

# BP

**BUSINESS PULSE**

March 2007



CHAMBER OF COMMERCE  
AND INDUSTRY  
WESTERN AUSTRALIA

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**Are you only  
what you eat?**

**Exercise and lifestyle are  
key to healthy living**

**Climate change – another expert weighs in**

**Something phishy in the net**

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April 15-20 & 25-30, 2007

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Organizer: China Foreign Trade Centre  
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# BP

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# Obesity cuts to the heart — and it's not just about food

As a nation with one of the highest rates of obesity in the world, the traditional image of the bronzed, beach-loving Aussie could soon be a thing of the past. And while some are quick to blame the increase in kilos on diet alone, the cause for the recent swell in more than just our national pride, is linked to a number of factors, including lifestyle, exercise and genetics.



# Are you *only* what you eat?



**BY KAREN HALL**  
Senior Adviser, Industry Policy

For more than two decades prevalence of obesity has been rising steadily across the Australian population. Throughout that time it's been largely beneath the radar of policymakers. A National Obesity Taskforce was formed in 2002, but mostly tinkered at the edges of the problem.

*Australia's health 2006* revealed that by 2003 obesity had become the leading cause of burden of disease (illness and death). The release of this report may have finally prompted the policymakers to take notice, although the response to date has been somewhat disappointing.

In Western Australia, the debate has become increasingly pre-occupied with diet. Most recently we have witnessed a wave of misguided, emotional rhetoric, with a number of academics and policymakers laying the blame for Australia's obesity problem on the food industry. Similarities have even been drawn between food and tobacco, a notion that is misguided in the extreme - tobacco is an addictive and deadly product, while food is essential for life, and moderate amounts of any food can be part of an appropriate diet.

CCI's Opinion piece in the *West Australian Newspaper* (22 Jan 2007) questioned the logic behind the current pre-occupation with diet and argued against calls for a ban on food advertising and/or an added tax on certain foods. There is no evidence to suggest that either of these paternalistic measures will halt the rise in obesity.

A food tax, unless imposed at such high rates as to alter eating patterns, would likely become a revenue raiser, with lower socioeconomic groups disproportionately disadvantaged. Similarly, a ban on food advertising would likely have little impact on obesity — long term bans in Sweden and the Canadian province of Quebec have done little to curb obesity in those jurisdictions.

Obesity is not just about diet - it results from a sustained imbalance between

energy intake and energy expenditure. There is sound scientific evidence to show that many Australians are exercising too little and enjoying too much 'screen' time. If the policymakers continue to ignore the energy expenditure side of the obesity equation, the consequences could be catastrophic.

Perhaps one of the most disturbing aspects of the obesity problem is lack of awareness — recent ABS figures show that many overweight and obese adults believe their weight is acceptable. Many parents of overweight and obese children are similarly oblivious to their child's weight problem.

Australia's processed food and beverage industry is Australia's largest manufacturing industry, employing around 190,000 people. Unwarranted and misguided intervention in the food market will have serious ramifications for employment and the nation's economy. The food and beverage industry has made considerable investment in developing healthier (often higher cost) food products. Industry is committed to further investment in healthy food choices, but this must be underpinned by greater consumer awareness of the link between diet and health.

In 2002 nutrition labelling became mandatory on all packaged foods. The cost to industry was substantial - CCI's survey estimated an average compliance cost of \$60, 000 per Western Australian business. Disappointingly, recent research showed that many consumers don't use or understand nutrition labels. Without appropriate education, nutrition labelling represents a dead cost to industry and the community.

Obesity is a highly complex problem, one that won't be solved by legislating for 'appropriate' dietary behaviour. CCI's recently developed obesity policy is predicated on four guiding principles:

- market intervention should not substitute for appropriate education strategies

- policy development must be evidence-based
- education must be a key element of the policy framework
- government and industry must work collaboratively

CCI will continue to advocate for a balanced approach to the obesity debate at both a Federal and a State level, to ensure that policy development is not driven to the detriment of industry.

## Factors contributing to the rising levels of obesity include:

- changes in family structures and dynamics, and play time with children
- growth of labour-saving devices and decline in incidental exercise
- increased use of cars, decreasing active travel and use of public transport
- concerns about road safety, reducing cycling and walking
- attractiveness of television, videos and computer games
- decrease in physical activity education and opportunities in schools
- concerns about personal security, resulting in home-based activities
- less physically active occupations because of automation
- changing patterns of family eating and activity
- decline in cooking skills for healthy eating in schools and homes
- agricultural subsidies and other incentives for high energy products
- poor quality and high prices of vegetables and fruit in some areas
- lower prices for processed food of much greater energy density
- lack of time for cooking because of competing work and social priorities

SOURCE: The Medical Journal of Australia MJA 2003; 179 (11/12): 577-579

# Personally speaking...

## Global warming is fact not hypothesis

BY SARAH GOLDEN

In last month's issue of *Business Pulse* we published an editorial by Bill Clough, which questioned some of the supporting science and suggested a degree of alarmism clouding the current debate.

Mr Clough's article, "Climate change: an alternative point of view" is summarised on the facing page. Indeed, it's becoming difficult to switch on the news or read a paper without reference to climate change. Over the past couple of weeks we've seen politicians lock horns in Parliament over the issue, leading to increased speculation that

environmental concerns will see us voting in a 'Green election' later this year. Entrepreneurial heavyweight Richard Branson has also weighed in on the debate, teaming up with Al Gore in the Virgin Earth Challenge, and offering \$25 million to anyone who can come up with a way to remove greenhouse gases from the atmosphere without creating adverse effects.

This month we feature one of Australia's leading meteorologists, Dr. John Zillman, who responds to the issues raised in Mr Clough's article and explains why he believes that climate change is an issue worthy of the attention and dedication devoted by politicians, scientists, business leaders and communities around the world.

The views expressed in each editorial are those of the author, and may or may not be those supported by CCI. If you'd like to submit your feedback on CCI's climate change series, please e-mail sarah.golden@cciwa.com

BY DR JOHN ZILLMAN  
Meteorologist

Bill Clough questions the scientific basis for global warming and believes that what he describes as the current alarmism over climate change is the work of funds-seeking scientists turned moral crusaders. He argues that the greenhouse effect is an unproven hypothesis turned mainstream orthodoxy by deception and propaganda.

I have some sympathy for his confusion about the science and I share his discomfort with scientists in the role of moral crusaders. But I can assure him that the science is far more soundly based than he recognises and that the message from the science is now much less equivocal than he would like to believe.

I should first clarify the terminology which seems to be a source of confusion. Global warming and climate change are observed facts, not hypothesis, and, while 'greenhouse warming' as an explanation for 'global warming' and 'climate change' can legitimately be described as theory, the greenhouse effect is one of the most basic physical processes of the atmosphere that has been pretty well understood for a century or more.

It is an observed fact that the earth has warmed about three quarters of a degree Celsius over the past century and that the atmospheric concentration of carbon dioxide

has increased by more than 30 per cent. Where theory comes in is in determining whether the 20th century warming is part of some natural fluctuation of the climate system or whether it is the result,

*Global warming and climate change are observed facts, not hypothesis, and, while 'greenhouse warming' as an explanation for 'global warming' and 'climate change' can legitimately be described as theory, the greenhouse effect is one of the most basic physical processes of the atmosphere that has been pretty well understood for a century or more.*

as theory suggests it should be, of the enhanced greenhouse warming caused by the higher concentrations of radiation-trapping greenhouse gases in the atmosphere.

On human time-scales, it is almost completely irrelevant as to whether the earth has gone through ice ages and inter-glacials in the distant past or whether, over the next thousand or ten thousand years, it may be headed for another ice age. The most recent considered assessment of the international climate science community is that it is now 90 per cent certain that most of the observed increase in globally averaged temperatures since the

mid-20th century is due to the increased atmospheric concentrations of greenhouse gases which are now far higher than anything that has occurred in the past 650 000 years. And there is a very high level of

confidence in the scientific community that the inevitable further increase in greenhouse gas concentrations over the next few decades will produce further warming at a rate that will be unprecedented in the recent history of the earth.

Mr Clough seeks authority for some of his concerns in a quote from Professor Richard Lindzen of the US. Professor Lindzen is a fine scientist but he likes to pursue unpopular causes and, on both the science and the politics of the greenhouse issue, there are many hundreds of equally distinguished climate scientists who strongly disagree with him. While I admire his tenacity in questioning the scientific

orthodoxy, I think it's grabbing at straws to quote Professor Lindzen on matters related to the politics of climate change.

I offer no comment on Mr Clough's theory as to 'how could truth become so distorted' but, while I agree that there are many distorted versions of the science in the popular media, the truth is not nearly as distorted as he suggests. I can also assure him that rather than being a 'self-created political fiasco', the Intergovernmental Panel on Climate Change (IPCC) is meticulous in its commitment to providing the most objective summary of the scientific 'truth' as it exists at any point in time. I would strongly recommend a careful read of the Summary for Policy Makers of the science volume of the IPCC's Fourth Assessment Report released on 2 February for anyone who wishes to get past the confusion created by the overstated rhetoric of the greenhouse sceptics and alarmists.

In this spirit, I must correct Mr Clough's inaccurate account of the origin of the so-called 'hockey stick' controversy at the time of the IPCC's Third Assessment Report. The IPCC would have failed in its responsibilities in 2001 if it had not drawn attention to the fact that the most recent research had shown that its earlier representation of

the temperature history of the past millennium was probably wrong. The 2007 IPCC assessment supports the 2001 conclusions and also provides a compelling physical explanation of the fluctuations of global mean temperature through the 20th century. Mr Clough correctly quotes three basic findings from climate science but, in dismissing their significance, fails to recognise that it is not so much the warming of recent decades which provides the basis for concern but the weight this adds to the expectation

of more rapid warming over the next century and other significant changes in climate which, in the language of the UN Framework Convention on Climate Change, must be expected to be on a scale that could result in 'dangerous anthropogenic interference with the climate system'. While there may still be some legitimate scientific doubt that this will occur, it would seem to be almost untenable for governments to completely ignore the risk that it represents in the way that Mr Clough evidently believes they should.



