asking yourself, "What do the insights mean for me and my customers?"

Always have a clear picture of profit margin for each of your products and services.

Identify barriers to growth. Are they real?

Maximise existing customers. What else do they need? How can you fill that need?

Get your people on board – get them to understand how you make money and how you generate cash. The more heads focused on your business the better.



REGIONAL SNAPSHOT

Establishing a presence in your local community is a great way to enhance your company's reputation, build customer loyalty and drive both brand awareness and recognition as an employer of choice. When it comes to local matters, getting your business involved and being informed is important for the growth of our community. At **red** magazine we support local and community development by actively working with businesses and organisations in the local and greater Mackay region.

In this issue we catch up with four leaders from the local Mackay community to discuss their vision and find out what is happening in various sectors within our region.



Photo Peter Holt / APN



MAIN Group
Julie Boyd [Chair]

It is no secret that the resources sector is feeling the effects of current coal market conditions, including low prices, a strong Australian dollar and structural cost problems. Many MAIN member companies, who make up the supply chain, have been hit hard by the flow on effect.

MAIN's role as a member co-operative is to address these challenges by facilitating networking and relationship building processes. We aim to develop our members' capabilities and promote their successes to the community.

Now, more than ever, businesses must consider MAIN an essential tool for knowledge-sharing and innovation. Through our regular networking events, registered training organisation, supply chain mentoring panels and focus on workplace safety initiatives we are able to provide our members with a pathway to sustainability.

MAIN is committed to the resources industry and its supply chain in the Mackay region and is driven by its charter of Connecting, Developing and Promoting in order to maintain a robust and resilient industry.

Mackay Tourism
Stephen Schwer [General Manager]

The Mackay Isaac tourism industry is changing. With the resources sector generally moving from construction to production, there has been a resulting dip in occupancy in our accommodation sector.

This dip isn't permanent, but it is difficult in the short term. Tourism business owners are continually improving their customer service, upgrading their facilities and working together by packaging and recommending each other. With business owners focusing on these areas, we are on track to meet our 2020 goal of tourism being worth \$463 million per annum to the Mackay Isaac economy. We may even exceed our target!



Mackay Regional Council

Deirdre Comerford [Mayor]

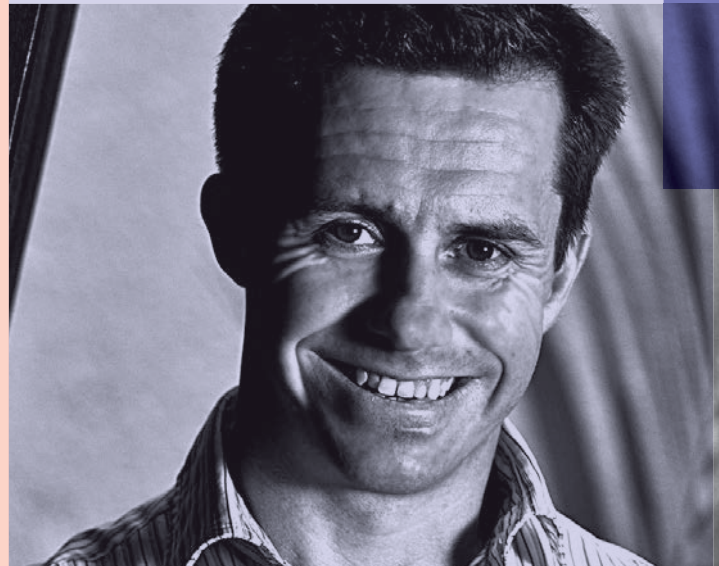
What motivated me 20 years ago to stand for Council and still does today is my genuine belief in the role Local Government plays in the everyday life of people. I want to do my part to ensure the very best outcomes are achieved for our community.

A major priority for Council is to ensure we grasp growth in a sustainable way. We have embarked upon developing a Regional Sustainability Strategy which brings land use planning, infrastructure planning and finances together like never before.

The recent Diversify Mackay Forum was an excellent opportunity to develop a collaborative approach between industry, business, community and government to have one united voice. I am excited by the opportunities identified at the Forum and I look forward to working with key stakeholders to deliver outcomes.

As Mayor, I am always delighted when asked to open new premises for companies such as Komatsu, Xylem Water Solutions, ATOM, PI Technical Services, Porters, Blackwoods & Coregas Facility. Their significant investments in our community demonstrate their commitment to Mackay and they stand ready for future growth.

We are indeed blessed to be living in this beautiful part of the world and I encourage residents to work together for the betterment of our community.



Mackay Chamber of Commerce

Tim Miles [Chair]

I often get asked what is the Chamber of Commerce? Some perceive it to be some elite organisation for esteemed business people. It couldn't be further from the truth.

The Mackay Region Chamber of Commerce is a member-based group of local business owners who have a common goal to succeed in business. The majority of our 259 members are hard-working small business owners who want to promote their business, educate themselves and be inspired.

The Chamber of Commerce promotes the region's businesses and their people, products and services. We equip our members with the facts, forum and knowledge to succeed in their business by providing exceptional educational and development opportunities and an opportunity to mix with and learn from local business owners.

I am passionate about the future prosperity and sustainability of Mackay, this can only be achieved with a strong economy and this is why I am such a strong advocate for the region's business community.



