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### Network Night details:

#### Tax & the Home Based Business

Date: Thursday 15 May, 2008 Presenter:  
Justin Penkethman  
Time: 6.30pm for a 7.00pm start.  
Ashton Manor (formerly The Abbey),  
Main Street, Diamond Creek  
(Mel: 11 K6)  
Cost: Free to HomeBiz members, or  
\$20 casual attendance

**Phone 0417 358 280**

**April / May 2008**

## Nillumbik HomeBiz Networker

### Presidents Report and Business Tip

GST is out of the way for another quarter and end of financial year is looming. The next network evening looks to slot in just nicely with Justin Penkethman talking to us about all such matters.

As home based businesses and micro businesses should we use tax time as a reminder for other business activities? Business is business, large or micro. Every 3 months when you finish your BAS return why not use the quarterly result to measure yourself against what you planned to do for the period. Did you get done everything you planned? Did it impact your results? What should you change in your plan for the next quarter and when will you do it? Before you know it you will have a business plan review happening.

Don't have a plan you say? Well why not put one together when your end of year financials are done. This is a good time to reflect on the last year's activity and how you went against what you wanted to achieve. What worked and what didn't work. Are there any opportunities or issues that you need to address in the next 12 months? If you write all this down and plan what you will do over the next twelve months it's getting scarily close to a business plan.

Go for it and plan with your tax cycles!

Kind regards,  
**Daryl Brooke**  
President Nillumbik HomeBiz Network  
Mobile: 0433-948-258

### Newsletter Editorial

Thank you to Geoffrey Lee of IWS Design who has transformed our PDF newsletter format to this e-format. Let us know what you think. Why is this April newsletter called May? It seemed silly to name it the previous month, so we made an executive decision to name it after the future (or current) month. Confused? Don't worry, it grows on you!

Kylie Moppert [kylie@finrepsol.com.au](mailto:kylie@finrepsol.com.au)

## Accounting and Tax Issues for Home-based Businesses

Justin Penkethman from Base Accounting and Tax Pty Ltd will hold a timely discussion of accounting and taxation issues that impact upon small home-based businesses. This will include topics such as starting up your business, business structuring, GST, income tax, capital gains tax, fringe benefits tax and more.

Don't miss out - Register for your seat online

at [www.hbb.org.au](http://www.hbb.org.au) or call Fee Sievers on 0417 358280

## Committee News

### Homebiz Advertising

Despite our promotion of the DVL full page feature members have been slow to take up this offer. We can only assume it doesn't appeal to most members. We'll see if there is enough interest to run it bi-monthly. If you've been postponing booking in for this feature, hesitate no longer. If we don't get sufficient interest, the option will disappear altogether.

### Credit card facility

We have it! Those who elected to pay your annual membership by credit card will be contacted soon for the security code on the back of the cards.

### Contact phone number

Since we no longer have an office at the Shire we have been exploring our options on how to have a number which doesn't change too often, without being too costly. VOIP looks okay, but impractical if the broadband service is busy... at this stage a mobile phone looks like the easiest solution... amazing how these little practical issues are so tedious to solve! We will get there, please be patient!

Contributed by Kylie Moppert  
[kylie@finrepsol.com.au](mailto:kylie@finrepsol.com.au)

## Member Profile

~ Dianne Smith~



**What event or thought caused you to start your first business?**

Knowing that I was good at what I did but had reached a 'salary cap' in the work force.

**What is the nicest thing about your favourite customer/client?**

Mutual respect.

**How have you divested your business of a client you didn't want?**

I haven't had to yet but the thought does cross my mind as I find it a real challenge to say no to people, especially in business.

**What do you eat for breakfast?**

Oats with fruit salad and a hot chocolate - most mornings, when I go to the breakfast meetings I occasionally like to splurge and have been known to indulge in pancakes with strawberries and cream (and a hot chocolate).

**When did you start imagining yourself as self employed?**

Five years ago.

**What did you want to be (when you grew up) when you were little?**

A teacher.

**Where did you take your last holiday?**

Barwon Heads, at Christmas time, it was fantastic.

**What's the nicest thing about being you?**

I know me, I have great family and friends supporting me.

**How would your friends describe you?**

Friendly, trustworthy and compassionate.

## April Network Night Review

### Email marketing - one of the cheapest forms of viral marketing

Craig Reardon from the eteam delivered an informative and lively seminar on email marketing. He started by explaining some of the jargon which make technos sound clever and the rest of us feel confused. Then he outlined just how effective and email marketing is, despite the lack of media coverage. This, he explained, is due to other forms of electronic communication having huge funds and resources committed to their promotion. Ofcourse - they want our marketing budget spent on them! He gave us some remarkable examples of just how quickly email marketing can reach a large pool of people. Craig also explained the principles of the SP@M Act and pointed us to the Australian Communications and Media Authority for more information ([www.acma.gov.au](http://www.acma.gov.au)). The audience gave plenty of input; stories of the SP@M they have received, both welcome and nuisances. One audience member asked if the SP@M Act was no more than a big stick - Craig pointed out the fines are substantial. We learnt how we may have given permission inadvertently, and how to gain permission to send marketing material.