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### Bill Clough – Chief Executive Serabi Mining Plc

Climate change has had a huge impact on all forms of life including us, and while the impact of carbon dioxide emissions needs to be challenged, it should not be treated as fact. We have documented periods throughout evolution in which earth has experienced both dramatically increased CO2 levels and temperature. In Geology, there has always been the understanding that climates are inherently unstable, and have been from short to long timeframes, spanning back millions of years. It is a proven scientific fact that we continually experience fluctuations in climate.

History tells us we're in a peak, and in actual fact heading towards another ice age. Climate change (warming) is a lot more benign than surviving an ice age – that's what we should be more concerned about for generations further down the track.

Nowhere is this more clearly outlined than the replacement of the IPCC's temperature graph, which has been used as statistical evidence since their first report in 1990. This graph, wholly accepted by the scientific world, was replaced at the IPCC press conference in 2001 by the greatly distorted graph, to become known as 'Mann's Hockey Stick' graph.

They had to delete the IPCC's previous interpretation which shows the well-known Mediaeval Warm period (800AD to 1300AD), and Little Ice Age (1400AD to 1890AD). This factual data was eliminated completely buried, largely through the consensus propaganda.

The alarmism should be wound back, and the environmental component of world GNP more rationally distributed to better causes and outcomes, such as providing centres to prevent deforestation of Borneo and the Amazon.

In an article printed in the Wall Street Journal, April 2006, MIT Professor of Meteorology Richard Lindzen, formerly of Harvard University original technical IPCC committee member said: "How can a barely discernible, one degree increase in the recorded global temperature since the late 19th century possibly gain public acceptance as the source of recent weather catastrophes? Alarm rather than genuine scientific curiosity it appears, is essential to maintaining funding. And only the most senior scientists today can stand up against this alarmist gale, and defy the iron triangle of climate scientists, advocates and policymakers."

**Next month we will examine what steps WA businesses are already taking to reduce carbon emissions.**



# Convicts to capitalists

The quest for human capital continues in Western Australia.

During 2007, CCI will be examining human capital in WA and the relationship between population and economic development, population and labour force trends, and the challenges and issues going forward. The following article traces the history of WA's population and its contribution to our economic growth.

**BY MIKE NAHAN**  
Consultant

## Population growth and economic development

The search for more people has been a dominant theme in the development of Western Australia.

Despite perceptions of vast opportunity, the Western Australian colony grew very slowly during its initial years. Poor soils, lack of infrastructure and isolation from other markets lead to high costs and low returns, prompting people and capital from the mother country to migrate elsewhere.

In 1850, twenty years after the foundation of the colony, its population stood at less than 5,000 in the same year South Australia had a population of nearly 60,000.

Wheat and wool production offered hope and had potential, but were held back by lack of funds, infrastructure and people.

In the late 1950's desperate for more labour and funds, the colony decided on conscription in the form of convicts which gave rise to the state's first economic boom - the Convict Boom.

The colony's population effectively more than trebled to 18,400 by 1868 and convicts added greater to the colony's infrastructure. However, it was not a sustainable solution to the colony's chronic lack of people. For one thing most convicts were male, hardly the base for sustainable population growth.

Moreover, non-convicts often passed the isolated and often inhospitable colony. As a result, Western Australia's share of the national population declined after 1856.

That is until the discovery of gold in Halls Creek in 1885. Gold brought people, money and infrastructure and created the colony's second boom - the Gold Boom.

The colony's population burgeoned to 184,124 by 1901, eroding the colony's sense of isolation, and changing the political landscape.

S. Battye, an early WA historian, concluded that, "The gold almost seemed to have waited for the advent of responsible government to declare itself [which was granted in 1890] or perhaps that a freer, more independent, and more enterprising spirit came upon the people through change."

As gold yields declined after 1900, Western Australia once again looked to immigration to drive the economy. From 1908 to 1914, 46,000 British immigrants came to the State.

This along with the opening up of agricultural land and new transport infrastructure, lead to wheat overtaking gold as the State's main export.

Following two decades of unprecedented growth in population and prosperity, WA went through a long period of hardship including two wars, a depression,

droughts and low gold prices.

The one positive economic force during this period was the growth of Perth. As employment in the mines and agriculture slowed, people left the harsh rural areas of the State in large numbers for Perth, creating substantial demand for housing, urban infrastructure, and commercial buildings.

After World War II, immigration was once again the main driver of the States economy. Enabled by far sighted immigration policies, refugees from Europe came in large numbers for nearly two decades, leading to the longest sustained period of economic prosperity in the Nation and State's history - that is until the last decade.

In the 1960's the Commonwealth lifted its ban on the export of iron ore. American and British money flowed into developing the massive iron resources of the State for the expanding Japanese market, leading to a renewed influx from interstate and overseas to build the new mines and associate infrastructure. As a result of the mining boom and associated increase in population, the income per capita State more than doubled over the decade to 1970.

The iron ore boom was followed by a succession of resource booms - bauxite and nickel in the early 1970s, gold and gas in late 1970s and 1980s,

LNG in the 1980s again in the mid 1990s, and the current mother of all booms starting in 2004.

Each boom has been limited by the availability of labour. Population growth has also supplemented growth and moderated economic downturns.

As the population of Perth and the State has grown, so has the State economy both in size and diversity. It has become a services based economy, based on serving people here and abroad, in human capital intensive manner.

The future of the State could not be brighter. It is positioned perfectly to take advantage of the greatest economic revival in modern history - the awakening of China and its development as the world manufacturing centre. We currently enjoy advantages in resource endowment, geography, political stability, rule of law infrastructure, business capacity, and skilled people.

However, as in the past the State needs more people to meet its potential, to build and run the large resource projects, to build the state into a global resource service hub, to meet the needs of a growing and aging population, and to obtain skills, knowledge and funding.

As in the past the interplay between people and resources will determine the state's economic future.

# Lamb Print full page advt Lamb's to place

# Questions & Answers



**CHRIS FARMER**  
Advisor, Industrial Relations  
Client Services

It is essential to contact the **CCI Business Advice Centre** on **(08) 9365 7660** or e-mail: **advice@cciwa.com** before acting on this information.

**Q Jacqui from Seaside Shipping Pty Ltd contacted the Business Advice Centre to find out why her employees on Australian Workplace Agreements (AWAs) do not have a choice of superannuation fund.**

**A** We advised Jacqui that under the *Superannuation Guarantee (Administration) Act 1992* (the Act), as amended, there is a requirement to allow employees a choice as to which superannuation fund their superannuation contributions are put into. This fund needs to be a complying fund that accepts certain types of payment. However, under subsection 32C(6) of the Act, a pre-reform certified agreement, a pre-reform AWA, a collective agreement, or an AWA, may specify a fund into which superannuation contributions will be made. If an employee is covered by one of those agreements, and the agreement specifies a fund, then they do not have any choice of superannuation fund.

In line with the Act, we advised Jacqui that her employees who are covered by an AWA that specifies a superannuation fund, is signed by the employee, and lodged with the Office of the Employment Advocate, do not have choice of superannuation fund.

**Q Steve from Aerial Assets rang the Business Advice Centre to find out what to do with payments owing to an employee who is deceased, and whose bank account had been frozen by the bank due to the employee's death.**

**A** It is always a sensitive issue when an employee dies. Steve was wise to seek advice before disseminating payment of his employee's outstanding wages and entitlements as the steps to follow differ depending on whether the employee had a will. If the employee had not made a will, the Supreme Court may appoint an administrator of the employee's estate, and Steve would need to find out who this person is and liaise with them regarding final payment for wages and entitlements. As Steve has indicated the employee had made a will, we advised him to contact the executor of the will in order to find out where or to whom the final payment needs to go to.

**Q Jenny from The Block Pty Ltd has heard about employees being able to cash out sick leave. She rang the Business Advice Centre to find out how to implement this.**

**A** *The Workplace Relations Act 1996 (Cth)* (the Act) was amended on 15 December 2006, to allow employees to cash out personal leave under certain conditions. Under the amended Act an employee may only request to cash out personal leave if they are covered by a registered workplace agreement that facilitates doing so. The employer has the ability to refuse the request of an employee to cash out personal leave, and in fact may only grant such a request if the employee retains a minimum balance of 15 days accrued personal leave after cashing out the entitlement.

In order to implement a system allowing employees to cash out their personal leave, we advised Jenny that she would need to lodge a workplace agreement with the Office of the Employment Advocate, that contained provisions which would allow them to request to cash out any personal leave accrued over the protected amount of 15 days for full-time employees or pro-rata for part-time employees. Once this agreement is in operation the employees would need to submit their request in writing for Jenny to either authorise or decline.

For help with drafting workplace agreements please contact the Business Advice Centre on 9365 7660.



**Administrative Professionals' Day** (formerly known as Secretaries' Day) generally occurs annually on the last Wednesday in April. However, as this occurs on Anzac Day in 2007, **it will be celebrated on 26 April instead.** Don't forget the flowers!

# IB

## IN BRIEF

### Retail chains the strongest link?

It appears franchise businesses have never been so popular! It's estimated that franchising is turning over \$128 billion annually and accounting for 14 per cent of Australia's GDP.

*SOURCE: dcstrategy quarterly 1 -07*

### Stemming the brain drain

In this time of skills shortage and economic strength, the threat of quality employees leaving is bigger than ever – and it's not always about better pay and conditions. While a counter offer may keep the employee in place for the time being, it's not usually a long-term way to secure valued personnel unless the original reason behind their desire for change is addressed.

*SOURCE: CCI Employee Relations Services, 9365 7660*

### Cut taxes, stop spending and address policy

CCI has lodged a strongly worded pre-budget submission with the Carpenter Government putting the case yet again for business tax relief, and calling for action on policies to position the state for the post-boom years. The submission sets out CCI's concerns with the Government's current financial strategy, particularly with regard to the bounding growth in general spending which is being financed by WA's heavily burdened taxpayers. The CCI submission called for changes including cutting payroll tax to five per cent, overhauling conveyance duty, indexing tax thresholds to stop "bracket creep", calculating stamp duty on GST-exclusive prices, simplifying land tax, introducing a single rate of stamp duty on motor vehicle licences of four per cent and pursuing a "stretch" goal to make WA the most tax competitive state.