Create without limitations

Redhotblue goes full circle

Brand refresh

Every company, regardless of service, or sector needs to keep its image fresh and up-to-date, and the marketing and design world is no different. Redhotblue has a strong and well-known brand identity in the market but it was time for a refresh - not a complete rebrand, just a creative face-lift!

In creating the new brand a couple of points needed to be identified, including the restrictions of creating a new look, the cost implications and the real life practicalities of updating the corporate image. It was determined that the essence and integrity of the original brand needed to remain, but the look and feel needed to evolve and mature within these existing perimeters.

"It was so important with our re-brand to not lose the essence of our existing logo, but at the same time inject a new found sense of excitement and life into it. For most people establishing their brand at the outset of business is extremely fulfilling - it's your mark on the business world. However that can't be the first and last time you consider your brand and what it stands for. An enthusiastic approach to your brand, can be the difference as to why customers remember who you are and more importantly want to do business with you."

- Jody Euler. Director



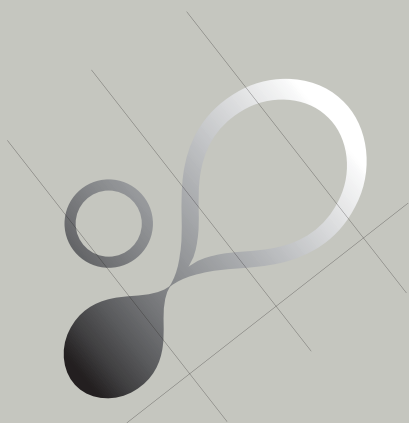
The foundation of the new brand refresh was created from the essence of the existing logo elements - a circle.



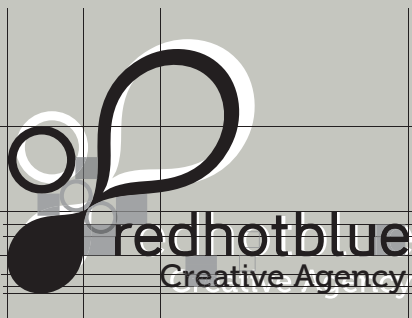
The existing colour gradient in the logo was made more prominent and a set of guidelines were created to unify usage and application.

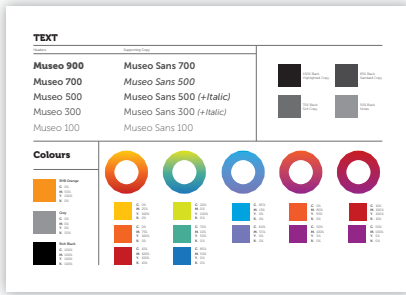


Subtle changes in balance and measurement to the existing logo were made to create a more consistent and harmonious logo.



Old logo Measurements New logo





The introduction of the new gradient colours allowed us to highlight the different services offered while ensuring everything remained unified in look and feel.



An example page from the in-house style guide outlining the new fonts, font usage, text colour reference, and the primary and secondary colour palettes.



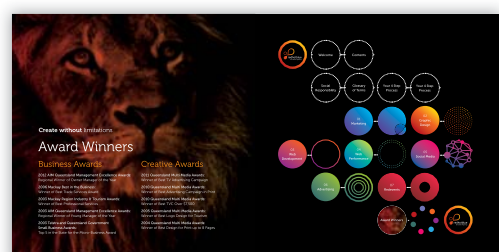
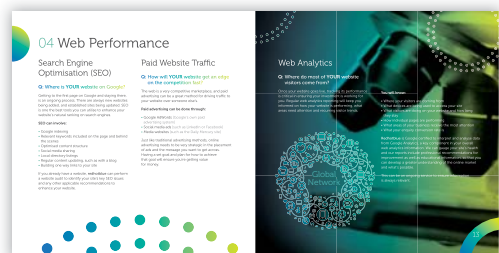
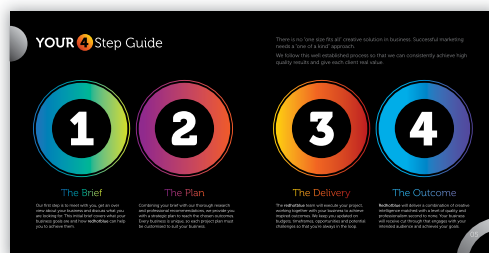
The updated logo and new branding encapsulates the circle concept and makes the gradient colour the hero. By containing the logo in the orange circle it creates a stronger, more recognisable and bolder brand without completely changing redhotblue's identity.

The new branding has been applied to all internal and external marketing material, including a new brochure (pictured below). By using a very simplistic shape the branding is able to be pushed, evolved and explored in a variety of abstract forms while still keeping the integrity and respecting the essence of the brand. Incorporating the secondary colours [gradients] allows for the content to be kept fresh and engaging to the reader without it becoming overpowering.



A new tagline has also been created and introduced to encompass the ethos behind the agency, one that harks back to the origins of its creation...

