



## Coast's largest commercial property agency partners with Knight Frank

Record exhibitors for Central Coast Industry Festival

Protective Fencing clinches ASIAL Product of the Year Award for Innovative Security Solution



## New life for Sara Lee with new owners

**Page 4 – Edgar Adams' Editorial**

*Industry Festival focus on value to Coast economy*

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**ERINA**

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Light filled suite, large open plan areas as well as private offices and a kitchenette, designated customer parking. The centre is home to many quality tenants and can be easily accessed via Karalta Lane or Central Coast Highway.



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# CENTRAL COAST ccbr<sup>TM</sup> business review

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## Industry Festival focus on value to Coast economy

**THIS MONTH'S CENTRAL** Coast Industry Festival will be a must see for all businesses that have even a remote connection with our region's manufacturing industries.

Because manufacturers hide out in industrial areas well away from residential and shopping areas they fly under the radar. This is particularly the case on the Central Coast where there are just over 1,000 manufacturing businesses.

But they employ almost 9,000 people and they also depend on local suppliers and services, which in turn generates even more employment for the local economy.

Total sales output from the region's manufacturers in 2021 was \$3.3 billion and our manufacturers exported \$1.4 billion

Manufacturing is the fourth biggest value-add sector in the region at \$915 million.

While there are around 26,000 registered businesses on the Central Coast 6,000 or 37% have a turnover of less than \$50,000 per annum. Only 1,500 have a turnover of over \$2 million annually.

The bottom line is that the manufacturing sector is a very important part of the economy, and along with the construction sector is the backbone of the Central Coast economy.

Within the manufacturing sector is a large grouping of food and beverage manufacturers the largest of which are Sanitarium Health Foods, Mars Food and Sara Lee.

Interestingly, the Coast's manufacturing industries span a wide range of categories that include: Boats and marine equipment, Building and construction products, Ceramics, Chemical products, Contract packers, Electronics, Foundry products, Furniture products, Medical, Pet products, Plastics, Powder coating, Textiles and others.

Of the 32% of companies engaged in Building and Construction 40% are involved in Kitchen and Joinery and 18% in Window, door and screen manufacturing.

The point about all this is that the manufacturing sector on the Central Coast is highly diverse.

The Central Coast is a popular place for manufacturers to relocate as it is close to the major Sydney and Hunter region markets, half way between Melbourne and Brisbane and close to seaports and airports.

It is the reason many Sydney companies are looking to locate in the region. In fact they would already be here if it were not for the intransigence of our Central Coast Council who make it impossible to get development approvals through.

In this issue we provide the complete story behind the ups and downs of Sara Lee and how they have been rescued by an Australian family.

The Quinn Family rescued chocolate manufacturer Darryl Lea some years ago and at the eleventh hour stepped in and took ownership of Sara Lee.

Until now Sara Lee was owned by US companies Sare Lee Inc and then McCains Foods. Today Sara Lee is an Australian owned company with owners who are committed to its future in Australia and in particular here on the Central Coast.

With over 200 employees they are very much an important part of our economy.

While on the subject of manufacturing our congratulations to Somersby company Protective Fencing for taking out the Product of the Year Award at the Australian Security Industries Annual Awards.

Their Anti-Climb Mesh Fence is a tribute to the company's commitment to innovation and technical excellence that has made them one of the most successful fencing manufacturers in Australia.

Protective Fencing is owned by Craig Gibbens and his family which he established twenty years ago to focus on manufacturing chain wire security fencing.

They are one of the most respected businesses in their field in Australia. The Gibbens Family has a proud history in the wire manufacturing industry dating back to 1907.



**Edgar Adams**  
Editor

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## New life for Sara Lee with new owners

**ONE OF THE** longest established manufacturers on the Central Coast, Lisarow based Sara Lee was bought out of Administration by Brooke and Klark Quinn, the saviours of the iconic chocolate brand Darrell Lea some ten years ago.

It is reported that the Quinns beat seventy other interested parties for the business, an indicator of the popularity of the brand.

The new owners took possession on 12th February and moved quickly to reassure staff that the business would continue to operate and that their jobs would be safe.

CEO Mark Mackaness who has been with Sara Lee since 2019 and has seen the business through a number of phases including extensive transformation of the Lisarow plant following its purchase by McCain Foods and later through its acquisition by a New Zealand private equity firm remains with the company.

Mr Mackaness joined Sara Lee as Managing Director when the business was owned by McCain Foods having acquired it from Sara Lee's US parent in 2013.

McCains subsequently invested over \$40 million in new technology and plant before selling it to New Zealand private equity firm South Island Office (SIO) for some \$90 million and retaining Mr Mackaness. However, SIO loaded the business up with debt.

Mr Mackaness said, "we had an ownership structure that borrowed significant debt to acquire the business resulting in substantial interest costs. This meant there were no funds to invest in innovation."

With Sara Lee's ownership now with dedicated owners Mr Mackaness said that over



Sara Lee Managing Director, Mark Mackaness

the next three years the plan is to modernise Sara Lee's offerings creating new products, trialing new products such as single serves and moving into new categories going beyond desserts and into breakfast food.

Additionally, the plan is to push harder into the food service sector, which presently makes up 20 percent of the business. Mr Mackaness believes that there is considerable upside in this category.

The Quinn Family is well known for having saved the iconic chocolate make Darrell Lea in 2012 and turning it around, subsequently selling to Quadrant Private Equity in 2018 for some \$200 million.

A world-famous bakery brand, Sara Lee was established in Australia at Lisarow in 1971 and grew to become one of the Central Coast's most iconic businesses. It was acquired by McCains Foods for \$82million.

McCain subsequently invested some \$40 million in new technology and new plant to ensure its competitiveness in the Australian marketplace, one of the toughest retail markets in the world.

At the time Sara Lee sold to the New Zealand private equity firm it was reported to have held 53% of the frozen dessert market across Australia and New Zealand.

Commenting on Sara Lee's recent history Mr Mackaness said, "the South Island Office acquired the business with the best of intentions to build Sara Lee into Australia's leading frozen dessert & bakery business and formed Sara Lee Holdings. However, unforeseen challenges experienced across the past two years have adversely impacted financial returns on a business with significant debt in an environment of interest rate increases."

CONTINUED ON PAGE 6

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## New life for Sara Lee with new owners

CONTINUED FROM PAGE 5

Through a period of transitioning and establishing a stand alone business capability, Sara Lee experienced the same challenges that many within the Australian food industry also experienced. These included the post covid era of supply chain disruption of materials, labour and international shipping issues together with a fast moving inflationary environment that impacted the majority of costs across the business and disruption in passing this on with major supermarkets.

Mr Mackaness said that while acting with pace to mitigate the impact of these changes, Sara Lee then also experienced a number of significant events outside of their control which had a material impact on business performance.