*John Langoulant, CCI Chief Executive*

### Thumbs up for daylight savings

In a recent web poll conducted by CCI, 67 per cent of respondents said they were enjoying daylight savings.

### Credit Card PINS

Credit card customers will be given the choice of using a personal identification number (PIN) instead of a signature by early next year under an industry-wide plan to improve processing and reduce fraud.

*SOURCE: Brendan Swift, MIS: Management Information Strategies, page 11, Feb 2007*



### Climate change debate spotlights WA's need of energy policy

The number of announcements tabled in WA over the last few weeks to address climate change concerns highlights the need for a formal state energy policy. Many of the notional targets proposed are commendable, but in the absence of an overall policy they merely foster uncertainty for industry and those wanting to invest in the state's future. There also seems to be an unrealistic reliance on the scope for alternative energy sources to replace traditional fuels, which will be difficult to achieve if the Government continues to turn its back on uranium mining to supply nuclear energy – the best option that currently exists for reliable, large-scale emission-free electricity generation. A report by the WA Greenhouse and Energy Task Force has provided the Government with a comprehensive range of emission reduction strategies to consider, however, in assessing the Report, the Government must avoid damaging the competitiveness of WA's trade-exposed industries.

*John Langoulant, CCI Chief Executive*

### Come and see the real thing

International and interstate tourists are being enticed to Western Australia in a new \$4.5million campaign. Last year approximately 1.2 million interstate visitors to Western Australia spent an estimated \$1.05billion with WA tourism operators.

*SOURCE: Media Statement Government of WA Portfolio: Tourism 49C1A90871FF37A9*

### We whistle while we work

Wage growth in Western Australia is the highest on record, with unemployment levels the lowest in Western Australian history.

*SOURCE: ACCI Media Release MR 12/07*



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# Royals of the restaurant enterprise



During 2006 CCI worked to support important changes to liquor licensing laws that will allow the restaurant sector to continue to develop and reform its offering to the WA community. Here we look back on two already illustrious careers in the industry.



BY SARAH GOLDEN  
Communications Coordinator

Ian Love and Warren Mead are synonymous with fine dining, waterfront chic and business success, each having carved a place in Perth's hospitality sector as enduring and credible forces in the restaurant game. I took some time out to speak with the men behind the menus to learn more about how they built their businesses, the highs and lows along the way, the impact of the current skills shortage and what they think of Perth's restaurant culture.

Though completely individual in personality and style, these two restaurateurs have much in common. In fact, you can trace the synergies right back to their grass roots when they first began to build their respective gourmet empires. Their paths have continued to cross throughout the years, with the personal tales of Love and Mead frequently intertwining in the creation of yet another culinary success story.

## Snapshot of the past

### Humble beginnings in the caryard

As young lads, Ian Love and Warren Mead were always business savvy and keen to achieve. Not afraid to put in long hours and hard work, the two entrepreneurs first met while wheeling and dealing around the local Perth caryards.

During the heady 80s when champagne and cash flowed freely, and business deals were sealed with a handshake over a long Friday lunch, Mr Love and Mr Mead saw a golden opportunity: successful young suits clambering to impress their work colleagues by ordering the finest wines on the menu. Why not provide them a venue to fit these impressive bills?

### Two restaurants are born

The early 80s heralded the opening of the two riverside 'J's'.

Mr Mead first invested in Jessica's

at the Merlin Hotel (now The Hyatt), where for the first time in WA the daily fresh fish concept was introduced, a service that all his restaurants still provide today.

With Jessica's firing on all cylinders, it didn't take long for Mead and Love to join forces, and open another riverside success story – JoJo's - nestled on the banks of the Swan river in Nedlands.

### More restaurants - more cars

Over the years Love and Mead engaged in a number of joint ventures including more high profile restaurants and a brief return to the caryard game when they bought Chellingworth Motors - Mercedes Benz.

This sweeping overview brings us up to date with their current epicurean pursuits, and the restaurants with which they are currently associated:

Ian Love – Coco's & the Raffles Hotel  
Warren Mead – The Oyster Bar, Meads

So what makes these two businessmen masters of their game? Ian Love and Warren Mead talk about the keys to success in business, common mistakes and plans for the future.

Warren Mead and Ian Love have certainly brought more than their fair share of colour and vibrancy to the Perth restaurant scene. If there's a function everyone's talking about around town, it's highly likely they're involved somehow, whether as host, or attendee, so whatever does lie in store around the corner, it's sure to be of interest.

Who knows – the pair of shrewd old-school entrepreneurs may join ranks once again in a new venture bound to bring a touch of double-edged charm to the Terrace.

After two decades, maybe it's time for the new generation of young professionals to enjoy their own era of free flowing champagne at a CBD based Mead/Love venue. Watch this space!

# COCO'S



## Ian Love – Coco's & the Raffles Hotel

### What significant factors do you attribute to success?

Quality of product and service

- At the end of the day this is a retail business. People want value for money and an enjoyable experience. If these fundamental basics aren't right, people won't come back.

Personal presence

- Be there – don't expect your business to run on its own because it won't.
- In any small business the owner's presence and input on a daily basis is very important.

Identify WHO your customers are - deliver what THEY WANT

- Always talk to your customers. They are the most important factor in any business.
- Focus on your existing customer base – the rest will happen naturally. If existing customers keep coming back, they'll bring in new customers with them.

### What should business owners look out for?

Keeping control of overhead expenses

- In this business particularly, it's very easy to make the mistake of spending your cash flow, and not your profit.

- In today's market we have very high labour costs, and very high product costs. It's imperative to closely monitor expenditure.

### How has the skills shortage affected your business?

All businesses are affected by the skills shortage

- Over the past two years we've seen a 25 per cent increase in staff wages.
- Both our labour costs and produce costs have gone up, so retail prices will soon be forced up also to absorb this expense.

Temporary migrant visas

- We are currently sponsoring some staff members from both South Africa and the UK.

### What does the future hold for you?

Raffles has been an exciting, though challenging project.

- Due to building with the heritage complexities, this has been a long project, which I first started on 15 years ago.
- In essence Raffles is the same target market we drew on when Coco's first opened - just 18 years younger, and our original Coco's crowd is still with us!

## Warren Mead – Oyster Bar Hospitality Group

### What significant factors do you attribute to success?

Quality staff

- Staff are your biggest asset. Be forever on the search for suitable employees – even when you don't need them at that particular point in time.
- Deal with poor performance.
- When employing staff, things I look out for include good family upbringing, good work ethic, neat and tidy appearance and long-term aspirations in business.

Location

- It's the simple things which really make a difference. If you can provide customers with comfort and a great view they'll enjoy their experience.
- The common denominators at all Meads restaurants are that they're sheltered from the wind and facing North to avoid direct sunlight in the afternoon.

Take responsibility yourself

- The vibe always comes from the top. There's no point in blaming anyone else.
- I tell managers they should be looking after customers 50 per cent of the time and looking after staff the other 50 per cent.

Maintain customer interest

- Incentives such as free bottles of wine are only short-term. You need to find long-term ways to encourage your customers back.
- Always look for ways to enhance presentation. Read the play. At the end of the day, you can

identify things which have worked and simply reinvent them in a fresh, new way.

- We currently have a massive sign on the corner of Hay & Thomas St 'Looking for customer loving staff', which I think pretty much sums up what we're all about.

Branding

- Branding has certainly contributed to market awareness.

### What should business owners look out for?

Keep a personal presence

- This is your business. It's not going to run itself. You need to be involved in its day to day running.

Always keep an eye on the net bottom

- The difference between failure and success in restaurants is the national average net bottom.
- Keep a close eye on margins and staff costs.

### How has the skills shortage's affected your business?

- I don't think it should really affect you. If you're running a good business, staff will want to work for you.

### What does the future hold for you?

- We'll see what happens in the next six months. You never know what's around the corner!



See pages 16 and 17 for a detailed description of the liquor reforms.

# Something phishy in the net

While it may take years to build a name, it only takes seconds to steal one through a form of Internet fraud known as phishing – the online version of identity theft.



## Case in point:



- On 17 November 2003, hundreds of eBay customers received e-mail notification that their accounts had been compromised, which would result in trading restrictions or closure. The message contained a hyperlink to what appeared to be an eBay Web page where they could re-register. The top of the page looked just like eBay's official home page, complete with all the internal links. To re-register, the customers were told they had to provide credit card data, ATM personal identification numbers, Social Security number, date of birth and their mother's maiden name.
- Over a period of almost a year, Matthew Guevara developed fake e-mail messages using a Hotmail account and a fraudulent website through Yahoo! with the seemingly realistic domain www.msnbilling.com. Guevara asked MSN customers to verify their accounts by providing their name, account details and credit card information. Guevara pleaded guilty to wire fraud and faces up to five years imprisonment and \$250,000 in fines.
- Between July and December 2002, a 17-year-old California boy set up an elaborate e-mail and website purporting to be run by AOL. He e-mailed AOL customers warning of account closure if they did not update their billing information. The minor conveniently provided a link that supposedly connected users to the AOL Billing Center, but actually connected to a site hosted by the boy who fooled his victims into providing credit card numbers, mothers' maiden names, billing addresses, social security numbers, credit limits, PINs and AOL passwords. This clever teenager didn't just steal one credit card number from his victims, but two! After asking the AOL customer to enter their credit card used by AOL for billing, the website told the user to enter new credit card information to correct the supposed billing problem. Then, besides using the credit information to purchase goods, he used the victims' AOL e-mail accounts to send out more spoofed e-mails. He was eventually caught and prosecuted and ordered to repay all his ill-gotten gains.



BY CLAIRE JONES  
Manager, Marketing & Communications

Phishing isn't really a new concept. Long before the advent of personal computers and the Internet, the same malicious characters were tricking unsuspecting consumers by providing their personal details over the phone. This practice was called social engineering and still exists as a weapon in the scammer's arsenal to this day.

Phishing is the contemporary version of an old crime – the intent is the same but the process now involves spam and phoney web pages.

In its typical form, phishing involves the dispatch of an e-mail purporting to originate from a legitimate organisation such as a bank or Internet Service Provider, which asks the recipient to verify their personal information such as account numbers or passwords. The e-mails may look authentic and often mimic the design and style of the real organisation's website, complete with the official company logo and cleverly masked hyperlinks that appear to connect to the genuine corporate website – the problem is, they don't.