>> *Create Without Limitations* <<





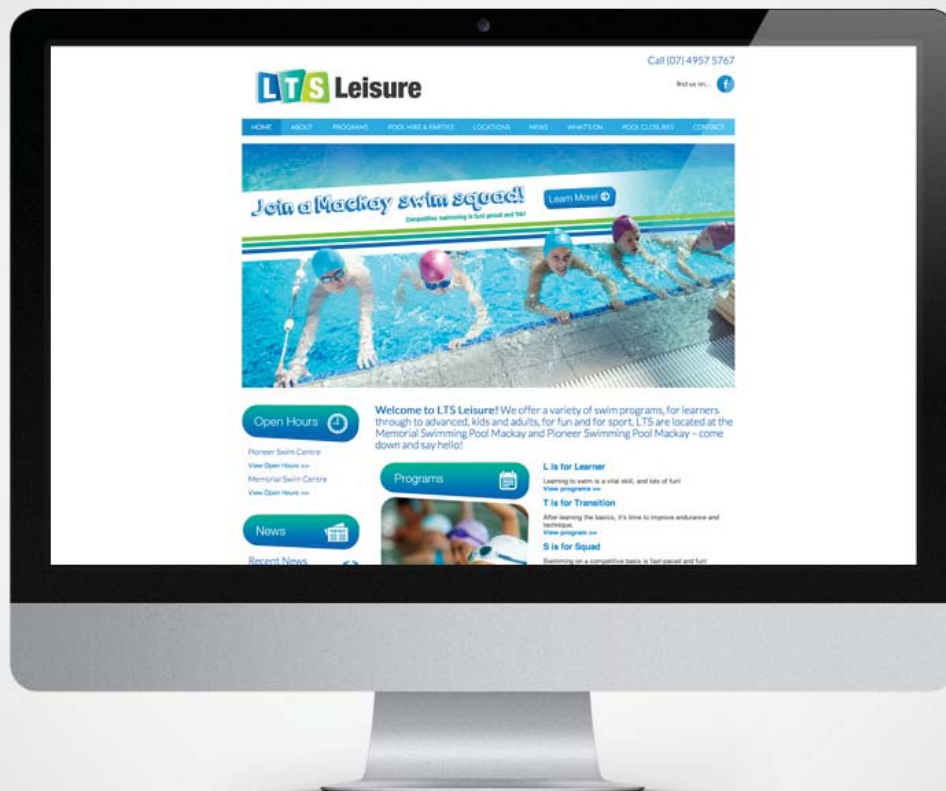
case study

Newly formed company LTS Leisure offer a variety of swim programs catering for all skill sets. There was a need for a new brand - including logo design and brand language, brochure, a number of pass cards, price lists, letterhead, website and social media collateral.

LTS Leisure

The brand identity was developed based on the concept of 'learning' to swim and mimicking the iconic 'L'-learner license plates, LTS grew to mean Learners/Transition/Squad. The colour palette is drawn from a variety of aerial views of swimming pools in Australia, and the overall feel of all the material is positive, bright, fun and eye catching.

Brochure design





Content is

KING

A look at how great content can promote SEO

Great content is something people just love.

But do you know who loves content even more than your readers, leads and customers?

Us – the Marketers!

With good reason too, those embracing content show huge returns in terms of more readers, leads, customers and of course, revenue.

Focus on a content strategy

Content for the sake of just words on a page doesn't have the same value as it once did. Content now has to answer something, inform and engage.

Consider how 'sharable' your content is

You want content to be so compelling that your audience wants to promote it by liking, linking and sharing. This increases your position of authority and helps you rank well with certain keywords.

Consider the shelf life of your content

Try to create content that is evergreen and can continue to be relevant long after its publication. This means your content will have the potential to continue to bring traffic to your website for months (or years) into the future.

Behind the scenes

Make sure you take advantage of SEO in your CMS platforms on your websites and blogs. These platforms are simple to set up, modify and maintain and this makes a big difference in Google's ability to find and rank your website.

Vary your approach

Don't just focus on text - create videos, memes, images, webinars and infographics that resonate with your target audience. Remember, create valuable content for your audience – not for Google.



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What you get

- ▶ Access regular workshops covering topics like digital and social media marketing, business improvement and business events
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- ▶ Promotional opportunities at the Mackay Visitor Information Centre

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Mackay Tourism

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or hospitality industry?
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For more information contact Lyn at Mackay Tourism:
lyn@mackayregion.com | 0448 994 180

www.mackayregion.com





» Julian Connors: *The complete picture*

Each issue **red** magazine will profile a local person of interest. This month we spoke to Julian Connors about his diverse and sometimes hectic work schedule of bar manager, part-time DJ and helicopter pilot.



» Quick fire questions

Favourite food: *Asian* // What animal best describes you: *Eagle*
 Favourite band/DJ: *Eric Prydz* - but I also enjoy a very wide variety of music
 Favourite movie/TV show: *The Guardian* and *Top Gun* - cliché I know
 What cartoon character best describes you: *Brian Griffin* (*Family Guy*)
 Best childhood memory: *Just being around my family* // Pet hate: *Untidiness*



Q Your career has been very diverse even at this early stage, what were your aspirations at school, and did you enjoy school?

A I guess I am very lucky to have had the opportunity to do quite a few different things even at my age. From early in my school days, I knew I was always going to be into aviation - first as a fighter jet pilot, then an airline captain. However, once I had my first taste of helicopters I knew that it was for me. I can safely say that I was a lot more interested in the social side of school rather than the academic. I enjoy being around people and have a knack for getting up to mischief. So I probably enjoyed school a little too much - I'm sure my teachers and parents will agree!

Q You are 1 of 5 brothers - how did your mum survive in a house of 6 males?

A We certainly had days growing up when we didn't quite get along. We had our fair share of fights, but all of us are actually great mates and knew that when mum got involved it was time to back down. That said mum never had to worry about anything that involved heavy lifting around the house!

Q Your dad is famous for his music. What was it like growing up in the Connors family?