In February 2022, the catastrophic floods in NSW saw the Norco Ice cream manufacturing plant at Lismore completely destroyed and with that the total supply of Sara Lee Ice Cream as Norco were their co-manufacturing partner.

"We have moved quickly to set up a smaller partner to ensure supply however this had an nine month delay before being able to promote in an aggressive market. Given this inability to compete and the impact on performance, Woolworths subsequently deleted the entire brand from their range," he said.

A further consequence of the flooding was the loss of rail transport between NSW and Western Australia for four months, shutting off 8% of the business to consistent supply. Shutting down a continuous 24 hour manufacturing plant such as the Lisarow facility had a significant impact on the employees and the company's financial performance.

"Unfortunately we had two instances in the past 12 months where we were



Sara Lee's Lisarow manufacturing facility

forced to shut down production at short notice but within Enterprise Bargaining Agreement guidelines," he said.

"This shut down was as a result of our major packaging supplier having significant industrial action that led to periods of non or limited supply across four months of last year. The second, like many others, saw Sara Lee caught up in the Scott's transport liquidation that had an impact on storage capacity of finished goods which significantly disrupted our manufacturing rhythm and required a dampening of supply through halting production.

"Despite support of some major creditors and continuing to meet all obligations for employees and government, our liquidity forecast cast doubt on our ability to adequately maintain this by the end of calendar 2023.

"Having reviewed many alternatives, the Directors passed a resolution on Tuesday 17th October to appoint FTI Consulting as

Administrators to ensure the best possible outcome for employees and creditors," Mr Mackaness said.

Throughout the 4-month Voluntary Administration process it was clear that the underlying business structure and platforms were well established and continued to deliver in line with business expectations. Mark Mackaness continued as CEO and with his executive team developed a compelling strategy for growth.

However the challenge of the past two years has restricted investment to paying interest bills and not investing into growth through innovation identified.

Of the 70 interested parties that reviewed the Sara Lee opportunity, it was ultimately sold to the Quinn Family - Brooke & Klark.

The Quinns have a track record of working to rebuild iconic Australian brands and businesses and they could see the opportunity to invest behind the strategic roadmap developed by the business and reconnect Australian's with one of the most trusted food brands in the country.

"While Administration is a disruptive process and unfortunately has financial implications for some creditors, this was the best option and ensure all jobs were saved & the business now looks forward to a sustainable future," Mr Mackaness said.



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FRONT COVER PICTURE: Sara Lee Managing Director Mark Mackaness with Sara Lee Owner Klark Quinn

## Gosford RSL Club announces Conference and Event Centre ahead of May opening

**AS CONSTRUCTION OF** Gosford RSL Club's new \$45 million clubhouse nears completion the Club has announced that a major component of the new facilities will be a captivating event space that will open in May 2024.

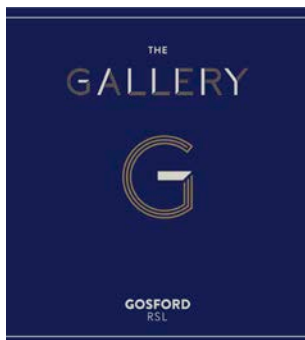
Located on the top level of the building overlooking Brisbane Water the 640 sqm space will be able to accommodate anywhere from 5 to 500 people at a formal dinner and over 700 in theatre style seating.

The new event space will be named "The Gallery" and will be suitable for conferences, exhibitions and functions.

Conference facilities will include Wi-Fi, Smart Board / Projection Screens, Audio visual equipment, Digital Projectors and video conferencing capacity along with breakout areas.

Commenting on the new facilities, Gosford RSL Club CEO Russell Cooper said, "from the initial planning stages of the project the Board of Directors wanted to ensure that the new Gosford RSL Club was an asset to our community. Gosford RSL Club is owned by our 25,000+ members, most of whom are local residents, therefore we are effectively a community owned organisation. We are located at the gateway to Gosford and the Central Coast and we wanted our new building to make a statement; that this is a modern, progressive area, moving ahead and developing."

"We designed the Conference and Events Centre to cater to the demand



Gosford RSL Club Conference Centre  
The Gallery logo

for local corporate and social events but also to attract larger Conferences and Events from outside our region. The Central Coast is perfectly located between Sydney and Newcastle and we have a plethora of interesting and spectacular sights and activities that visitors can get involved in. We believe there is a great opportunity to reinvigorate the Conference and Events market on the Central Coast and bring more visitors to experience and support the region we care so much about.

Meanwhile the Club has added Executive Chef Simon Quick and Conference Centre Manager Alyssa Speering to their Management Team.



Gosford RSL Club Executive Chef Simon Quick with The Gallery  
Conference Centre Manager Alyssa Speering



Gosford RSL Club's new clubhouse nearing completion

Ms Speering was formerly Crowne Meetings Planner at Crowne Plaza Hunter Valley and prior to that at Crowne Plaza Terrigal Pacific.

Mr Quick was formerly Executive Chef at IHG Hotels & Resorts and more recently at their Crowne Plaza Terrigal property.

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## St Hilliers places construction arm in administration – Gosford project on hold

**ST HILLIERS, ONE** of Australia's leading property development and construction companies has placed seven of their operating entities within the Group into voluntary administration appointing Glenn Livingstone and Alan Walker of WLP Restructuring as Administrators on 4th February 2024.

St Hilliers' Gosford Waterfront development has been closed down as a result.

The first creditors meeting was held on 14th February with Administrators saying that the company has up to \$10 million in unpaid subcontractor and supplier debt and potentially another \$20 million in employee and other debt. A second meeting of creditors will be in three months.

At this stage there is no indication as to when work will resume on the Gosford Waterfront project.

A number of Central Coast subcontractors and suppliers have been affected by the move.

Following the appointment, 21 active construction sites have been secured and work paused by the administrators.

The company's construction division St Hilliers Contracting is the only unaffected division, including its entities, St Hilliers Pty Limited, St Hilliers Contracting Pty Limited, St Hilliers Construction Pty Limited, St Hilliers (Developments) Pty Ltd, STH Holdings Pty Ltd (formerly St Hilliers Holdings Pty Ltd), STH Bonding Pty Limited, SHC Civil Pty Limited, St Hilliers Incentive Pty Limited and SH Newstead Pty Limited.

Its property development and investment division, St Hilliers Property, remains unaffected.

When St Hilliers went into voluntary administration in May 2012, it left 150



St Hilliers' partly constructed Gosford Waterfront project

apartment owners at Oaks Waterfront Resort at The Entrance with a \$10.5 million bill to fix structural defects, causing several to go bankrupt.

Wide ranging issues from water proofing to fire services resulted in huge rectification costs running into millions beyond owners capacity to pay.

Following lengthy court proceedings which resulted in findings against St Hilliers the company was required to pay a reported \$12 million plus court costs.

Subsequently St Hilliers collapsed with debts of \$117 million in May 2012.

Six months later, St Hilliers emerged from voluntary administration with a deed of company arrangement, allowing it to continue trading under the control of its founder and sole director.