Craig's presentation taught much about this important medium. If you couldn't attend, or want to know more, check out the tips Fee sent April 22nd and look at the eteam website: [www.theeteam.com.au](http://www.theeteam.com.au)

Contributed by Kylie Moppert [kylie@finrepsol.com.au](mailto:kylie@finrepsol.com.au)

## Showcase your business!

Take the opportunity to show us what you do - by having a presentation table at one of our monthly Homebiz meetings.

There is no cost involved. This opportunity gives you the chance to display your products, brochures, catalogues, as well as talk to interested members about what it is that you do. You may even gain a new client or referral partner!

Up to 4 separate businesses can have a table at each meeting and you can start setting up at 6.15 pm.

We do have capacity for businesses that may need 2 tables for their presentation, but demand for this in the past has been minimal, so we hope to limit a double table to one per meeting.

## Eltham Business Breakfasts

Eltham Business Breakfasts are back with a bang. On a crisp Autumn morning over 15 people turned up on time at the DO Lunch Café in Eltham to take part in the first breakfast meeting of the program. Attendees included HomeBiz members, the Eltham Chamber of Commerce members, and a few potential new Homebiz members.

Maeve Clonan from Start Your Own Business was our presenter. Her presentation was excellent and clearly engaged the attendees. We had quite an intimate discussion regarding the reasons we go into business for ourselves. Some interesting anecdotes were heard from breakfast participants, and all agreed we are off to a great start. The food was fabulous as was the service. I recommend that if you are looking for a place to meet in Eltham, then this is it!

**Bookings:** Tables are booked on a first-in basis. Tables can be booked in advance if you have a special promotion or event in a particular month.

Contact Sandra Davies 9439 0323 [sandra.davies@bigpond.com](mailto:sandra.davies@bigpond.com) to book your table.

Please note - 2 businesses have tables booked for our May meeting, so we have vacancies to fill. Also, at this stage I have no tables booked for future meetings - so contact me and book a table now!

Sandra Davies 9439 0323 [sandra.davies@bigpond.com](mailto:sandra.davies@bigpond.com)

The next meeting is on Tuesday the 27th of April, same time, same place- 7am, Do Lunch Café. Presenter is Mike Cameron of The Next Step, and we will be discussing Goal Setting and Business Planning. Anyone in business in the area is welcome.

Please contact Fee Sievers if you would like to book.

Contributed by Sarah Eifermann:  
[sarah@sfeloans.com.au](mailto:sarah@sfeloans.com.au)

## NEW MEMBERS!

Doreen Burley -

Mannatech provide wellness solutions through technologically advanced nutritional products that help support the immune system. They are critical to building & maintaining the best possible foundation for good health.  
[jondrene@optusnet.com.au](mailto:jondrene@optusnet.com.au)

PH: 0425 77259

Stephen Graham -

Visit [www.trisigma.com.au](http://www.trisigma.com.au) to find out about TriSigma Pty Ltd.

Founded in 2002 by Stephen Graham to provide people management advice and support for organisations and their people.  
[sgraham@trisigma.com.au](mailto:sgraham@trisigma.com.au)

PH: 0419 104 257

## Doing business in a changing climate

Many of us recognise that the climate is changing in terms of the expectations of consumers and the costs relating to energy, water use and waste management. More and more businesses are now implementing practices that reduce their impacts on the environment and gain customer approval and cost efficiencies.

One of the challenges for small businesses is to know where to go to get information and tools to assist them manage better in the changing climate.

Nillumbik Shire Council and the Connecting Nillumbik steering group are offering an evening of inspiration and information on the 22 May at the Eltham Community and Reception Centre, cost is \$25-

The evening will feature a key note address from Arron Wood. Arron is an inspiring and energetic speaker who is the 2007 winner of the Prime Minister's Environmentalist of the Year Award. He is also winner of the 2006 United Nations Individual Award for Outstanding Service to the Environment and is a director of his own environmental communication and education consultancy.

There will also be information about the Grow Me The Money Program, a practical program which assists businesses to reduce their environmental impact and save money.

For more information contact Julie French on 9433 3315 or go to the website

## New "Find an adviser" service launched

by Amanda Gome

Small businesses should find it easier to locate the right business professional for advice with today's launch of a new information service by the Victorian Government.

The service, called "Find an Adviser", is a free, searchable database of accountants, lawyers and business professionals. Users can search by location, industry type, area of expertise or even the language spoken, with many advisers also offering users a free 30-minute first consultation.

"The Victorian Government has worked with industry organisations to help small business find expert qualified accountants, lawyers and small business mentors," says Minister for Small Business, Joe Helper.

"The next phase will investigate expanding the service to include further adviser types."

Helper said Find an Adviser has been developed in collaboration with a number of key partner organisations including:

- CPA Australia
- National Institute of Accountants
- Law Institute of Victoria
- Institute of Chartered Accountants in Australia
- Association of Accounting Technicians, and
- The Small Business Mentoring Service.

Find an Adviser can be accessed from the [Business Victoria website](#).

## Cant View This E-Newsletter?

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Go to Tools and click on Options

Go to Mail Format and Click on Internet Format

Tick the box that says

*When an HTML message contains pictures located on the internet, send a copy of the pictures instead of the reference to their location*

Press ok and Apply.

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