A I guess for us normal is a bit different to most families, like travelling on the road with our parents all over Australia and watching our dad perform on stage every night. Going shopping and being stopped by a fan to say g'day to dad, or seeing him on TV is normal for us. As a result of Dad's musical background we were brought up with a very broad education in music and an appreciation of fine wine and cigars. You could say growing up in the Connors family was very colourful.

Q So you're a helicopter pilot with Whitsunday Helicopter Group (WHG) and a whizz behind the bar at The Burp Dispensary. Which role came first?

A Hospitality was my first job. In the beginning I was working for my brothers catering company, NEfood, then I moved onto restaurants and bars such as Burp and The Dispensary. Although I was flying while working full time in hospitality I didn't become a commercial pilot until I turned 18.

Q How and why did you make the move from one to the other?

A My plan was always to be a pilot, but hospitality was my income road to get there. With hospitality, I love working with people, interacting with them on a social level, as well as getting to know our regular clients and building relationships and having a few drinks along the way. As for being a pilot, every day is a new challenge and it takes me to some of the most beautiful places in Queensland. Basically I think it would have to be one of the best jobs in the world.

Q Tell us about an interesting event/memory during your flying career.

A Being cut loose solo for the first time in our squirrels at WHG, it's like being given the keys to a Ferrari on a road with no speed limits!!!

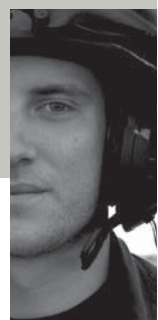
Q Do you find it difficult to juggle the two industries?

A Some days are a bit harder than others, but generally speaking the two industries are actually similar. I have to make a client feel comfortable with me as a pilot and as a bar tender (a cheeky sense of humour helps with that) to get the job done and gain trust. It's obviously a little different when your clients' lives are in your hands flying, compared to the taste of their drink, but essentially my involvement in hospitality is a big plus for me as a pilot, as it's taught me how to deal with people (sober and drunk!). The most challenging part is trying not to talk to a bar customer like they are a control tower.

Q And finally, what do you like doing in your down time?

A I don't tend to have much!..... but when I do I'm at the cable park or mixing music at home.

“”
For the future, as long as I'm turning blades that's all that matters - and extending my skills to the point where there is nothing I can't do with a helicopter. I'll also continue to DJ at The Dispensary and make cameo appearances bar tending, just to keep my hand in the game and support my family where I can, after all it was the beginning for me.



simple steps to excel in

EXCEL

Courtesy of **Sherlock Office Solutions**

1. Keystroke Tricks

Basic keystroke methods to achieve things quickly.

2. Time Tips

To enter data as a time you must separate the hours and minutes with the colon, not a full stop.

10:30 is correct. **10.30** is incorrect.

Calculating with times can be tricky and frustrating if you don't know how to do it. In the example below the first calculation is out by 24 hours, simply because of the default format of hh:ss. That's right!

Start	Stop	Hours	Cell Format
2:32	14:43	12:10	
9:00	17:00	8:00	
10:00	16:00	6:00	
Total Hours:		2:10	hh:ss
Total Hours:		26:10	[hh]:ss

Simply change the format to the square bracket one. Select the cell, choose Format Cells, then the Custom category and select the one shown below.)

Custom [h]:mm:ss

If you don't want to show the seconds, simply delete them. [h]:mm

Enter today's date	Ctrl + ; (Semi Colon)
Copy the cell above	Ctrl + ` (Apostrophe)
Create a chart in a new sheet	F11
Create a chart in the same sheet	Alt + F1
Show all formulas	Ctrl + ~ (Tilde)
Select all formulas in worksheet	F5, Special, Formulas
Create an Absolute Reference without typing the \$ signs. A1 = \$A\$1	F4
Create a new line in a cell	Press Alt + Enter

3. Mobile Phone Number Entry

It's a real hassle entering mobile phone numbers into Excel as it assumes it's a number and always drops the leading zero like the example here. This is easy to solve with a simple format.

1. Select the cells BEFORE typing the mobile number.
2. Format cells and on the Number tab, select the Text category.
3. Type in the mobile number and the zero will stay.

Before		After	
Name	Phone	Name	Phone
Sam Slipshod	421587369	Sam Slipshod	0421587369
Larry Lazy	987452136	Larry Lazy	0987452136

4. Multiplying with hours

Multiplying figures and money by hours can be tricky. See the solution here.

Item	Amount	Formula
Hourly Rate	\$ 50.00	
Total Hours	10:00	
Owing (Wrong)	\$ 20.83	=B3*B2
Owing (Right)	\$ 500.00	=B3*B2*24



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1st Floor, Cnr Sydney & Gordon Streets, Mackay

BLANK CANVAS

Our creative space for inspiration and all things redhotblue

{Quotes thanks to Albert Einstein}

Being

CREATIVE

is *seeing*
the

SAMETHING

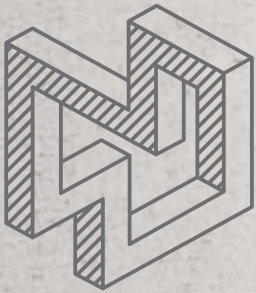
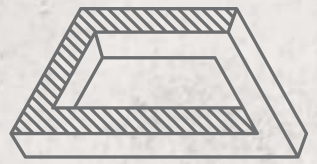
as *everybody* else

BUT

thinking

of *something*
different

Albert Einstein



“If you can’t explain it simply, you don’t understand it well enough”



Redhotblue inspiration wall

We have fun beyond the normal

17

"If a cluttered desk is a sign of a cluttered mind, of what, then, is an empty desk a sign"



R U OK? day

"Creativity is intelligence having fun"



Behind the scenes at a redhotblue photoshoot



"The only real valuable thing is intuition"



Limit Caffeine

Caffeine puts the body into a stressed state, causing our bodies to activate the 'Fight/Flight response', taking blood away from our digestive system, meaning we store our food as fat!