## Builder appointed for next phase of Wyong Hospital Redevelopment

Sydney builders, Lipman, have been appointed for the construction of the next phase of the \$200 million Wyong Hospital Redevelopment with construction set to start in the coming months.

Health Infrastructure NSW say this next phase of the redevelopment will provide more new and significantly enhanced healthcare services to meet the growing needs of the Central Coast region.

It includes expansion of the Cancer Day Unit,

a new Wyong Women's Centre along with a Aboriginal Health Unit.

The first phase of the \$200 million Wyong Hospital Redevelopment was completed in 2021 and delivered modern clinical spaces including a new emergency department, intensive care unit and medical imaging department.

The second phase was completed in 2022, delivering more operating theatre capacity and an expanded medical day unit and transit lounge.

This third phase of the redevelopment includes:

- Expansion of the Cancer Day Unit
- New Women's Health Clinic
- New Aboriginal Health Unit – Nunyara
- New Carer Support Unit
- New Medical Workspace
- Expanded NSW Pathology Lab.

Lipman has been appointed as the builder following a competitive tender process. Construction is expected to start in the coming months.

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## Coast's largest commercial property agency partners with Knight Frank



Knight Frank's Central Coast team

**LJ HOOKER COMMERCIAL** Central Coast rebranded to Knight Frank, marking a significant shift in Central Coast's commercial property landscape.

Ty Blanch, Principal and Licensee in Charge of the specialist property services business formerly known as LJ Hooker Commercial Central Coast, has announced an exciting partnership with leading global brand in the real estate Knight Frank.

The significant re-branding marks a pivotal moment for the Central Coast's commercial property landscape, offering clients a trusted name coupled with expanded services.

Commenting on the move, Mr Blanch said that this re-branding goes beyond a name change. "By partnering with Knight Frank, we can now offer a full-service agency including sales and leasing, asset management and the addition of property valuations and specialised retail and shopping centre asset management."

Ross Cooper, Managing Director of Knight Frank Newcastle said that he shares Ty Blanch's enthusiasm, having collaborated with him for over a year to explore the potential for growth and expansion on the Central Coast.

"This partnership cements Knight Frank as the largest corporate brand of Commercial Real Estate between Sydney and Newcastle, setting a new standard for excellence in the region", said Mr Cooper.

"The continued growth in the Central Coast market was key to the decision. Over the past few years people have viewed Newcastle and the Central Coast as a more desirable place to live, which has led to more activity from a business and commercial perspective," he said.

Along with this growth, we have seen more investors looking outside the major capital cities to these regional areas, therefore the decision to collaborate with a reputable team on the Central Coast to further capitalise on this growth was a straightforward one.

"We are confident in the reputation and service track record of our team, which will empower investors, owner-occupiers, and developers to attain optimal outcomes and foster growth within the Central Coast business community."

Ty Blanch stressed the pivotal role of his team in establishing themselves as the most trusted agents on the Central Coast, highlighting the significance of their longevity, "Our team is our greatest strength. With some members demonstrating over 22 years of unwavering dedication, an uncommon occurrence in our industry, we've built a culture of expertise and dedication that distinguishes us from our competitors".

He explained their strategic approach, noting the employment of Focused Market Area Specialists (FMAS), which has proved to be instrumental in empowering clients with comprehensive market insights across diverse sectors on the Central Coast.

In addition to Sales and Leasing, the existing team of 21 staff has developed an impressive Asset Management business, managing nearly 1000 assets.

With this, Knight Frank Central Coast becomes the largest Asset Management Rent Roll between Sydney and Newcastle, promising unparalleled service and results for clients.

The partnership also brings improvements to the agency's infrastructure, including enhancements to their extensive database comprising over 40,000 businesses, investors, tenants, and related entities. With a new CRM system and upgraded IT capabilities, the agency is poised to deliver even greater value to its clients.



Ty Blanch (L) with Knight Frank Newcastle Managing Director, Ross Cooper

When asked about the decision to re-brand after 23 years, Mr Blanch said, "The shift to Knight Frank stemmed from a need for change. It was a bold decision, but one that aligns perfectly with our goals. Businesses often need to evolve to thrive, and this was a natural fit. Despite the departure from our long-standing brand, the response from clients and partners has been overwhelmingly positive."

"This represents an exciting chapter for us and our clients. With the combined strengths of our local expertise and Knight Frank's global network we are well-positioned to serve the evolving needs of the Central Coast's growing market."

## CENTRAL COAST INDUSTRY FESTIVAL 2024 – MINGA

## Record exhibitors for Central Coast Industry Festival

**THE 2024 INDUSTRY** Festival will see over sixty Central Coast businesses exhibiting.

These include sixteen manufacturers spanning a number of sectors and twenty-five food manufacturers.

Other exhibitors cover business services, environmental services, education and government.

#### General Manufacturing

3Dapac  
Baltimore Aircoil  
Bioaction Pty Ltd  
Central Coast 3D Printing  
Chamberlain Group  
Fairhaven Services  
Lasercraft Australia  
Phoenix Packaging  
PRD Print  
Premier Shades  
Priority Powder Coating  
Pro Ali  
Process Automation & Controls  
Social Futures  
SpotGo Premium Cleaning Products  
TrendPac  
Tronics Australia

#### Food Manufacturers

Adri's Gingerbread  
Amber Lane Distillery  
Ananda Foods  
Australian Food Microbiology  
Block 'N' Tackle  
Broken Bay Pearl Farm  
Central Coast Makers Trail  
Chocolate Factory Gosford  
Compassion Creamery



Exhibition stands at the 2022 Industry Festival

Distillery Botanica  
Duff's Ice Cream  
East Coast Beverages  
Elm Professional  
Firescreek Winery  
Herbies Spices  
Legend Coffee & Culture  
Little Creek Cheese  
Mars Food & Nutrition  
Food Innovation Global  
Hawkesbury Brewing  
Nu-trition Pty Ltd (Bouddi Biscuits)  
Sanitarium The Health Food Company  
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Star Scientific

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University of Newcastle

#### Business Services

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Central Coast Wellbeing Cluster  
Copier Distribution Australia  
Dyson Logistics  
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# MINGARA RECREATION CLUB – MARCH 6TH AND 7TH 2024

## Strong speaker line-up for Industry Festival

**THE 2024 CENTRAL** Coast Industry Festival will showcase Central Coast manufacturers and suppliers to the sector with over 60 exhibitors and in addition speaker sessions covering the food sector, new business opportunities and ways to strengthen your business.

It will focus on building resilience in manufacturing.

Participants will have the opportunity to network with their counterparts and share experiences and hear about the latest industry innovations and how local manufacturers are adopting new technologies.

Additionally, it will be a showcase of Manufacturing Circular economy initiatives.