The sender usually asks recipients

to confirm their account details to avoid imminent closure, or to replace information that's been lost due to a database malfunction, or to allow them to verify an order that's been placed in the recipient's name.

Some of the more audacious scammers pretend to represent the fraud departments of various institutions and governments and ask recipients to verify or supply their personal details because they suspect they've been a target of online identity theft. There's even a reported case of a phisher claiming to represent the state lottery commission, who asked recipient's to confirm their account details so that he could deposit their winnings. These e-mails make for compelling reading to the uninitiated, and it's little wonder that so many have fallen prey to online fraud.

The increase in phishing attacks has resulted in a push by the Australian finance sector for a review of current liability provisions which would see customers who fall victim to Internet scams responsible for wearing some of the cost.

Under the current *Electronic Funds Transfer Code of Conduct*, financial services providers are usually liable for unauthorised third-party transactions. However, in a recent discussion paper released by the Australian Securities and Investments Commission, the question of whether customers should be held partly responsible is an issue earmarked for review.

While some argue that the cost to the finance sector of phishing attacks is significantly outweighed by the savings derived through the move from traditional to electronic banking by thousands of customers, the notion of shared responsibility – particularly in cases where the customer has responded to a phishing lure with "extreme carelessness" – is gaining momentum.

That being the case, it's more important than ever to ensure your personal details remain personal, and to protect that which is often the hardest to regain – a good name and credit rating.

From a business perspective, the increase in phishing attacks has dampened the enthusiasm of some

consumers to conduct business via the Internet, which is bad news for any organisation whose revenue growth is linked to an increase in online transactions.

### Don't take the bait!

Unless you plan to cancel your e-mail account, swear off online shopping and revert to banking with passbooks and paper statements, it's almost impossible to avoid the odd phishing attack from opportunistic scammers. But there is a lot you can do to protect yourself and become a savvy Internet user.

- Legitimate businesses rarely, if ever, ask for personal information via e-mail. If you receive such a request, call the organisation for confirmation or check its legitimate website, but make your own way there, ie don't follow a website link from within the e-mail. Open your browser and type the web address yourself.
- Look for misspellings and bad grammar.
- If the e-mail refers you to a web site, look carefully at the URL. It's easy to disguise a link to a phoney site by using the @ symbol in a web

address. Russel Kay, a writer with Computerworld explains: "Most browsers will ignore anything preceding the @ symbol, so this address - <http://www.respectedcompany.com@thisisascam.com> - may look like a page from the Respected Company's site, but it actually takes visitors to "thisisascam.com". The longer the URL, the easier it is to conceal the true destination address. Other ways to disguise URLs include substituting similar-looking characters, so that [www.paypal.com](http://www.paypal.com) could be (and has been) spoofed as [www.paypa1.com](http://www.paypa1.com). Similarly, a zero can be substituted for the letter O within a URL."

- Install anti-virus software and update it regularly to ward off "pharming" attacks, another form of online identity theft where a virus or malicious program is secretly planted in your computer to hijack your web browser. When you type in the address of a legitimate web site, you're taken to a fake copy of the site without knowing. This allows the pharmer to steal any personal

information you provide at the phoney site, such as your password or account number.

- Be wary of entering personal information into a pop-up screen. Phishers may direct you to a legitimate company's web site, only to be presented with an unauthorised pop-up screen created by the scammer. The pop-up contains blanks in which to provide your personal information which is then routed directly to the phisher.
- Make use of spam filters to limit the number of phishing e-mails you receive, along with anti-virus and anti-spyware software, which help protect against pharming attacks and unauthorised programs that track your online activities without your knowledge. Guard against hackers and unauthorised communications with firewalls, which is important if you have a broadband connection, because your computer is open to the Internet whenever it's turned on. Websites such as [www.onguardonline.gov](http://www.onguardonline.gov) and [www.staysafeonline.org](http://www.staysafeonline.org) provide

more details about current online security options.

- Practice caution when opening e-mail attachments. The general rule is to only open an attachment if you're expecting one and/or you know the sender and what the file contains. Phishers use attachments to send viruses and spyware programs which are triggered to run when opened.
- Remember that identify theft isn't just a problem for web users. Scammers may contact you by telephone pretending to represent a reputable company or government agency, and ask you to verify or supply personal information. If in doubt, take the caller's name and number, and then contact the organisation in question to verify the person's legitimacy.
- If you do get hooked by a phisher, take immediate action. Notify the company in question of the incident and ask them to cancel your account. CCI's Information & Communications Technology Committee will be considering the issue during the course of 2007.

# Who's talking about your company in the Blogosphere?

Your **business** may be publicised on the net – whether you're aware of it or not!



**BY YVONNE PARLE**  
Manager, Information Management

When Gutenberg invented the printing press, the distribution of information was about to change way of life forever, as no longer were people reliant upon the elite minority to deliver the information they required in order to think, challenge and make their own decisions.

In a similar fashion, blogs, formerly known as online diaries or journals, arrived in 1995 and represent a similar revolution where people are no longer reliant upon the media moguls and empires to deliver the information and news they in turn need to dissect and debate in order to draw their own conclusions.

Sound too far fetched? Are you able to imagine why your business should be interested in blogs, bloggers and blogging?

Briefly, online diaries, journals or web logs are places on a personal or custom website where people can express their observations, thoughts, appointments, views and so on.

Blogs generally contain content sorted in chronological order, with the most recent entry (post) at the top of the page. Each entry is time-stamped and dated, and an archive is assembled of previous postings and made available.

Blogs facilitate communication between the diarist and the reader, with the discussions made instantly available to the public. Blogging software has made the process of setting up a blog simple, and in 2003 Google offered bloggers the opportunity to make revenue via adsense - the placing of contextually relevant advertising materials on their sites.

There is estimated to be around 60 million blogs in existence, with more beginning every day. Blogs are now being used by teachers, doctors, lawyers, writers, media companies, students, ministers, and the list goes on.

Blogs can also be perceived as an interconnected community where bloggers read and comment on each other's blogs while linking to those of their choosing, or through discussion or review in their content entries.

These interconnected social blogging communities are what is known as the blogosphere.

Finally, and here is what distinguishes blogs from a fragmented collection of simple online diarists existing in isolation, to a fundamental change in the evolution of publishing: the majority of blogs syndicate their content to subscribers using what is called an RSS (Really Simple Syndication) feed, which is a content distribution tool that is able to read via an aggregator (RSS reader).

Subscribers to the blogs are then able to use an aggregator to keep up with all their favourite blogs by checking their RSS feeds, which display the latest entries from each of them without visiting each site. Instant news fed to you by 60 million bloggers on topics relevant to you. If someone is choosing their next car and wants to know about performance and reliability, who will they believe better - the manufacturer, the dealer or a blog that has testimonies from hundreds of current or former owners of their desired model?

Imagine for a moment how many bloggers have your company as a discussion thread and via RSS, how many other bloggers and readers are getting regular communication all about you?

Blogs provide you and your business with a platform that allows you to communicate with your clients and potential clients. Blogs can be used to control what is published about your company out in the public domain. They can also be used within companies as a tool of internal communication accessible through the company Intranet. Lastly, businesses and some individuals with affiliate businesses use them as a way to promote their products and/or services.

So, imagine the blogosphere as a place where your customers can talk about your products or services, tell others, syndicate the discussion to anyone including the competition, and you begin to see the potential of this medium.

Finally, imagine a place where you can establish a dialogue with your customers and potential customers, engaging them in a discussion on how to make your products and services better, and find out what new products or services they would like.

Whether you regard blogs as a threat or an opportunity, either now or in the future, it is certainly worth knowing, understanding and evaluating which of these, or possibly both, they represent for your business.

# F

FEATURE

## Cop this!

Proposed police station site blights inner city revamp



**BY DEIDRE WILLMOTT**  
Executive Director, Policy

### Does the left hand know what the right hand is doing?

On the one hand, the East Perth Redevelopment Authority is promoting the Northbridge Link which will connect the CBD and Northbridge. The Fremantle Line, between Perth Train Station and Lake Street will be sunk and the Wellington Street Bus Station moved underground. This will connect King Street and Lake Street. The benefits this will bring are detailed at EPRA's website, and include transforming the area around the rail line into a thriving mixed-use and civic centre with many new inner city residences, and turning Roe Street into a people friendly neighbourhood with a new tree scape and traffic management.

This all looks terrific and comes complete with a foreword co-signed by the Minister for Planning and Infrastructure, Alannah MacTiernan.

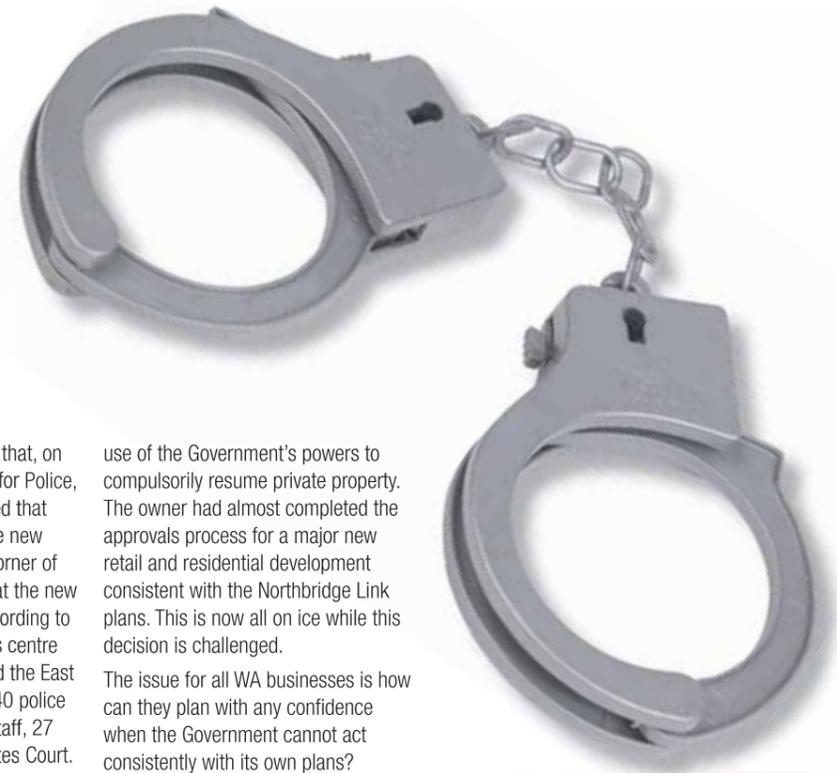
It is therefore most alarming that, on the other hand, the Minister for Police, John Kobelke, has announced that the Government will build the new Perth Police Centre on the corner of Lake and Roe Streets, right at the new entrance to Northbridge. According to the Minister's statement, this centre will replace Curtin House and the East Perth lockup. It will house 440 police officers and administrative staff, 27 holding cells and a Magistrates Court. In short, it will be a major development dominating the intersection.