Drink water - not soft drinks

Keep a bottle or jug on your desk. Not a fan of water? Add some lemon slices or fresh berries to the mix...and at least 2 litres a day.

Recognise and Reduce Stress

Stress can be linked to almost all physiological issues (outside trauma). In order to fix these physiological conditions, it's important that we understand why stress is a factor.

Sleep

Aim for your 8 hours. Give yourself a cut off time for email/texting. Leave technology out of the bedroom.

WorkLife balance

Breathe

Oxygen is our lifeblood – by engaging in conscious breathing techniques, we can promote an alkaline state in our body, improve overall body functions as well as relieve stress and promote clarity of mind.

For every breath in, exhale for twice as long. Try to do this for 2 – 5 minutes without letting your mind wander.

Get Active

If you sit all day this is especially important. Movement is crucial to how well our brain functions – 80-90% of brain function is directly linked to our physical movement.

It is recommended that we maintain at least 30 minutes of physical activity each day and 3 – 5 sessions per week.

You reach for your phone the minute you wake up, you're fielding emails at all hours, bringing business home with you...

Sound familiar?

We spend more time than ever at work. The modern day worker is accustomed to a 24-hour work day – the crisis for many is knowing how and when to turn off.

The Australia Institute released a research paper, which noted Australian workers are actually 'contributing' more unpaid overtime than their annual leave entitlement. This means an extra 70 minutes overtime a day, 33 additional 8-hour days a year or 6.5 standard working weeks!

We all want great careers, an active social life, time with the family and also time for ourselves. In short – we want it all!

So what are we to do?

Nutrition and exercise are 2 of the first things to fall by the wayside when we get busy. Food choices go out the window, you just don't have the time or energy to hit that boxing class and it seems easy enough to reach for another coffee or fast food fix to get you through the day. But in doing this, we are actually sabotaging ourselves even further, perpetuating a cycle of fatigue and stress.

Did you know, when we're in a stressed state, we're actually wired to crave high calorie, sugary, quick fix snacks? This is by no means an excuse – put down the biscuits!

An interesting study looking at the effects of inactivity on brain function revealed that after only 45 minutes in an inactive state, blood flow to the brain's frontal lobe completely ceased! Think about what is happening to your brain at work after hours in front of the computer.

A few simple healthy habits ensures we promote an optimal state of wellness for body and mind. You will find the combination of these processes not only improves your waking state but also your sleep cycles – meaning you'll be more refreshed, more alert and more productive for your busy days!

When your body is functioning at optimum levels, fuelled appropriately and not constantly combatting processed chemicals or other stressors it allows itself to rest, recharge, repair and perform at its best, when you need it most.

Mackay Regional Council welcomes Debra Howe

Introducing the new Manager Economic Development

Debra Howe brings a wealth of experience and expertise to our region. We sat down with the Council's newest recruit to discuss her new role and vision for Mackay.

» You have just been awarded the role as Manager Economic Development with Mackay Regional Council. What does this role mean to you and why were you drawn to this position in Mackay?

The new role affords me the opportunity to make a real difference to this incredibly rich community. The position is in my birth State, so after 3 years I am a very proud Queenslander returning 'home' from Melbourne to the inviting Mackay lifestyle.

The role, responsibilities and challenges are a culmination of my career thus far, especially after almost 18 years of working in Local Government, working in both metropolitan and regional areas, driving economic and tourism development, major projects and investment facilitation, precinct revitalisation and place management, business retention and expansion, and marketing and event management.



richard timpson
solicitors & migration agents

Richard Timpson of Richard Timpson Solicitors Mackay is one of just six Accredited Specialists in immigration law in Queensland. Accredited specialists are recognised for being highly experienced in complex and difficult cases, such as appeals, visa refusals, and visa cancellations.



'A great immigration lawyer is someone who has a keen understanding of the law, as well as the relevant judicial authorities concerning immigration' - Richard Timpson

What is an Accredited Specialist in Immigration Law?

Accredited Specialists in Immigration Law work across the full spectrum of immigration. This includes collaborating with other lawyers, and other law firms. In general, however, being an Accredited Specialist means that you have been recognised for your knowledge and ability.

How do I know that my lawyer is an Accredited Specialist?

Look for the seal from their Society of Law; in Richard's case it's the Queensland Law Society. The second method is to check the letters that appear after the lawyer's name. eg. Acc.Spec (Immig.).

What are the benefits of working with an Accredited Specialist in Immigration?

You are guaranteed to be working with someone who has a high degree of experience and knowledge. It is invaluable in complex matters, which often require specialist input in order to get a good result.

» What would you say is your greatest professional accomplishment to date?

As General Manager of Future House in Brisbane I worked with an incredible array of people from all walks of life and assisted them to overcome their fears and realise their dream to start their own business. At the time it was one of the largest NEIS providers (New Enterprise Incentive Scheme, a federal government program) operating in Australia.