The organisers, Central Coast Industry Connect have put together a programme that will see sixteen speakers cover a wide range of topics. These topics include:

### Session 1 – Food sector – March 6th morning

- The future of the Food and Beverage Industry – Its opportunities and challenges,
- Advice for F&B producers seeking to reach new consumers via distributors,
- Getting ready for retail distribution,
- Quality, Food Safety, Labelling compliance,

### Session 2 – New business opportunities – March 6th - afternoon

- The e-commerce landscape and opportunities to access new markets and consumers,
- Defence procurement opportunities – What you need to know,



Exhibition stands at the 2022 Industry Festival

- NSW Government procurement opportunities – What you need to be ready,
- Export support.

### Session 3 – Strengthening your business – March 7th – morning

- Effective freight solutions,
- Audiometric testing and changes to workplace exposure standards for welding fumes,
- Empowering Entrepreneurs – Nurturing self-care and wellbeing for business,
- Use of migration services to fill skills gaps,
- Sensor solutions transforming industries,
- Sustainable choices in print,
- How to make your business thrive in the era of sustainability and ESG,
- Pitfalls implementing Lean Manufacturing

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### Protective Fencing clinches ASIAL Product of the Year Award for Innovative Security Solution



Protective Fencing Victorian Regional Manager Jim Sarris (l) with Director Samantha Swain

Protective Fencing, a stalwart in the Central Coast's manufacturing landscape and a respected leader in the security industry, proudly accepted the esteemed "Product of the Year" award at the 2023 Australian Security Industry Awards for Excellence (ASIAL) gala event in Melbourne.

Their groundbreaking 3m Wide 358 Anti-Climb Mesh Fence emerged triumphant, signalling a significant milestone for the company and the industry at large.

The award-winning Fencing System, hailed for its innovative design and superior performance, underscores Protective Fencing's longstanding commitment to innovation and technical excellence.

This groundbreaking project brought together the expertise and creativity of the entire team, from product designers to manufacturing and then to sales staff.

United by a shared vision of innovation and excellence, the team's collaborative efforts were instrumental in overcoming challenges and achieving the high standards that led to this award-winning security solution.

The judges' assessment of Protective Fencing's entry highlighted the remarkable attributes of the 3m Wide 358 Anti-Climb Mesh Fence. Its standout feature lies in its ability to provide affordable security solutions without compromising quality or effectiveness.

The innovative design, featuring wider 3-metre panels, significantly reduces the number of posts needed compared to traditional 2.4m systems. This streamlines the construction process, leading to substantial cost savings of up to 30% on installation expenses, making it a practical choice for businesses and organisations seeking robust perimeter security solutions. This innovative fencing solution has already proven its worth, generating savings of over \$1 million for a recent large-scale infrastructure project, proving its practicality and efficiency in real-world scenarios.

Furthermore, the product's environmentally conscious design aligns with Protective Fencing's commitment to sustainability. By offering a responsible security solution that balances cost-effectiveness with environmental considerations, the 3m Wide 358 Anti-Climb Mesh Fence exemplifies the company's dedication to delivering innovative solutions that meet the evolving needs of their clientele.

The ASIAL Product of the Year award serves as a testament to Protective Fencing's ongoing dedication to excellence and innovation. As the company continues to lead the charge in the security industry, their award-winning solution sets a new standard of excellence, reshaping the landscape of security fencing and reaffirming Protective Fencing's position as a frontrunner in the field.

At the helm of Protective Fencing are Samantha Swain and James Gibbens, a dynamic sibling duo continuing the Gibbens family's legacy into its fourth generation of manufacturing excellence. Their visionary leadership has propelled the company to unprecedented levels of success, embracing technological innovations and broadening its market presence. Under their guidance, Protective Fencing is not just maintaining its legacy of excellence, innovation, and family tradition but is also scaling new heights in the security sector.

### Retirement for Bristol Paint Shop Founders



Tim Orbell (centre) with Bristol Paint Shop Erina staff.

Erina and Charmhaven Bristol Paint Shop Founders Brian (Longy) Long and John Murray will retire this year with new Owner and Director, Tim Orbell taking over the business.

Mr Orbell has been managing the business for the past two years. A long time resident of the Central Coast, he has a twenty four-year history in the paint industry having worked in senior management roles with Sikkens Decorative Finishes, PPG/Taubmans and Tenaru Timber Finishes over that period.

Founded in 1985 the Erina Paint shop on The Entrance Road has become an institution in the paint trade across the Central Coast.

Mr Orbell, who came to know Brian Long over his many years working in the industry said that the business will continue to operate as a 'family run' business servicing the strong and loyal customer base built up over many years.

"Our point of difference versus the big-sheds like Bunnings, is our focus on customer service and having the right stock to satisfy what they want," he said.

### Aubrey Brown Lawyers appoints Operations Manager



Sophie Pascoe

Aubrey Brown Lawyers have announced the appointment of Sophie Pascoe as Operations Manager.

Ms Pascoe joined the firm in January having relocated from Orange where she worked for Inland Digital in an administration/finance role and prior to that was Office Manager for a firm of Orange solicitors.

Ms Pascoe takes over from Sandra Jeremy who was General Manager of Aubrey Brown for the past eleven years.

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### SpotGo's success at Sydney Gift Fair



SpotGo Founder Brendan Small at the SpotGo stand at Sydney Gift Fair

SpotGo, Wyong manufacturer of premium cleaning products, was invited to be a part of The Australian Made Pavilion within the Sydney Gift Fair Expo to help showcase Australian manufacturing and innovation.

SpotGo CEO and Founder Brendan Small said that the opportunity to showcase the SpotGo range has led to some exciting new connections and leads.

SpotGo is now currently working with Amazon Australia with the intention of

expanding the SpotGo business with Amazon internationally. Mr Small said that he also had the opportunity of being interviewed by one of Australia's most recognised social media talent (Mise en Place – Anita Birges) who focuses her blogs on household cleaning, organiser and styler along with many other opportunities that SpotGo is currently following up.

The AGHA Gift + Home Expo, including the Sydney Gift Fair, is an annual trade fair held every February that has become a significant event in Australia's retail calendar since its inception in 1977. Organized by the Australian Gift & Homewares Association (AGHA), a leading industry body, this fair serves as a central platform for exchange between manufacturers, wholesalers, and buyers.

### Little Creek Cheese a serial award winner



Little Creek Cheese award winning products.

Ten years ago Russell and Sue Parsons started a little business making cheese in their kitchen at home as a hobby. They called it Little Creek Cheese.

A few years later they thought their Haloumi and Club Cheddar was good enough to enter into the Royal Easter Show Cheese and Dairy Awards. They came away with gold for both.

Since then they have moved into the Wyong Milk Factory with their own cheese making factory and retail outlet.

Each year they have entered their cheeses in the Cheese and Dairy Awards and have always come away with a prize.

This year they entered nine cheeses for judging with all of which won an award, one gold, three silver and 5 bronze.