There is no good explanation as to why the Government chose this site ahead of other available sites in and around Northbridge. It cuts right across the vision for the Northbridge Link. It has also involved an extraordinary

use of the Government's powers to compulsorily resume private property. The owner had almost completed the approvals process for a major new retail and residential development consistent with the Northbridge Link plans. This is now all on ice while this decision is challenged.

The issue for all WA businesses is how can they plan with any confidence when the Government cannot act consistently with its own plans?

When will both hands act together to realise any vision for the City?



# The liquor law reforms

A legal overview of their effect on producers and restaurateurs



BY GREG PAULL  
Director CCI Legal

The *Liquor and Gaming Legislation Amendment Bill 2006* set out a number of reforms to the *Liquor Licensing Act 1988*, which are expected to be implemented in stages during the first half of this year.

Under the Bill's transitional provisions a licence granted (or permit issued) by the Liquor Licensing Court immediately prior to the amendments coming into operation will continue to have effect as if it had been granted / issued by the Liquor Commission.

Conditions imposed on the grant of any licence or issue of any permit will continue in force and effect until the licence or permit is re-issued.

## A General Overview of the Amendments

- The Liquor Licensing Court is to be replaced by a Liquor Commission comprising a Chairperson and four full or part-time members. The Commission will adopt an administrative, rather than legalistic approach in determining an appeal against a decision to reject an application, and will refer to the same materials/evidence lodged in support of the initial application.
- The "public needs test" is to be replaced with a "public interest test". The new Act sets out the matters to be considered in determining whether an applicant

meets this test. If the application fails because the licensing authority is not satisfied that the test has been met, an application cannot be made in respect of the same premises or land for three years.

- The Act will require an approved manager to be present on the licensed premises whenever it's open, but it will be possible to appoint more than one approved manager.
- Applicants for-
  - a licence;
  - approval to occupy a position of authority in a body corporate that is a licensee;
  - approval as a manager, or;
  - persons already holding such positions,

can be required upon receipt of notice from the licensing authority (The Commission or the Director of Liquor Licensing) to have their finger or palm prints taken by a member of the Police Force.

- Training in the responsible service of alcohol will be mandatory for all staff involved in the sale and supply of liquor, and a training register recording details of training and the staff member must be kept by the licensee together with a copy of any relevant certificate received by an employee. Existing staff will have a transitional period of 12 months within which to comply with their training obligations, but all new staff will be required to undertake mandatory training within four weeks of commencing their employment.
- Licensees will be required to maintain an 'incidents register' recording events such as unruly behaviour, refused service, evictions and the manner in which complaints from neighbours were resolved, or action taken in an attempt to do so. Complaints regarding noise or disorderly conduct emanating from licensed premises cannot

be lodged, unless made by three unrelated persons, except in circumstances where the licensing authority is persuaded that the complaint is sufficiently grave as to warrant allowing it.

- Shareholders, who are also approved persons in a position of authority in respect of the licensee, will be able to increase or decrease their shareholding without approval provided 14 days prior written notice is provided.
- An applicant for a grant of a producer's licence must be the sole occupier of the premises (including the vineyard, orchard or apiary as the case may be) to which the application relates.
- Only alterations to premises that increase or decrease the licensed area or change its use (or any area of it) will require the prior approval of the licensing authority, and any person capable of preparing plans of licensed premises to the required standard will be permitted to do so. It will no longer be necessary to have such plans prepared by a draftsman, architect, engineer or similar.
- Allowing the use of licensed premises by a licensee, manager, employee or other person engaged by the licensee in conjunction with illegal activity, such as drug use or supply, or prostitution, will be an offence.

Other offences include serving alcohol to a drunk person, or allowing them to consume alcohol in regulated premises such as BYO restaurants. The Act will deem a person to be drunk if their speech, balance, co-ordination or behaviour is impaired.

It will also be an offence for any person to allow a juvenile to consume liquor on regulated premises. However subject to certain conditions, including constant supervision, approval can be sought to employ persons over the age of 16 years to serve liquor.

- Licensees will be given greater discretion to refuse entry and ban undesirable patrons. Such people will be required to leave the immediate proximity of the licensed premises, including the car park.
- The supply of free potable drinking water will be obligatory at all licensed premises whenever liquor is sold for consumption on those premises.
- There is no requirement for holders of Producer's licences to have a separate licence for restaurants adjoining premises used for cellar door sales and tastings if the producer sells only its own liquor in that restaurant.
- Producers will also be permitted to provide samples of their own product(s) to the licensee at the premises of other liquor merchants (e.g. liquor stores, restaurants, clubs and hotels) in order to secure orders. "Sample" will be defined by reference to a prescribed amount of liquor which will be, in the case of:
  - wine—50mls
  - beer—100mls
  - spirits—20mls
- If liquor is to be offered for sale via the internet, minimum prescribed standards of information will have to be provided on the website. These standards will be set out in the Regulations accompanying the Act.
- Producers will be permitted to open at any time on any day other than Good Friday, Christmas Day or ANZAC Day. On ANZAC Day the permitted hours are from 12 noon until midnight. On Good Friday and Christmas Day they will be from 12 noon until 10pm, but only if liquor is sold ancillary to a meal supplied by the licensee. The permitted hours under a Restaurant licence are any time other than between 3 am and noon on ANZAC Day.
- The limit on the sale of packaged beer by beer producers (presently nine litres) will no longer apply.
- The present obligation requiring restaurants to restrict to a maximum of 20 per cent of the premises' seating capacity available for patrons consuming liquor other than ancillary to a meal will be removed. However holders of Restaurant licences will have to apply for a permit to serve liquor to 100 per cent of their patrons without providing a meal. Such permits are likely to be subject to conditions including:
  - premises always being set up and presented for dining
  - prohibition of the removal or shifting of tables to create dance floors
  - an open and operating kitchen supporting the restaurant's full menu
  - consumption of alcohol by patrons only while seated at a dining table
  - table service, and by the licensee's staff only
  - the licensed premises cannot be promoted or advertised as anything other than a restaurant
- The permit **WILL NOT APPLY** to any bar or servery area, or any external area currently trading under an al fresco extended trading permit, and restaurateurs should not expect that a permit will be granted automatically. As such, restaurateurs may wish to consider whether their needs might be better suited by a Small Bar licence. This is a new type of Hotel licence borne out of the Government's wish to see more small bars and café style premises.

Some restaurateurs may wish to consider a Small Bar licence which is a new type of Hotel licence borne out of the Government's wish to see more small bars and café style premises.

A licence of this kind would not necessitate an application for a permit to serve liquor to up to 100 per cent of the clientele, as in the case of a Restaurant licence, but would impose restrictions on the number of patrons at any one time (120), as well as conditions including size of premises, service of food and permissible entertainment.



# Full house: strategies for reducing workplace absenteeism



BY MEGAN ARROWSMITH  
Employee Relations Adviser

If you're down on crew members, how can you expect smooth sailing?

The reduction of workplace absence is an issue for every business. By managing absence effectively a business can reduce turnover, avoid unnecessary recruitment expenses, reduce the cost of sick pay, avoid the reduction of productivity and reduce pressure on others who have to take on the work load of absent employees.

The three main factors influencing attendance are: personal illness or injury, caring for family/personal emergencies, and factors affecting employee motivation including low job satisfaction, workplace tension and work ethic.

Studies indicate that minor illness is the most predominant cause of short-term absence. Illness or injury is often related to lifestyle factors such as being overweight, alcohol or drug abuse, overall wellbeing, and pre-existing medical conditions. Illness or injury can also be linked to the workplace through workplace stress, repetitive work and poor occupational health and safety in the workplace.

Contributors to workplace absence:

- job insecurity
- high levels of performance monitoring
- poor career development opportunities
- low levels of workplace flexibility, particularly where it is easier to take sick leave rather than arrange for other types of leave
- lack of control
- not being consulted and not being listened to
- organisational change
- low skill levels often linked with repetitive and insignificant work
- lack of feedback from management and poor levels of communication
- workplace culture and attitude to absence
- bullying and harassment
- difficulty reaching a balance between work demands and private life

Practical steps to improve attendance:

- ensuring managers are equipped to competently manage people;
- implementing an employee assistance program (EAP) to help employees deal with stress, anxiety and depression in the workplace. EAPs can provide advice, education and counselling on a range of issues from balancing work and life to financial wellbeing;
- conducting ergonomic workplace assessments – ensure that employees' workstation are specifically tailored to their particular needs;
- effective occupational safety and health policies and procedures including educating staff regarding discrimination and workplace bullying and harassment;
- encouraging overall general health of employees by providing annual flu injections, gym membership, yoga or meditation to deal with workplace stress. A recent study conducted by Medibank Private indicated that employees with good health are nearly three times more productive at work than the least healthy;
- flexible work options including working from home, time in lieu and self-funded leave. Flexibility reduces the need to rely on sick leave and assists employees in finding the balance between work and private life;
- establishing a collaborative workplace culture through staff satisfaction surveys that

monitor employee motivation and engagement, enable staff to provide constructive feedback and encourages a culture of engagement;

- keeping management informed of workplace absence so that changes are monitored closely and any issues can be dealt with swiftly;
- providing feedback to employees from their superiors through regular performance management;
- linking the tasks of employees with the overall goals of the organisation to add meaning to an employee's role;
- effective policies and procedures to deal with absence including administrative practices such as educating employees on what leave is available and when it is suitable to utilise this leave, and;
- accepting a degree of workplace absence – sometimes absence is beneficial for an organisation as employees attending when unwell can pass on illness to other employees.