This included conducting small business management training, business mentoring and monitoring. I personally mentored 350 micro- and small businesses over many years and saw some great success stories, like Iceberg Events established in the mid-90's and still operating in Brisbane today.

» What's the best advice you have received in business that you wish to pass on to our readers?

Be proud of your product and price and never compromise your business for anyone.

Introduce 5% of newness into your business every month.....innovate, innovate, innovate.

Don't be afraid to invest in training you and your staff.

» What has been the most effective initiative or program you have been a part of?

I developed a Sports Tourism Attraction project in Toowoomba, with the support of the Department of Sport and Recreation. The key to this project was the value-add to the sporting community and businesses that Council and the Department could deliver through positive intervention. Both organisations invested through providing support and assistance to the many sporting associations and clubs who bid to run sporting or recreational events in Toowoomba.

This region quickly became known for its willingness to host a diverse range of sporting related events in a vast array of quality sporting facilities such as Queensland PGA, a new National Road Series - Tour of Toowoomba, National Water Polo Championships, an 'A' League Football Match, University Games, and many regional championships.

This innovative project attracted many new events that are still injecting capital directly into the local economy today. The flow-on affects are just as diverse, and benefit the local business community, sporting organisations and the tourism industry.

» Tell us a little about your community focused projects during your career - particularly the renewal programs and other place making initiatives.

When I worked with Brisbane City Council (BCC), I established a program known as "Life in the Suburbs" (LIS), which was jointly funded initiative between BCC and the Department of State Development. The initial LIS program focused on struggling or tired retail shopping precincts and was designed to capitalise on the physical changes of streetscape and public realm improvements by working with property owners and businesses to integrate business and precinct development and place management, which is a process of making a place better.

» What is the number one goal you plan to accomplish over the next year?

I plan to immerse myself in the Mackay community and my new role. I am here for the long haul so I am keen to get started on the 20th of May. I am an outcomes and actions orientated person and to achieve that I will give 110% to the role and being actively involved in the community. My number one goal in this role over the next 12 months will be to develop a Mackay Economic Development Strategy that the Council can adopt to drive the economic viability and community vitality of Mackay.

5 TOP BUSINESS TIPS



PROACTIVE
ACCOUNTING SOLUTIONS

5 quick tips for a better business. Look out in the next issue of **red** for another 5 top business tips from Proactive Accounting Solutions.



1. KNOW YOUR NUMBERS

You cannot effectively run a business if you don't know your numbers. To make good decisions, you need accurate, timely information on a weekly and monthly basis.

2. WORK ON THE BUSINESS

It is easy to spend all your time working in the business each day, but it is essential that you also work on the business. Having regular scheduled meetings is a good way to ensure that you stop and look at how you are going and what can be changed to achieve your goals.

3. STASH THE CASH

Without sufficient cash flow, your business will struggle to meet its commitments. Even the most profitable businesses cannot survive without cash. To have good cash flow, you need to focus on managing the inflows and outflows on a regular basis.

4. TIMEOUT

As a business owner, you work hard in your business and quite often you are under a lot of stress to ensure that the business stays on track. It is really important that you take time out to enjoy

with friends and family on a regular basis to clear your head and prevent you or your family resenting the business.

5. USE A PROACTIVE ACCOUNTANT

A proactive accountant is one that helps you in all the above areas. Just using an accountant to get your tax return lodged each year does not provide much value and will not help you to improve and grow your business. Your accountant should be more like a business partner, always there to give you support and guidance where and when needed.



WHITE NOISE

Tuning Into **Aspergers**

DON'T MISS THESE TWO EXCLUSIVE EVENTS

Prof Tony Attwood, world renowned expert on Asperger's Syndrome, will deliver an energetic and inspiring presentation on practical strategies in supporting those on the spectrum.



PROFESSIONALS DINNER

A professional dinner and seminar providing insight and strategies for education and medical professionals working with those on the spectrum.

Ocean International

Friday 12th September 2014 - 6pm-10pm

Tickets \$142 per person

SEMINAR AND EXPO

An engaging seminar that everyone can relate to. Focusing on strategies for parents, carers and those on the spectrum.

Mackay Entertainment & Convention Centre

Saturday 13th September 2014 - 8am-4pm

Tickets \$97 per person

Purchase tickets direct from WWW.REDEVENTS.COM.AU



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redevents



Embrace **difference** and **unlock the talent** within.

Asperger's in the workplace.

It's time for businesses to embrace employees with Asperger's Syndrome. Asperger's affects as many as 1 in every 250 people. As awareness about the syndrome increases, more and more employers are recognising the value of employing those with Asperger's as well as offering special training to help these new employees adjust to the workplace environment.

Often the communication obstacles and social issues associated with Asperger's syndrome can create challenges when they are trying to find a job. Once a job is found, these challenges persist and without the right support. This can create anxiety and tension in the workplace, making long-term sustainable employment difficult.

There are lots of benefits to hiring someone with Asperger's. Research has shown the strengths associated with people with Asperger's make them especially suited for software development and testing, for example. They have the ability to focus for extended periods, have excellent memory recall and are often highly intelligent. Their strong analytical skills make them especially talented at technology work.

Some Asperger's traits may create misunderstandings with co-workers and make it difficult for Asperger's employees to fit into the workplace environment. Too many managers and co-workers try to force those with the syndrome to conform to the overall office environment and routines. Alternatively they will need to look to strategies and find ways to adapt their procedures, interactions and the office environment to be more comfortable and inclusive for the needs of these employees.