Competition is brisk with cheese makers from all over NSW taking part and that includes the big companies.

The Parsons and their son Alex have shown that a small family business can take on the big ones who have plenty of resources.

Some say they are lucky but Cheesemaker Sue Parsons says, "There's no luck in our cheese making, it's just time, care and love that make our cheeses amazing".

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### Wyong Race Club announces Major Sponsor for Wyong Cup



Wyong Race Club Chairman John Waghorn with Wyong Leagues Club CEO Ben Coghlan announcing the Wyong Cup sponsorship

The Wyong Race Club has announced that it has entered into a new three-year major sponsorship agreement with The Wyong Leagues Group.

As part of the agreement the Group will have naming rights to several key events throughout the year, the highest profile of which will be the Wyong Gold Cup, now to be known as The Wyong Leagues Group Wyong Gold Cup.

Held in September, the Cup has long been a highlight on the provincial racing calendar with a reputation as a prestigious showcase of thoroughbred racing talent.

Wyong Leagues Group CEO Ben Coghlan said, "We have had a long and positive association with Wyong Race Club, mainly through our Wyong Roos' Foundation Charity Race Day which will

continue as a part of this agreement. By adding such a high-profile marquee event as the Cup is a tremendous opportunity to grow our relationship with an iconic local partner".

Chairman of Wyong Race Club John Waghorn adds "We are very excited to be partnering with a significant local institution like the Wyong Leagues Group. Both organisations have strong community values providing a common understanding of the significance of racing and particularly the Cup to our region."

"To have the backing of such an influential and substantial local business proves the standing racing and particularly our club holds in this region," Mr Waghorn said.

The Wyong Leagues Group Wyong Cup will be held run on Friday, September 6.

### Arcare acquires The Orchards Retirement Village Lisarow



The Orchards Retirement Village at Lisarow

Arcare Aged Care, one of Australia's largest privately owned aged care providers has acquired The Orchards Retirement Village at Lisarow for an undisclosed sum.

The Orchards, located on a 4.16Ha lot at 15 The Ridgeway, Lisarow was developed by Astoria Aged Care Properties (Lisarow) Pty Ltd. The Astoria Group is a property and investment company owned by the Shannahan Family with a 60 years history in property development.

The company acquired the property in 2016 and has developed the Village that now comprises 120 units that is owned by Pinmark Investments Pty Ltd who acquired the property in 2016.

The Orchards comprises 120 units plus self contained club house and bowling green.

Arcare Aged Care is owned by The Knowles Group a privately owned group of companies established in 1976 and owns 50 properties in Queensland, NSW and Victoria.

Arcare also owns a retirement village at Kanwal which they acquired in 2019.



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## Staffing : Common job advertisement mistakes to avoid



By Troy Marchant,  
Director, AdviceCo

**I DON'T KNOW** about you, but the feedback I get is that finding staff at the moment is in the top 3 most difficult issues in running a small business.

Crafting a compelling job advertisement is the first step in the hiring process, but all too often, employers make avoidable mistakes that deter potential candidates.

I went to a workshop recently on the topic and this is what I learn are the biggest mistakes.

### 1. Vague Job Titles and Descriptions

One of the cardinal sins in job advertising is using vague job titles and descriptions. Candidates need to know exactly what the role entails, so skip the overly creative titles like "Happiness Co-ordinator" and opt for more straightforward terms.

Furthermore, a clear job title and comprehensive description are the foundation of a successful job ad.

### 2. Job interview - Neglecting Mobile-Friendly Formats

In our mobile-centric world, creating job ads that aren't mobile-friendly is a big mistake. If your job posting is difficult to read or navigate on a smartphone, you risk losing a significant portion of potential candidates.

### 3. Ignoring the Company Culture

Job seekers are not only looking for a pay cheque; they also want to know about the workplace culture. Failing to mention your company's values, work environment, or unique perks can make your ad seem impersonal. Highlight what makes your company a great workplace to attract candidates who align with your culture.

### 4. Neglecting Inclusivity

Diversity and inclusion are not just buzzwords; they're essential aspects of a modern workplace. Avoid language that could discourage candidates from diverse backgrounds. Also ensure your job ad uses inclusive language and encourages candidates of all genders, races, and backgrounds to apply.

### 5. Long and Tedious Job Descriptions

While clarity is crucial, long-windedness

is not. Avoid writing job descriptions that read like novels because an excessive, tedious job ad can overwhelm potential candidates and drive them away. Instead, focus on concise, relevant information outlining key responsibilities and qualifications.

### 6. Parent-friendly work culture - Forgetting the Human Touch

Job ads lacking a human touch can come across as cold and uninviting, so personalise your ad by using a conversational tone. Address potential candidates directly with "you" statements, and let your company's personality shine through.

### 7. Not Highlighting Career Growth

Many candidates are interested in opportunities for growth within a company. If your organisation offers career development paths, mention them in your job ad.

Show candidates that joining your team can be a stepping stone to a brighter future.

### 8. Excessive Use of Jargon and Buzzwords

Avoid overloading your job ad with industry jargon and buzzwords. While some technical language may be necessary, remember that candidates from various backgrounds may be reading your ad.

Use clear and straightforward language to ensure everyone understands what's required, and you widen your pool of potential new hires.

### 9. Missing Application Instructions

Don't assume that candidates will know how to apply. Clearly state the application process, including the required documents and contact information.

Also, make it as easy as possible for candidates to apply and get in touch with your company.

### 10. No Salary Information

Candidates want to know what's in it for them, and salary is a critical factor. Not mentioning salary details can lead to frustration and wasted time for both you and the applicants.

Be transparent about compensation to attract candidates who are a good fit for your budget.

Crafting an effective job advertisement requires attention to many details and shouldn't be rushed through.

Also, avoiding common mistakes can help you create ads that resonate with potential candidates and lead to successful hires.

Remember, this content is often a candidate's first impression of your company, so make it count!

## Employing Workers On Fixed Term Contracts – The rules have changed



By Warwick Ryan,  
Partner, Hicksons  
Lawyers

**IN THE WHIRLWIND** of 2023 employment law reform, the unfettered power for employers to engage employees on indefinite rolling fixed term contracts was kicked to the curb from 6 December 2023 (although some industries may still have until 1 July 2024 before these rules apply to them).

A fixed term contract is an employment contract that terminates at the end of an identifiable period, for example, on a specified date or when a specific project is completed. Many businesses use these to engage workers for a two-year period, followed by a second, third, or fourth two-year period (for example).

Since 6 December there are limitations on the length of fixed term contracts, and limits on the number of these contracts that a worker can have. In short, the new restrictions on fixed term contracts mean that (as a general rule):

- You can't extend the contract beyond two years; and/or
- The contract can't be renewed or extended more than once.

In the past, our clients have utilised fixed term contracts for a range of business needs, including: to cover employees off work on extended periods of parental leave; or to cover flexible working arrangements which may be needed when someone returns from parental leave, or extended sick leave. One of the primary concerns for our clients is how to manage gaps in the workforce that fixed term contracts used to plug, following the changes in the law.