Changing workplace culture and encouraging attendance requires a long term plan specific to a workplace and its employees. The reduction of workplace absence is not just an altruistic pursuit; rather it is a cost-effective business strategy leading to positive financial results.

# Membership Corner

The key to success is knowing more than the other guy does!



LEAH BLINKHORN  
Manager, Membership

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# Tie me kangaroo down, sport



**BY KEITH SEED**  
Manager, Trade Services

Australia's best known symbol - keeping it in the fold

If you see the green and gold kangaroo, you know you're lining the pockets of a fellow Aussie.

Australia is part of the global marketplace, which means competing against imports in the local market as well as pursuing increased exports to new markets offshore. Buying Australian Made, whether here or overseas, makes a real difference to Australia and the living standards of Australians.

The Australian Made Campaign is a not-for-profit organisation that authorises companies to use the green and gold kangaroo logo, which is Australia's best known symbol for what's Australian made.

The Australian Made logo is the product symbol of Australia. It is a registered certification trade mark, and products carrying the logo must comply with the country of origin provisions of the Trade Practices Act.



For products to be described as Australian Made, they must have been substantially transformed in Australia, and at least 50 per cent of the cost of production must have been incurred in Australia.

For products to be described as Product of Australia, each of the good's ingredients or components must originate from Australia, and all or virtually all processes involved in the production or manufacture must have occurred in Australia.

Manufacturers of Australian made goods can apply to use the Australian Made Logo under a licence agreement and must comply with the rules of the Australian Made logo code of practice.

The Australian Made Logo was created by the Federal Government back in 1986 and was later assigned to the Australian Made Campaign Limited (AMCL) - a not-for-profit public company - in 1999.

In 2004, the Federal Government provided a \$2 million grant for a project to enhance the logo's effectiveness as an export brand, with matching private funding from AMCL, creating a \$4 million program over three years. The project is a partnership between the Australian Government and the Australian business community.

Australian products are recognised globally for their quality and sold around the world. The kangaroo is one of the most recognised international symbols, and products that carry the Australian Made Logo are readily identifiable as Australian, leading to great brand recognition, increased market share and consumer goodwill all over the world.

The more products that carry the Australian Made Logo, the stronger it becomes. Currently nearly 8000 products are working together to cost-effectively build the brand profile, and new licensees are joining the Campaign at a record rate.

The cost of joining the Campaign and the right to display the logo on authorised products is linked to the turnover value of Australian products produced.

The majority of funds raised from membership are used to market the trade mark. AMCL activities focus on marketing, advocacy, media and promotion, consumer advice, research, merchandising and building industry partnerships.

The Australian Made focus is on:

- promoting Australian manufacturing, trade, commerce and industry through use of the logo
- promoting Australian Made goods in export markets around the world through use of the logo
- raising community awareness of Australia and Australian skills, achievements and potential - both nationally and overseas
- encouraging improvements in quality, design and marketing

If you'd like to be associated with the green and gold kangaroo by joining the new Australian Made Campaign contact CCI Manager Trade services, Keith Seed on: 9365 7637 or e-mail: Keith.seed@cciwa.com.

CCI is a founding member of the Australian Made Campaign and CCI Trade Services is the Western Australian Agent and contact for new and existing subscribers.

The Australian Made Logo is the most recognised and trusted symbol for Australian products.

- 98 per cent of Australians recognise the Australian Made Logo
- 86 per cent of Australians trust the Australian Made logo over any other Australian country identifiers (such as flags, maps and the words 'Made in Australia')
- 67 per cent of Australians buy Australian made whenever possible or often
- The Australian Made Logo is the most widely recognised way of identifying Australian Made products.

(Source Ray Morgan Research, November 2006)

# I now call Australia home

UK business migrants embrace the meaning of 'True Blue'

**BY SARAH GOLDEN**  
Communications Coordinator



It's 9am. The receptionist greets a new client and scans through the busy appointment schedule for the day. In the background the soft hum of phones ringing and typing on keyboards sets a familiar scene for thousands of businesses around the state.

This is Blackhawk Personnel – a success story not just for co-owners Sam and Divya Chauhan, but also for CCI as we congratulate the owners of a new member company on becoming Australian permanent residents following their successful application under the Business Skills Migration program facilitated by CCI Migration Services.

Sam and wife Divya were thrilled to be granted permanent residency to our shores, and certainly making the most of the coastline with their beachfront home in Ocean Reef.

Leaving behind a highly successful business which he'd operated for 20 years in the UK, Mr Chauhan said he was still convinced the land down under could provide a better future for his children after meeting an Australian family at his neighbour's party on New Year's Eve in 2002.

"By chance, my neighbours had some friends from Oz at their New Year's get together. My wife and I noticed straight away how relaxed the kids were, and decided that's where our next holiday was going to be."

Evidently a man of action, the family packed shortly thereafter for an eight day vacation to Australia, a trip that was to cement their decision to migrate to Perth and set up business.

"We initially came on an Independent Executive Temporary Business – Long Stay 457 visa, back in September 2003," Mr Chauhan said.

"We joined up straight away with CCI, and have literally been in contact ever since. The team at Migration Services has taken us through every

step, from advice on our business's immigration requirements and obligations, to our personal Permanent Residency application."

The Chauhan's are now looking forward to pursuing more avenues within their business, previously restricted due to visa constraints. The business has already expanded beyond its current accommodation capacity, with building currently underway in Lake Yangebup Business Park.

A far cry from their old life in Birmingham, the family has taken to the Australian way of life with relish. Although initially undergoing big changes, particularly with the more relaxed education system in WA, the children (14 and 17) have adapted well, and are more than happy the family made the move.

"We went back to the UK recently on holiday to visit our friends and family, and after just a couple of days we wanted to come back, as it was just chaotic," Mr Chauhan said

"Australia is home now. It's such a friendly and relaxed place to live and work."

I wear shorts and thongs all the time!" For more information on how CCI Migration Services can assist your business in addressing skills shortages contact Ivan Hoe on 9365 7618.



# CCI / RCR Tomlinson Ltd North West 2007

## RESOURCES TOUR 2007

14 May - 19 May 2007

### North West Resources Tour 2007

The size and isolation of Western Australia's North West usually means many resource projects are inaccessible to executives and investors. CCI's North West Resources Tour, however, offers a rare opportunity to gain first hand experience of some of some of Western Australia's major resources development projects.

This year's tour, lead by CCI Chief Executive, John Langoulant, has been specifically designed for senior executives, diplomats and investors, and provides an excellent overview of the resources sector, with specific focus on the lucrative and rapidly expanding oil and gas sector.

The tour offers participants access to several sites not accessible to the public and includes opportunities to meet with chief executives and managing directors of Australia's largest resource companies.

The tour includes visits to some of WA's major resource projects including:

- Pilbara Iron
- Telfer – Newcrest Mining Ltd
- BHP Billiton Iron Ore
- Mt Whaleback Mine
- Woodside Energy
- Chevron Australia Pty Ltd
- Rio Tinto
- BHP Billiton Yandi Operations
- Pilbara Rail Project – Dampier Operations
- Argyle Diamonds
- Dampier Salt

For more information, contact Lydia Light at CCI on (08) 9365 7528, or e-mail: [lydia.light@cciwa.com](mailto:lydia.light@cciwa.com)



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WESTERN AUSTRALIA

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# New look members' website

Members may have noticed a new look and navigational structure to the CCI website which was launched in January of this year.

BY MELISSA MATHIE  
Website Coordinator

We have simplified the site's navigational structure to include four main menus as opposed to the 13 selections previously available, and included a "quick links" menu box which links users to the site's most popular pages in a single click.

The new site also includes a polling facility where members can add their feedback on a range of topical issues from the impact of daylight savings to the case for reviewing trading hours in WA.

Members can also customise their online experience through the "My Account" section of the site which includes facilities to tailor an electronic news service, bookmark articles of interest, view and access your current subscribed services including awards and publications, and a summary of your most recently viewed pages. It also provides a snapshot of upcoming events and training courses along with a range of business resources under the "site tools" sub-menu including

information on preparing tenders and contracts, tax, insurance, intellectual property, market research, starting a business, grants and assistance and fair trading legislation.

Members have exclusive access to a range of business news and information via the site, along with securing online registration and payment facilities for training courses, events and publications.

The site also offers a number of discounted promotional opportunities through online advertising and sponsorship, along with direct links through to the CCI Business Finder Directory, in which every member receives free entry.

If you'd like more information on what the site offers or how to make the most of your online membership access, please contact CCI Website Coordinator, Melissa Mathie, on 9365 7691 or e-mail: [melissa.mathie@cciwa.com](mailto:melissa.mathie@cciwa.com)



## CCI REPS Sundowner: Boddington Gold Mine – on the road to success

Boddington Gold Mine has become one of WA's most promising resources and energy projects. With estimated gold reserves of 11 million ounces, the mine is expected to produce one million ounces of gold in the first five years, and a further 800,000 ounces over the mine's 15 year life, adding approximately \$770 million to the WA economy.

CCI proudly invites industry representatives to attend this Resource and Energy Projects Service (REPS) Sundowner to gain an insight into the future of this important project.

The evening will feature a brief presentation from Boddington Gold Mines project director, Tom McCully, who will outline the project description and construction. Boddington Gold Mine external relations officer, Sally McMartin will then briefly discuss community engagement and Indigenous Affairs programs.

Numbers are strictly limited, so book early to ensure your place.

Date: Tuesday, 3 April 2007

Venue: Sheraton, Grand River Ballroom

Time: 6.00pm – 8.00pm

Cost: \$49.50 CCI members & REPS subscribers  
\$60.50 non members

RSVP: Wednesday 28 March 2007

Platinum sponsors



Gold sponsors





5 minutes with...

# Bobby Despotovski



BY SARAH GOLDEN  
Communications Coordinator

Unlike so many other celebrated sporting figures, Bobby doesn't display the airs and graces you'd expect of a man hounded by adoring fans for his autograph. He's laid back, sincere about the effort it's taken him to reach the top in the national soccer league, and more than willing to laugh at himself and the colourful antics which seem to have shaped each major stepping stone along his pathway.