Asperger's is actually a high functioning form of Autism. Those with the syndrome are often exceptionally gifted and intelligent with good verbal skills – however they can also be socially awkward. They can react to stress differently and become more emotional than others not on the spectrum.

As a manager looking to or currently employing someone with Asperger's, you should understand their unique capabilities, opportunities and challenges.

Intelligent and independent

Those with Asperger's will not take 'no' for an answer without reasoning. They will tend toward questioning authority and almost never accept a fact simply because of who stated it. Acceptance comes through logical

proof. Many inexperienced managers will shy away from working with Asperger's because of this, but you simply need to prepare to justify your decisions.

Think differently

Often people with Asperger's will focus on details rather than being direct and to the point. This is just how they see the world – in detail! The way they mentally process information is complex and detail oriented, to them overlooking finer details is ignoring an important part of the solution. This can also mean they have difficulty switching from task to task, prioritising and organising information. However, their detailed focus can be wonderfully useful for work projects that require close analysis.

Emotional

It is a misnomer that people with Asperger's are unemotional. One of the most difficult things for any autistic individual is dealing with the plethora of emotions that can be triggered by a seemingly mundane situation. The key here is patience – explaining the situation and asking for feedback and insight will give your Asperger's employee the opportunity to process the ideas and be heard.

Communicate differently

Anyone who knows someone with Asperger's will tell you they can be very blunt – but sometimes being so black and white can be to their detriment! They are direct and always speak their mind, being honest, opinionated and determined in their communication. You should recognise that this is not intended as rudeness at all, but rather that Asperger's individuals prefer conversation serving a purpose and will avoid small talk and more trivial communication.

Successful

Focus and determination lead people with Asperger's to great success. Along with their great challenges comes great opportunities, many a successful entrepreneur will likely present a few Asperger's behaviours.

In short, don't be cautious toward those potential employees with Asperger's. Be aware of their challenges, embrace their differences and you will discover that people with Asperger's can be an invaluable addition to your workplace, an addition deserving of our respect and understanding.



"Many a small thing has been made large by the right kind of advertising."

- Mark Twain

What to do in the downturn

(Hint: Don't stop marketing!)

During an economic downturn, clients and customers have less money to spend.

Often when the dollars are tight, management look to reduce (or even eliminate) spend on marketing and advertising activity budgets in a bid to reduce the impact of the financial downturn on their company.

Unfortunately, this can be detrimental and counter productive rather than a solution to everyone's budget problems.

Think of it this way – when you have a product or service available, you need the dollars to keep coming in to ensure cash flow remains. How are you going to get your message out there without marketing yourselves?

Your brand must be ready and still top of mind when customers do decide to spend again.

Even with a small budget, there are creative ways that companies can still market themselves when the market is less than favourable, in order to maintain top of mind brand awareness.



“”

Your brand must be ready and still top of mind when customers do decide to spend again.

» The elevator pitch

Research shows that when it comes to delivering a message through advertising the average attention span of an adult is only around 6-8 seconds. That's not very long to make an impression!

If you successfully engage them, then you have around a minute to seal your product or service. Invest the time to create an amazing elevator pitch and doors will start to open.

» Leverage the community

Go back to the basics – you don't always have to think big when it comes to your marketing efforts.

- Think about local sponsorship or getting a corporate team together for a charity fun run, but ensure you promote it.
- Get free publicity by sponsoring a community-service event of your own.
- Talk with local colleges to offer workshops in your area of expertise.

» Pro-bono

Giving away work sounds a little crazy – but do this properly with the right promotion and you will elevate your name and profile.

Press releases can be sent to your local publications, most are keen for contributed content and this is a free publicity opportunity.

Try writing a short article that offers a set of tips related to your business and promote through client newsletters and email campaigns to your existing database. Release the article to local publications and make it available on your website, blog and social media platforms.

» Social Media Marketing

Social media is a great, cost effective and effective way to regularly target and engage your customers. Join professional and social groups to network with other people – this extends both on and offline.

» Pull a stunt and create a buzz

A good publicity stunt (such as flashmobs) are a great way to catapult your business into the public eye and gain effective exposure that otherwise would cost a fortune. Think up an idea, then spread the word to everyone, including the media.

» Ask for referrals/ testimonials

Word of mouth advertising is super effective, and who better to promote your brand than happy, satisfied customers. If you look after your client base, the benefit of a glowing testimonial speaks volumes for potential customers.

» Collaborate

To stay ahead in this ever-changing economy, companies need to think

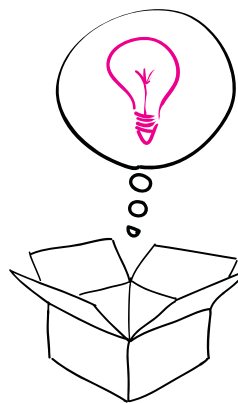
creatively about how your company can best serve your public through collaboration – a team effort to benefit all parties involved. Think about cross promotion with another company through coupons, flyers, website links and mentions through social media.

This can extend to sponsoring an event with a like minded company, particularly to support a good cause that utilises both companies talents to your advantage.

» Network

A strong network requires time and commitment but is one of the greatest tools you can have in your marketing arsenal. This can be anything from events and seminars, to utilising LinkedIn to directly ask for introductions through common connections or sending an In-mail introduction yourself. Think strategically about the people you want in your network and take the time to get to know people and form mutually beneficial relationships over time.