### Is a useful employment arrangement gone?

The core questions our clients are asking are:

- Do fixed term contracts still have a part to play in workplaces?; or
- Do we have to do away with them entirely?

For some businesses this will create real challenges, especially when trying to support workplace flexibility arrangements, including those arising from parental leave or extended sick leave. However, there are several exceptions to the rules limiting contracts to two years and/or one extension. The exceptions may assist employers to continue offering fixed term contracts to meet organisational demands.

..... CONTINUED ON PAGE 16

## Employing Workers On Fixed Term Contracts – The rules have changed CONTINUED FROM PAGE 15

### What role do fixed term contracts have in managing gaps caused by parental leave, sick leave, or flexible working arrangements?

There is an exception to cover the “temporary absence of another employee”. This exception means that a fixed term contract can last for longer than two years where (for example) the employee is engaged to cover a period of parental leave that’s longer than this timeframe.

### But How Does This Work in The Real World? The Case

An employee (let’s call her Matilda) goes off work on parental leave, initially for 18 months. The employer (let’s call them Good Employer Limited) engages Kam Serr on a fixed term contract for 18 months to cover Matilda’s parental leave.

When it gets closer to the 18-month parental leave period finishing, Matilda indicates that she wants to return to work under a flexible working arrangement, where she works half of her contracted full-time hours while she finds her feet.

Matilda is a good employee that Good Employer Limited wants to accommodate and Good Employer Limited has really enjoyed having Kam Serr working for the organisation. It is wondering whether the business can accommodate Matilda’s request and offer Kam Serr another fixed term contract to cover the period that Matilda will be working part time (noting this could mean Kam Serr is engaged under a fixed term contract for more than two years, which would be unlawful, unless certain circumstances apply).

### How To Make It Work

Assuming none of the other exemptions for fixed term contracts apply (detailed further below), in order to allow Kam Serr’s fixed term contract to extend longer than two years, Good Employer Limited needs to be able to show that the fixed term contract is truly to cover the ‘temporary absence’ of Matilda.

In practice, Good Employer Limited may need to agree to a temporary flexible working arrangement with Matilda that is reflected in writing, includes an identifiable end date and an agreed review date nearing the end of the arrangement. During the ‘review’ Good Employer Limited would determine whether that arrangement will:

- (1) become permanent;
- (2) should be varied; or
- (3) revert to the Matilda’s original contractual arrangements.

Kam Serr and Good Employer Limited could then agree to a fixed term contract which expires at the expiry of Matilda’s temporary flexible working arrangement period. At this point, Kam Serr’s ongoing employment with Good Employer Limited would likely depend on any arrangements made with Matilda. For example, they may:

- (1) be offered a permanent role;
- (2) be offered a new fixed term contract to align with any new temporary arrangements that are agreed to with Matilda (noting this would need to be a genuinely temporary arrangement to justify offering a new fixed term contract); or
- (3) have their employment terminated at the end of the fixed term contract (they may be offered another role with Good

Employer Limited following termination – a coaching role, perhaps?).

### Other Exceptions

Other exceptions that employers may want to consider include:

- where the employee is engaged to perform a distinct and identifiable task involving specialised skills (like working on a specific project);
- where the employee on a fixed term is paid above the high-income threshold – currently \$167,500 for a full-time employee (pro rata for part time employees);
- where the employee’s position is funded by government funding (either in whole or in part), the funding is more than two years, and is unlikely to be renewed beyond this period;
- where an award applies which provides for further exceptions for fixed term contracts; and
- where the employee is engaged on a casual basis.

There may of course be other considerations for your organisation, such as the terms of an applicable enterprise agreement or custom and practice that you need to work through before your workforce will support such a change.

As with most employment law reform, there will be a period of uncertainty while the country navigates these new restrictions on fixed term contracts. If you have any questions about your rights, entitlements or obligations in relation to fixed term contracts please do not hesitate to contact Warwick Ryan, Partner in Workplace Relations, Employment & Safety.



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## Business Charter provides big change for small business

**THE NSW GOVERNMENT** has delivered on another election commitment for small businesses across the State with the launch of the Charter for Small Business.

In a late February Media Release the Minister for Small Business Steve Kamper MP said, "This Charter gives small business owners a seat at the table and a genuine say in the way government supports businesses across the State. The Charter commits to a stronger partnership with small business and sets out the key principles and actions on the way which the NSW Government will work on with the sector."

The Charter for Small Business is the first of its kind in Australia and reflects the economic and social value that small businesses bring to NSW.

The NSW Government has undertaken extensive stakeholder engagement with peak industry bodies and community organisations to ensure the Charter for Small Business reflects the needs of businesses.

The Charter for Small Business includes six key principles and commitments to support its implementation and application in NSW:

1. Clear and strong focal point to support small business to start, grow and thrive.
2. Stronger engagement on new policy and regulation.
3. Listen and respond to red-tape and other pain points.
4. Boost Government procurement from small businesses.
5. Introduce and report on metrics and identify opportunities for supporting Small Business policy, regulatory and economic settings.
6. Deliver key actions and commitments to timeline.

The Charter for Small Business closely follows on from the Government's launch of the Service NSW Business Bureau, which is a key source of advice and personalised support for small business. The Service NSW Business Bureau will oversee the Charter for Small Business, to ensure its commitments and actions benefit the sector.

There are more than 850,000 small businesses in NSW which make up 97 per cent of all businesses in the State. NSW small businesses employ

1.7 million people, which is around 43 per cent of the State's private sector workforce.

For more information about the Charter for Small Business and the Action Plan,

Is available at [www.nsw.gov.au/charter-for-small-business](http://www.nsw.gov.au/charter-for-small-business).

The Minister said, "having worked in the private sector for more than thirty years, I understand how important it is to work with business owners to make being in business easier."

"The Charter for Small Business is a nation-leading agreement which reflects our commitment to work in lockstep with small businesses across NSW to inform our policies and programs."

"We don't want businesses getting stuck in the mud with government transactions, red tape and paperwork. Every delay costs time and money, two things small businesses can't afford."

"People in NSW can confidently count on the NSW Government to support our business environment and help small businesses to navigate compliance obligations."

Commenting on the announcement Business NSW CEO Daniel Hunter said, "Business NSW continues to welcome the Minister's support for small business and positive engagement with SMEs on initiatives like procurement reform, the Service NSW Business Bureau and now the Charter for Small Business."

"Our members often tell us that managing government permitting and form-filling is one of the most challenging tasks for their business."

"We want government to not just to listen but to respond to and address red-tape pain points. We believe the new Charter for Small Business will work towards addressing this issue."

"The aim should be to reduce businesses' need to access concierge services to navigate processes because the processes themselves are becoming more straightforward."