As we settle down in his office strewn with paperwork, soccer memorabilia and family photographs he excuses himself to take a quick call from his PA: "I don't know," he says. "They're not from here. I can't even spell my own name. How on earth do you expect me to know how to spell theirs?" And so begins an entertaining five minutes with the local soccer legend, Bobby Despotovski.

## What are your career highlights?

- winning two championships with Perth Glory
- playing for Australia in the Confederation Cup 2001
- 2006 joint top goal scorer of the league, and winner of the Johnny Warren Medal

CCI endeavours to promote excellence in WA enterprise, assisting businesses to keep ahead of the game. One of Perth Glory's most highly acclaimed players has hung up his boots after a stellar decade of on-field highlights to focus on building a retail business in what he knows best – soccer.

## What does it take to get to the top of your field?

You obviously have to have some talent, and then it's a lot of dedication and hard work. Once you get to the top, it's easier to maintain because not as many people reach the top of their game – that's very difficult to achieve.

And it's not just the hard work and training on the ground. It takes dedication in everything you do. For example, you can't just go out socially like most people. Also, if you're in the wrong place at the wrong time, your whole career could be completely destroyed.

## Aside from hard work, what else gets you to the top of your game? Is it raw talent or something more?

Work ethic - and a lot of luck. Luck plays a major part in every sporting career. It's as simple as that. Even high achievers in business will look back on their success and realise that a particular decision could have easily turned the other way, and they'd be out on the street with nothing. I believe that luck plays a major role in everything we achieve.

## Tell us about your business Bobby10 football store - where does the name come from?

Ten was the number of my shirt in Perth Glory, and it's also the ultimate goal for anyone who wants to achieve. It's the top score in all kinds of competitive sport – from gymnastics to diving. It's perfection.

## Are there any synergies between what you learned as an elite soccer player and the skills necessary to run a successful business?

I've made a lot of contacts over the years, which always helps in building a business, and of course hard work and ethics. You have to work hard in your business and remain focused as you are the one entirely responsible for its success. I'm also first team coach at Inglewood United, and through my business I can provide the juniors with all their soccer gear. It's great being able to look after the kids in this way.

## When did you decide to start a business?

I was on the golf course with a friend who's a business broker. We were on the 14th hole and he told me this store was coming up on the market and that I should think about buying it. It only took the next couple of holes for me to make a decision! I guess I was setting myself up for the future. It's one of the better moves I've made in my life. I'm expanding now. I took my first trip to China last year and am now importing gear as well.

## The future looks sorted – but you made a fairly radical step to get here. Tell me about it.

I was born in Perth, but my mother was homesick, so when I was nine months old we travelled back to Serbia. After growing up there, I joined the army in 1991, while Serbia was under Communist Rule, and not long after, war broke out. So after spending 11 months in the army, I jumped

fence by inflicting an injury on myself - cutting my arm - so they'd have to let me out.

## That had to be painful!

I numbed it completely with alcohol, so I didn't feel a thing. After wrapping my arm in a sheet, I took myself down to the local hospital, where I knew they'd pass me on to a psychiatrist, so I went along with the act. I could hardly stop laughing when he asked me how many legs the chair I was sitting on had! Anyway it worked. At the end of the session they declared me emotionally unstable, and I went home happy!

## How did you make the move to Australia?

At that time, tens of thousands of people were trying to get out of the country. Because I had my birth certificate, I was issued with an Australian passport. I jumped on a plane with US\$85 in my pocket, carrying a small sports bag with jeans, three t-shirts and a pair of runners.

## What were your first thoughts of Australia?

It was brilliant. Back in Serbia if we wanted to get to the beach we had to travel 900km to the Adriatic Sea. Now it's right here. I can run to the beach and stay as long as I like.

## You have a family now, Did you meet your wife in Perth?

Yes. I met my wife at Exit nightclub four months after I arrived. Out of the crowd I pointed her out to my mates. We went over and I spoke to her for



Picture appears courtesy of Perth Glory Football Club

about four hours in my broken English, constantly giving an update to my Serbian friends. At the end of the night when she said goodbye, she said in Serbian "By the way, I understood everything you said!"

What are the chances? Out of a 1000 people, the girl I was trying to impress was from my own country!

## Where are your favourite places to go now?

We have three children now so no more nightclubs! We enjoy going to the Queens and the Brisbane. I've spent a lot of time in the eastern states, but as a place to live and set up business, there's no place like Perth.

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# SP

## STREET PULSE

This month we posed the people of Perth the question: "How does the current trading hours legislation restrict your lifestyle?"



**ROB**  
Occupational Safety and Health  
I'd love to have Sundays to shop. We're so busy with work it would be great to have an extra day to shop, as I just don't get the chance to get there. We're a bit behind the times really aren't we?



**MAY**  
Secretary  
I find it annoying that I can't get to the shops. Most of us are at work during opening hours. It would be great if I could duck down to the shops at 7 o'clock after I've finished work. I just don't think the hours are accommodating.



**IAN**  
Sales Manager  
Obviously I can't do the shopping during business hours. I think it would be a great opportunity if we could shop after hours, and not have the stress of having to try and get there straight after work – it's just not viable.



**SARAH**  
Student  
It doesn't really restrict me at all. I'm a student so I can get down to the shops during the day.



**DAVID**  
Project Manager  
I come from a retail family, so I say 'Have a Life'. If people can't get their act together in six days there's something wrong.



**TANIA**  
Accountant  
Well I think we're a bit behind the times. Our living standards are higher now, and our trading laws just haven't kept up with the times. Imagine what the tourists think – they come over and can't do anything because the shops are closed!

# FROM THE EDUCATION DESK

In order to inform and update employers on changes to senior secondary education, the subject of which has come under sharp public focus in recent months, the CEO of the Curriculum Council, Mr David Wood, will contribute a series of short articles. The Curriculum Council has responsibility for functions relating to curriculum development, accreditation and certification of student achievement.

## Our youth, our future

BY DAVID WOOD  
CEO, Curriculum Council

Senior secondary education in WA is changing now that students are required to stay at school or in training until the year in which they turn 16. Next year the age will be raised to 17.

Fifteen years ago, only about half of our students completed Year 12. The increasing number of students completing senior secondary school has meant that more subjects and training programs are needed to cater for them.

About five years ago, the Curriculum Council produced a report 'Our Youth, Our Future', which set out a plan to improve the senior secondary school curriculum. Since then 50 new courses have been developed offering schools the flexibility to cater for all students and, at the

same time, allow them to extend our most able young people. It was also determined that vocational qualifications can be an integral part of some courses.

To this end, courses have been developed with clearly defined standards and clearly specified content. Guidance is provided by way of a syllabus for each unit.

Schools will offer anywhere between 20 and 35 of the new courses, depending on their size and the needs and interests of their students.

Also available to students are a range of council endorsed programs. Endorsed programs offer students the opportunity to use workplace learning, vocational education and training (VET) stand-alone, university studies and community programs to meet the requirements of their graduation. In order to graduate, students are also required to undertake 20 hours of community service.

It is important to understand what is driving those changes. The goal is to lift the achievement standards of all students, not just those wishing to go to university after school.

Compared to other states and countries, our system is excellent, but we know we can do even better. From the amount of debate about curriculum reform it is clear that we all have a strong interest in it.

My next article will outline why an increase to the school leaving age will provide benefits to industry and commerce, the community and individuals.

For more information about the state's school curriculum, visit the Curriculum Council website at [www.curriculum.wa.edu.au](http://www.curriculum.wa.edu.au)



## How to dream, learn and succeed



BY ANNE GRIFFITHS  
Education Services Coordinator

CCI looks at the art of enterprise through the eyes of Year 10 students

A kinetic toy car powered by the wind, an essential survival kit for use in natural disasters, and universal walkers (shoes that could be instantly changed from stiletto heels to comfortable walking shoes) were just some of the innovative inventions put forward by our young entrepreneurs at The Enterprise Management Conference hosted by CCI last month. The annual event attracted 61 Year 10 students about to commence

enterprise and small business studies at Penrhos. CCI President, Dr Penny Flett, the Chief Executive of Brightwater Care Group, provided inspiration on how to combine expertise and strong values to deliver a worthwhile service to those in need of professional care in Western Australia.

Megyn Carpenter, a web coach who runs her own business assisting small to medium enterprises and government agencies, delivered a 'Gift of the Gab' message on marketing.

Students were assisted by ten female mentors, who run a range of businesses and volunteer to remain in touch with the students during their course of study. Their combined expertise includes businesses in real estate and financial planning, information technology, a furniture and jewellery store, gourmet food supply, health food products, a training organisation, Chemmart pharmacy, a Senator and office equipment manager and a home-based artefacts business.

CCI salutes the dedication and exceptional effort that Chris Habib, the organising teacher from Penrhos, puts in to inspire and encourage the students. If enthusiasm for the day is any indicator, Western Australia will be well served by this emerging group of enterprising young entrepreneurs.

Contact Anne Griffiths on 9365 7685, or email [anne.griffiths@cciwa.com](mailto:anne.griffiths@cciwa.com) for details.



CCI Training & Consultancy Services  
focus this month is on:



Training Services  
CHAMBER OF COMMERCE AND INDUSTRY  
WESTERN AUSTRALIA

## Executive Education

### Finance for Non-Finance Managers – 12-14 March 2007

This course will benefit any managers without a background in finance or accounting. The program will provide a step-by-step explanation of the most commonly used accounting terms and practices and strategies for analysis and interpretation of financial information. It will also provide tools for analysis cost behaviour, budget preparation, activity-based costing and triple bottom line accounting.

Course time: 8.30am - 5.00pm (8.15am registration)

Program fee: \$2,750 (includes GST). This fee covers tuition and program materials.

### Introduction to Risk Management – 16 March 2007

Being able to identify potential risks as early as possible and having a plan in place to deal with them is incredibly important in business today. This introductory workshop provided delegates with an understanding of contractual, commercial and financial risks, equipping them to deal with issues quickly and more effectively.

The workshop will introduce the principles of risk management including risk identification and assessment, risk treatment planning and development, and the integration of risk with business and organisational objectives. It will provide tools, techniques and processes used in conducting a risk assessment.

Course time: 8.30am - 4.30pm (8.15am registration)

Program fee: \$605 members; \$726 non-members (Prices include GST).