When the market is tough, it's not always about the amount you spend on your marketing, rather the effort you put into it and the relevance of your activities to your customers. These inexpensive marketing strategies will help you engage customers, build strong business relationships and keep your brand top-of-mind.



The Art of Advertising

An advertising campaign is so much more than just selling a product or service. The power of an effective advertising campaign comes from the concept. It not only communicates your message clearly but creates a memorable and instantly recognisable personality for your company and brand.

Building a consistent brand look and feel will help your company connect with your market and strengthen brand awareness.

To effectively communicate the services and values offered by your company, a strong overarching concept ensures that consistent and engaging messaging can be carried across number of platforms, effectively communicating with your target audience to create a memorable representation of your brand.

The examples on this page were created by redhotblue for Phil Doring Insurance Brokers. From a content point of view the idea of selling insurance could be very uninspiring. However, 'Always read the fine print' was a concept based on the company's policy of honesty - tackling the public's concern for the many hidden terms and conditions associated with insurance policies. A series of ads were produced illustrating the idea of not always getting what you pay for or *always read the fine print!*



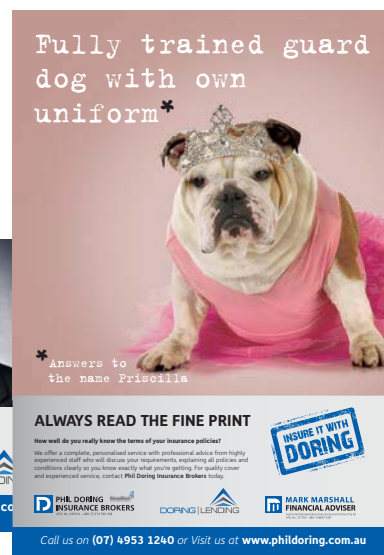
The design and aesthetics of your message are just as important as the actual content. It has to be accessible, engaging, and understandable so that the receiving party can absorb and process what is being communicated.

A well-defined, engaging brand creates a strong presence in the marketplace and clearly communicates who you are and what you are about.



How many times have you seen generic ads with boring visuals, uninteresting messaging and no real concept? Now ask yourself how many times have you have actually engaged with the ad, read further or acted on the call to action? If you're like most of the population, rarely. The market is saturated with messaging and visuals that do not inspire, grab attention or deliver anything new from a marketing point of view - imagine if this was the lack-lustre response to an ad from your company.

<< (Example mock ad) This type of bland, noncommittal advertising can end up wasting valuable time and costing a lot of money from print and advertising booking fees.



Advertising should inspire, amaze, educate, amuse, provoke thought or engage the viewer to stop and read more. A good advertising campaign has the power to challenge ideas and be emotive - at the very least the ad should deliver the message in a manner that motivates the viewer to take further action, and not just turn the page!

Showing our true colours

{Charity days}

Every month we choose a charity to raise awareness for. In the past 3 months we've dedicated one day in the studio to support Ovarian cancer, Epilepsy and Autism.



// February
Teal ribbon for Ovarian Cancer

The team all wore a teal coloured ribbon and teal accessories to show our support for Ovarian Cancer.



// March
Purple mask day for Epilepsy

To help increase Epilepsy awareness we held our very own Purple Day with the whole team creating purple masks to mark the occasion.



// April
Blue for Autism

We all wore a variety of shades of blue for the day to show our support for Autism - including office dog Matilda!



Upcoming Charity days

Keep an eye out for the team's effort in supporting 3 more worthy charities over the next quarter.

May:

Multiple Sclerosis - MS Australia
www.kissgoodbyetoms.org/events

1 in 20 Australians will be touched by MS, an auto immune disease effecting the brain and spinal cord.

June:

World Blood Donor Day
www.who.int/worldblooddonoraday/en

Blood transfusion saves lives and improves health. This year's focus is 'safe blood for saving mothers'.

July:

Pyjama Foundation
www.thepyjamafoundation.com/pyjama-day/

The foundation aims to change the lives of children in foster care by providing additional education and social support.



THE BURP DISPENSARY

CALENDER OF EVENTS // JUNE - JULY 2014

MOVIE AND DINNER // EVERY WEDNESDAY

BUSINESS FRIDAY // EVERY FRIDAY AFTERNOON

NIGHT ON THE TOWN // EVERY FRIDAY AND SATURDAY NIGHT

BEARDED GYPSY BAND - LIVE BAND // JUNE 6TH, 7TH

DANIEL CHAMPAGNE - LIVE ARTIST // JUNE 11TH

GET YOUR GEEK ON // JUNE 13TH, 14TH

CHEF ON THE DECK // JUNE 18TH

JULIAN - DJ // JUNE 27TH, 28TH, JULY 25TH, 26TH

END OF FINANCIAL YEAR PARTY // JULY 4TH

DANWAR - LIVE PERFORMER // JULY 4TH, 5TH

CHEF ON THE DECK // JULY 9TH

NZ WINE AND FOOD NIGHT // JULY 10TH

TAYLOR & SILK - LIVE PERFORMER // JULY 11TH, 12TH

5 PIECE FUNK BAND // JULY 17TH

SAILOR JERRY NIGHT // JULY 18TH

MEN'S LONG LUNCH // JULY 25TH

WHISKY NIGHT // JULY 31ST



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