"The Business Bureau – which Business NSW supported when it was launched in October last year – can build on the best-in-class products from Service NSW, which did so much for NSW during the tough times of Covid."

## NSW Government to transform SafeWork NSW into standalone work, health and safety regulator

The New South Wales Government will transform SafeWork into a standalone regulator following a 12-month inquiry by former judge The Hon. Robert McDougall KC.

The Government has released the independent report as it continues work to create a modern, strong and fit for purpose work health and safety regulator.

The Government has endorsed the report's recommendations with further work underway to determine specific implementation details.

Many of the recommended reforms started after March last year, including reviewing SafeWork's capabilities in triaging of incidents, improving the responsiveness of contact centre staff and pulling together SafeWork staff previously spread across the Department of Customer Service.

Other critical recommendations include:

- Requiring SafeWork to keep those affected by workplace incidents, including families of deceased workers and those seriously injured at work, informed of progress of investigations and prosecutions,
- Training more inspectors in dealing with psychosocial hazards in the workplace such as extreme workload and bullying,
- Reviewing complaints handling policies,
- Formalising data collection and analysis to make better compliance and enforcement decisions.

In opposition, Labor fought for the establishment of this inquiry to ensure that workers were protected, following a spate of scandals under Liberal-National Ministers such as an inadequate response to the emerging silica threat.

The Independent Review was informed by public consultation including submissions by former and current SafeWork staff, families of injured and deceased workers, unions and peak bodies, employer groups and SafeWork itself.

Detailed options are being developed on the possible design of the standalone regulator for the Government's consideration.

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## Long Jetty car yard to be garden nursery



A car yard and mechanics workshop on the corner of The Entrance Road and Venice Street, Long Jetty is about to become a garden nursery.

The 790sqm property, that had been in the same ownership for 50 years, was sold at auction in late 2023 for \$1,101,000 (GST not applicable) saw Luv it Landscapes successfully outbid one

other bidder that saw the price creep up with 76 bids.

In the end it sold \$121,000 above the reserve.

The property was sold through Brad Rogers from Ray White Commercial Central Coast who said that while there was considerable interest there were only 4 registered bidders with two pulling out very early.

### SOMERSBY

**Sydney investor buys Somersby industrial unit**



### 28/218 Wisemans Ferry Road, Somersby

Industrial equipment supplier Ammermann Group has paid \$1,145,000 (GST not applicable) at auction for a 306sqm industrial unit comprising warehouse, showroom and amenities plus 90sqm mezzanine with air conditioned offices and additional 90sqm storage space.

The auction saw one investor and one owner occupier bidding for the property.

The auction negotiated through Karen Andrews from Knight Frank.

### MORISSET

**Investor buys vacant industrial unit in Morisset**

An investor has purchased Unit 11 a 68sqm warehouse unit in an industrial complex at 14 Kam Close, Morisset.

Price paid for the unit was \$315,000 plus GST.

The property last sold in 2021 for \$240,000 (Source: RPData)

Brett Dowling and Robert Bose from LJ Hooker Commercial Central Coast negotiated the sale.

### TUGGERAH

**Local investor buys into Mariners Centre of Excellence Tuggerah**

A local investor has paid \$330,000 (GST not applicable) for Suite 313 in the Mariners Centre of Excellence, 1 Bryant Drive, Tuggerah.

The office suite, which is partitioned and furnished, is leased to a national employment group on a 2 x 2 year lease at a rental of \$25,000 per annum net providing a 7.3% per annum return.

Brad Rogers and Mark Davies from Ray White Commercial Central Coast negotiated the sale.



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## BUSHELLS RIDGE

## Central Coast Council gets \$800,00 for 1.05Ha at Bushells Ridge



Civil engineering and construction company, CDA Group Australia have acquired a 1.05Ha vacant lot owned by Central Coast Council for \$800,000 plus GST.

The E4 General Industrial zoned land is relatively flat with cleared sections.

The sale process was via a EOI campaign with Ty Blanch from Knight Frank saying that it got off to a slow start due to the intricacies of the site and finally saw good interest from prospective buyers with 3 parties vying for ownership.

### Sydney investor buys Somersby unit at auction



#### 3/35 Somersby Falls Road, Somersby

A tenanted industrial warehouse, part of a 3-unit complex recently completed, has been sold at auction for \$810,000 (GST not applicable) to a Sydney SMSF investor through Karen Andrews from Knight Frank.

The property was sold with a 3 year x 2 x1 year options lease in place at a rental of \$38,000 per annum plus Outgoings and GST.

Ms Andrews said that there were two registered bidders with both bidding for the property.

### TUGGERAH

#### Investor buys Tuggerah Business Park warehouse unit off market



An investor has paid \$1,025,000 plus GST for a 380sqm warehouse unit at 10 Pioneer Avenue, Tuggerah Business Park.

The property traded in 2013 for \$419,100 (RPData)

The property was sold off market by Ty Blanch and Brett Dowling from Knight Frank with Ty Blanch saying quality warehouse assets remain scarce, especially those being sold with vacant possession. Market conditions enabled a quick result for the vendor.

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Associated office at front of development



Flexibility to tailor design changes (STCA)

colliers.com.au/p-AUS66023275

\*Approx.



## LEASINGS

### CHARMHAVEN

#### Roofing company leases Charmhaven unit

All Coast Roofing has leased a 160sqm warehouse unit at 4 Fairmile Close, Charmhaven.

Terms of lease for Unit 13 are 3 years with 3 year option at a rental of \$26,000 per annum plus Outgoings and GST.

Robert Bose and Brett Dowling from Knight Frank negotiated the lease.

### MORISSET

#### Builder leases Morisset factory unit

Home builder, Perry Homes, has leased a 174sqm factory unit including 35sqm mezzanine and car space in a 35 unit secure gated complex at 14 Kam Close, Morisset.

Terms of lease for Unit 28 are 3 years with no option at a rental of \$28,818 per annum plus Outgoings and GST.

Agent Brad Rogers from Ray White Commercial Central Coast said that this property was very popular when offered to the market with over 30 enquiries and multiple offers received.

### SOMERSBY

#### Sydney packaging company leases at Somersby



Sydney based packaging company has leased Unit 1 of 720sqm at 35 Somersby Falls Road, Somersby.

Terms of lease are 2 years with 1 year option at a rental of \$123,000 per annum including Outgoings plus GST.

The lease was negotiated by Michael Hanson and Mark Davies from Ray White Commercial Central Coast.

### WYONG

#### Electrical contractor leases at North Wyong

A local electrical contractor has leased Unit 8 at 20 Donaldson Street, Wyong.

The 127sqm unit with 39sqm mezzanine is part of a 13-unit complex completed in 2021.

Terms of lease are 2 years with 1 year option at a rental of \$28,600 per annum including Outgoings plus GST.

The lease was negotiated by Mark Davies from Ray White Commercial Central Coast.