### Creating Change – 21 March 2007

This highly interactive workshop aims to help participants create an environment of the "possible", where there is commitment to real positive change. It incorporates both traditional best practice change management techniques and leading edge creating change techniques. Participants will:

- enhance their understanding of what inhibits change
- learn to harness the power of "breakdowns"
- gain skills in using conversation to bring commitment to the future
- broaden their understanding of how to plan and implement change

Course time: 8.30am - 4.30pm (8.15am registration)

Program fee: \$605 members; \$726 non-members (Prices include GST).



## Small Business Workshops

### Innovative Marketing – 21 March 2007

This workshop will provide an insight into the importance of marketing to businesses with little or no strategic marketing direction. This highly interactive workshop draws on a series of practical case studies to assist you in developing practical, innovative and successful brand marketing strategies which you can easily apply to your business.

Course time: 8.30am - 4.30pm (8.15am registration)

Program fee: \$350 members; \$484 non-members (Prices include GST).



## Supervision & Frontline Development

### Advanced Customer Service - Totally Customer Focussed – 29 March 2007

Every day ordinary businesses are meeting the challenge of providing extraordinary levels of service and consistently striving to do it better. This practical workshop will help participants identify the factors which influence their customers' perception of service and create a positive service experience, so that they and their organisations can stand out from the crowd.

Course time: 8.30am - 4.30pm (8.15am registration)

Program fee: \$350 members; \$484 non-members (Prices include GST).

To register your interest or for more details contact CCI Training Services Hotline on 9365 7500  
or visit [www.cciwa.com/trainingservices](http://www.cciwa.com/trainingservices)

# What's on!

## CCI REPS Sundowner:

### Boddington Gold Mine - on the road to success

**Boddington Gold Mine has become one of WA's most promising resource and energy projects.**

With estimated gold reserves of 11 million ounces, the mine is expected to produce one million ounces of gold in the first five years, and a further 800,000 ounces over the mine's 15 year life, adding approximately \$770 million to the WA economy.

Newmont Mining Corporation, a world leading gold producer, is taking the lead role on this project, providing over 1000 jobs during construction, of which 650 are permanent positions, as well as establishing numerous business opportunities for local people.

**CCI proudly invites industry representatives to attend this Resource and Energy Projects Service (REPS) Sundowner, to gain an insight into the future of this important project.**

**Tuesday 3 April 2007**

The evening will feature a brief presentation from Boddington Gold Mines project director, Tom McCully, who will outline the project description and construction. Boddington Gold Mine external relations officer, Sally McMartin will then briefly discuss community engagement and Indigenous Affairs programs.

Guests will also enjoy extensive networking opportunities with industry representatives from the resource and energy sector in WA, while enjoying a selection of gourmet canapés accompanied by premium Western Australian wines and beers.

**Numbers are strictly limited, so book early to ensure your place.**

Date: Tuesday, 3 April 2007

Venue: Sheraton, Grand River Ballroom

Time: 6.00pm – 8.00pm

Cost (inc 10% GST): \$49.50 CCI members & REPS subscribers  
\$60.50 non members

RSVP: Wednesday 28 March 2007

**Thursday 15 March 2007**

## CCI/EFIC Business Breakfast

### Looking globally to plan locally – The future economic outlook for WA's trade sector

CCI and the Export Finance and Insurance Corporation (EFIC) invite the WA business community to gain an exclusive insight into what the future holds for the local and global economies.

Presented by two of Australia's leading economic commentators, this informative breakfast seminar will provide an overview of current and future economic environments, and discuss what impact this will have on the export sector.

### With so much right, what could go wrong? Prospects for the world economy in 2007 and 2008

The consensus outlook for the world economy is a benign one, involving continuing above-par growth, moderate inflation, and cheap and plentiful capital. But how realistic is this?

EFIC's chief economist, Roger Donnelly, will investigate some potential setbacks. How probable they are and how much they matter. Issues such as resource nationalism, bird flu, the Iran nuclear issue and the outlook for resource investors in Africa.

### Western Australia – sailing in calm seas or against an increasing swell?

CCI's chief executive, John Langoulant will then provide guests with an overview of the current economic trends for Western Australia and prospects moving forward.

In particular, John will focus on the contribution of our export sector to the State's economic wellbeing now and into the future.

Date: Thursday 15 March 2007

Venue: CCI Function Centre, 4th floor, 180 Hay Street, East Perth

Time: 7.45am – 9.15am (7.30am registration)

Cost: \$55.00 per person (inc 10% GST)

RSVP: Monday 12 March 2007

**Tuesday 27 March 2007**

## Managing your Risk when Employing Foreign Nationals in Australia

Is your company correctly managing its risk when employing foreign national on your projects in Australia?

This session, presented by PricewaterhouseCooper senior manager of International Assignment Solutions Deborah Cochrane, will outline the obligations which employers have when bringing people into Australia to work.

In particular the session will give you an understanding of your requirements in the following areas:

- the new temporary foreign resident tax rules
- fringe benefits tax
- superannuation guarantee
- departing Australia superannuation payments
- payroll tax
- workers compensation
- pay as you go withholding requirements
- visa issues to be aware of
- legal considerations

Deborah will also discuss the Australian Taxation implications for a temporary foreign resident versus that of a permanent resident.

This is a must attend for any employers who are currently employing foreign nationals in Australia, or thinking of using this option into the future.

Date: Tuesday 27 March 2007

Venue: CCI Function Centre, 4th floor, 180 Hay Street, East Perth

Time: 8.45am – 11.00am (registration 8.30am)

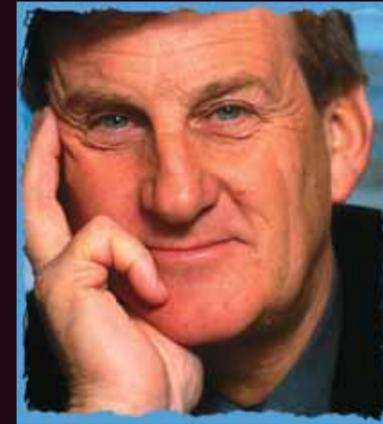
Cost (inc 10% GST): \$55.00 per CCI member, \$77.00 per non member

RSVP: Thursday 22 March 2007

To register for any of these events please visit  
[www.cciwa.com](http://www.cciwa.com) or phone 9365 7500

## CCI Leadership Forum . . .

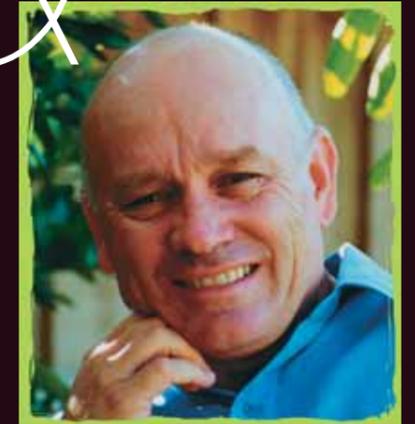
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the  
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Hon. Jeff Kennett, Former Premier of Victoria and Chairman of Beyond Blue

Richard Goyder, Managing Director, Wesfarmers Limited

Dr Ric Charlesworth, Former Coach Hockeyroos

*Do not miss this unique opportunity to hear from these outstanding Australian leaders live, at this once-off event*



**Date:** Wednesday 14 March 2007

**Venue:** Perth Convention Centre, Grand Ballroom

**Time:** 8.30am-12.30pm (8.15am registration)

**Cost:** \$363 per person (early bird), \$418 per person (standard)  
Corporate table of 8 \$2,560 (early bird), \$2,960 (standard)  
*All prices inc 10% GST*

**RSVP:** Thursday 8 March 2007 *Early bird discount – book prior to 26 February 2007*

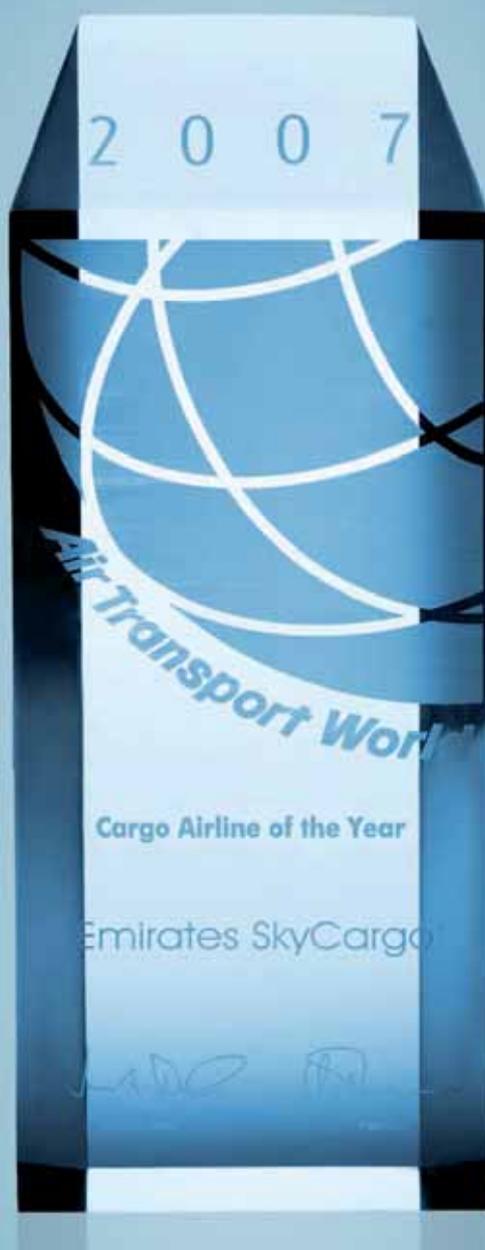
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To register visit [www.cciwa.com](http://www.cciwa.com) or call the CCI Events Hotline on 9365 7500



## We are Cargo Airline of the Year 2007, thanks to you.

Emirates SkyCargo has been awarded 'Cargo Airline of the Year 2007' by the readers of Air Transport World. This is an incredible achievement and we would like to thank Air Transport World, their readers and our customers for their continued support throughout the year. In our endeavour to provide cutting-edge global logistics solutions, it's recognition like this that truly stands out. **Expect More.**