### EAST GOSFORD

#### Newsagent leases new premises at East Gosford



Clover Brothers Pty Ltd, operators of the East Gosford newsagency have leased new premises on the corner of Central Coast Highway and Victoria Street East Gosford (47 Victoria Street).

Rent paid for the 332sqm former restaurant is \$54,000 plus Outgoings and GST on a 5 year lease with 2 x 5 year options.

Anthony Scarcella from LJ Hooker Commercial Central Coast negotiated the lease.

### TUMBI UMBI

#### Removalist leases Tumbi Umbi industrial unit

A removalist business has leased a 308sqm industrial unit with double garage access, small reception and mezzanine at 15 Bon Mace Close, Tumbi Umbi.

Terms of lease for Unit 2 are 3 years with no option at a rental of \$39,550 per annum plus Outgoings and GST.

Tye Balance and Jackson Sinclair from Knight Frank negotiated the lease.

### TUGGERAH

#### Software company leases at One Reliance

A local software company has leased a 277sqm ground floor commercial office suite in One Reliance at the entrance to Tuggerah Business Park.

Terms of lease for Unit 15 are 2 years with 2 year option at a rental of \$69,000 per annum plus Outgoings and GST.

Ty Balance and Brett Dowling from LJ Hooker Commercial Central Coast negotiated the lease.

#### NDIS company leases in Mariners Centre of Excellence

An NDIS service company has leased Suite 317 in the Mariners Centre of Excellence Building, 1 Bryant Avenue, Tuggerah.

Terms of lease for the 44sqm suite are 2 years with 2 year option at a rental of \$19,000 per annum plus Outgoings and GST.

Ty Balance and Jackson Sinclair from Knight Frank negotiated the lease.

## RWC Central Coast AUCTION

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**THE BANKER FELL** overboard from a friend's sailboat. The friend grabbed a life preserver, held it up, not knowing if the banker could swim, and shouted, "Can you float alone?" "Obviously," the banker replied, "but this is a heck of a time to talk business."

My interviewer told me my wage would increase to \$2,500 per month after six months...I told him I'd start then.

"Really big people are, above everything else, courteous, considerate and generous - not just to some people in some circumstances - but to everyone all the time."

Thomas J Watson, Founder, IBM

Sitting behind his new desk for the first time since opening for business, a young businessman spots his first client enter the outer offices. He picks up the phone and starts waving his hands around in the air, pretending to be deep in conversation about figures. Finally, he puts the phone down.

"Hi, can I help you?"

"Yes, I'm here to install the phone lines."

One day, a customer placed a huge order for numerous goods but suddenly the company realized they hadn't been paid for the previous order.

Immediately, they left a message on their machine saying the new order cannot

be placed until the last bill has been paid. The next morning, they opened their emails to find a reply 'We would like to cancel our order, we just can't wait that long'.

A store manager overheard a clerk saying to a customer, "No, ma'am, we haven't had any for some weeks now, and it doesn't look as if we'll be getting any soon."

Alarmed by what was being said, the manager rushed over to the customer who was walking out the door and said, "That isn't true, ma'am. Of course, we'll have some soon. In fact, we placed an order for it a couple of weeks ago."

Then the manager drew the clerk aside and growled, "Never, never, never, never say we don't have something. If we don't have it, say we ordered it and it's on its way. Now, what was it she wanted?"

The clerk smiled and said "...Rain."

"If you don't have a competitive advantage, don't compete."

Jack Welch

Fresh out of business school, the young man answered a wanted ad for an accountant. Now he was being interviewed by a very nervous man who ran a small business that he had started himself.

"I need someone with an accounting degree," the man said. "But mainly, I'm looking for someone to do my worrying for me."

"Excuse me?" the accountant said.

"I worry about a lot of things," the man said. "But I don't want to have to worry about money. Your job will be to take all the money worries off my back."

"I see," the accountant said. "And how much does the job pay?" "I'll start you at eighty thousand."

"Eighty thousand dollars!" the accountant exclaimed. "How can such a small business afford a sum like that?" "That," the owner said, "is your first worry."

"The best way to predict the future is to create it."

Peter Drucker

The owner of a company tells his employees:

"You worked very hard this year, therefore the company's profits increased dramatically. As a reward, I'm giving everyone a check for \$5,000."

Thrilled, the employees gather round and high fived one another.

"And if you work with the same zeal next year, I'll sign those checks!"

The software development cycle.

1. Programmer produces code he believes is bug-free.
2. Product is tested. 20 bugs are found.
3. Programmer fixes 10 of the bugs and explains to the testing department that the other 10 aren't really bugs.
4. Testing department finds that five of the

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fixes didn't work and discovers 15 new bugs.

5. Repeat three times steps 3 and 4.

6. Due to marketing pressure and an extremely premature product announcement based on overly-optimistic programming schedule, the product is released.

7. Users find 137 new bugs.

8. Original programmer, having cashed his royalty check, is nowhere to be found.

9. Newly-assembled programming team fixes almost all of the 137 bugs, but introduce 456 new ones.

10. Original programmer sends underpaid testing department a postcard from Fiji. Entire testing department quits.

11. Company is bought in a hostile takeover by competitor using profits from their latest release, which had 783 bugs.

12. New CEO is brought in by board of directors. He hires a programmer to redo program from scratch.

13. Programmer produces code he believes is bug-free

"The boss has the title, a leader has the people."

Simon Sinek

Freddie was eighteen years old, friendly, and eager to do things right. Unfortunately, he wasn't especially bright. He had just started his first job, as a delivery boy and general "go-fer" at a furniture warehouse. His first task was to go out for coffee.

He walked into a nearby coffee shop carrying a large thermos. When the barista finally noticed him, he held up the thermos. "Is this big enough to hold six cups of coffee?" he said.

The barista looked at the thermos, hesitated for a few seconds, then finally said, "Yeah. It looks like about six cups to me."

"Good," Freddie said. "Give me two regular, two black, and two decafs."

A man phones a lawyer and asks, "How much would you charge for just answering three simple questions?"

The lawyer replies, "A thousand dollars."

"A thousand dollars!" exclaims the man.

"That's very expensive, isn't it?"

"It certainly is," says the lawyer. "Now, what's your third question?"

Two crows were in a field when they noticed a figure that looked like a man in the distance.

"See that over there? What is that?" says the first crow. The second crow takes a long look, "That's a scarecrow. Looks authentic, doesn't

it?" "How can you tell it's a scarecrow and not a person?" replies the first crow. "Look at its hand. No mobile phone," says the second crow.

"You just listen to the customers, then act on what they tell you."

Charles Lazarus, CEO Toys'R'Us

Officer: Soldier, do you have change for \$10? Soldier: Sure, buddy

Officer: That's no way to address an officer. Now, let's try that again.

Soldier, do you have change for \$10? Soldier: No, sir!

"Train people well enough so they can leave. Treat them well enough so they don't want to."

Sir Richard Branson

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