



The **ROUND ROOM**

insights from Australia's most exclusive
entrepreneurs, business leaders & experts

VOL. 1 BUSINESS GROWTH

MIKE CHUTER

TAINE MOUFARRIGE

PAUL FARRELL

JOE HOCKEY MP

+

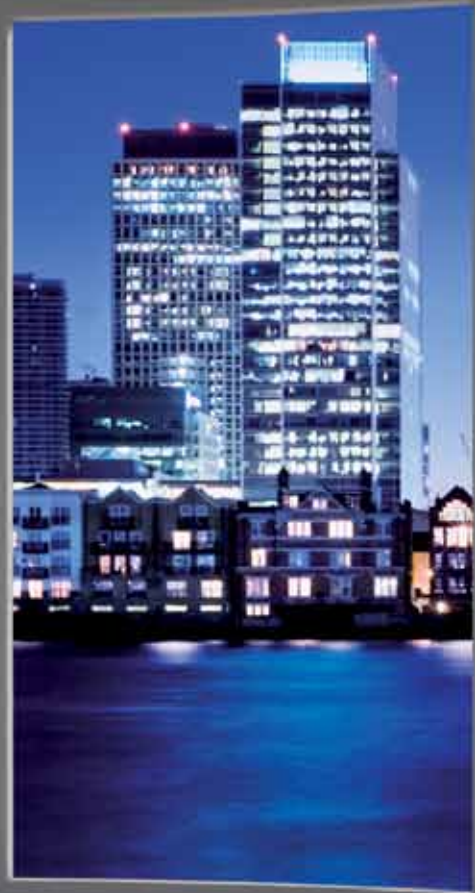
THE FRANCHISE DILEMMA

**THE ELUSIVE CLIENT
WITH 50-150 STAFF**

PRINT + ONLINE VERSIONS AVAILABLE

CREATED BY **KIM MEI-LI DENNIS**

THE ROUND ROOM





A NOTE FROM THE PUBLISHER

The information in this publication is of a general nature only and must not be relied on as a substitute for professional tailored advice. The publisher recommends that you obtain independent advice that takes into account your particular circumstances.

The information in this publication consists of a variety of opinions, views and perspectives from business people. This information does not constitute "advice" but is merely intended to encourage lateral thinking and problem solving with respect to common business issues.

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Louise Curtis, Managing Director of LollyPots, explores "the next big thing" online. Dale Gillham, Executive Director of Wealth Within, explores viral strategies for generating leads.



THE ROUND ROOM VOL. 4 SALES & MARKETING

Featuring insights from Luke Baylis, Managing Director & Co-Founder of SumoSalad, Scott Thompson, Former Director of UK Regions Marketing of PwC, United Kingdom and Andrew Wynne, CEO & Head of Strategy of US Sydney.

Jed Kram, Managing Director of Got Game, explores strategies for selling business to business (B2B). Vanessa Garrard, Founder & Director of E3 Style, explores strategies for launching internationally, specifically into the UK and China.



THE ROUND ROOM VOL. 5 STRATEGIC ALLIANCES, JOINT VENTURES & PARTNERSHIPS

Featuring insights from Richard Noon, Former CEO & Current Director of Finance & Technology of Webjet, Siimon Reynolds, Managing Director of Moon Corporation and Sharon Williams, CEO of Taurus Marketing.

Gidon Rosing, Head of Global Business Development at Global Franchise Partners, explores how to choose strategic partners. John McCluskey, Managing Director of Whizdom, explores whether strategic alliances are the best way to progress his business.

For more information, see www.roundroom.com.au

FOREWORD



I AM DELIGHTED TO BRING YOU THE VERY FIRST EDITION OF OUR series of Round Room interactive books.

We have done our best to break every rule in business publishing. Why can't business reading be glamorous, entertaining and enjoyable? I admit that after a full day at the office and getting the kids to bed, I would really rather sit down in front of lifestyle TV and flick through a trashy magazine or browse a beautiful inspiring architectural book. After 13 years of practising law and nine years of running my own business, I'm past spending my spare time digesting content-heavy educational publications and texts. I feel as if I've heard it all before, or something very similar.

I am starving for something fresh, something inspirational, something new, something outside the box. Indulge me please!

This flagship edition of The Round Room provides all that and more. Taine, Paul and Mike provide gems of wisdom. They are honest. They are genuine. And above all, they have impressive track records that prove they know what they are talking about.

I love Paul's insights into getting your business model 80 per cent right, and I adore Mike's pure and simple logic on growth through increasing conversion rates. I also like Taine's reality check - franchising is not about you developing your business, it is about you helping others generate profits for themselves. These insights resonate with me. I'm sure you will find insights that will resonate with you too.

So please enjoy our pride and joy. Sit down with a cup of coffee one Sunday afternoon and gain some inspiration, open your mind and ponder how you could do your business better. I hope that The Round Room becomes a breath of fresh air in your busy and full life, and something you look forward to as your regular dose of intellectual indulgence.

Yours sincerely

Kim Mei-Li Dennis

Chair - The Round Room

- + Members of the Round Room nominated **business growth** as a top issue for them and their business.
- + Members of the Round Room nominated **entrepreneurs, business leaders and experts** who they believed could advise them on managing these issues.
- + An entrepreneur, business leader and expert, each with **different perspectives** and **real experience** in business growth, were invited to advise our Members. They were appointed to The Round Room Advisory Board 2011.
- + Entrepreneurs submitted applications to discuss their **particular business growth issue** with our advisory board.
- + Two entrepreneurs were selected to participate in an **online meeting** with our advisory board. They were appointed as Round Room Entrepreneurs to Watch 2011.
- + Entrepreneurs were selected based on the likelihood that their business and particular business growth issue would result in **interesting conversation** and would generate **deep, thoughtful and high level insights** which would benefit the membership as a whole.
- + The conversation from the online meeting between the entrepreneurs and advisors was used to **create this publication**.

INTRODUCTION

We invited Taine Moufarrige, Paul Farrell, Mike Chuter and The Hon. Joe Hockey MP to form a quasi-advisory board to help growing businesses move to their next level of business growth. The board saw it as a great opportunity to help a business in need, to give something back to the business community and as an interesting intellectual challenge.

Audrey Wynn and David Markus were selected as our Entrepreneurs to Watch 2011. Both have impressive multi-million dollar businesses and fascinating business growth challenges. Audrey is contemplating franchising her hospitality recruitment business as a means of growing her business. David is strategising about how his IT services business can better target businesses with 50-150 staff.

We were intrigued to hear what would transpire when we put these six interesting, experienced and successful people in "The Round Room" and asked them to solve a real business problem. What eventuated was an in depth and intense conversation full of gems of wisdom, prioritising, warnings and recommendations, flavoured with a diverse array of opinions, views and perspectives.

The Round Room documents the highlights of this conversation with the hope that you may gain some clarity, direction or affirmation in your own business, from the insights shared in this high powered get together.

“THE IMPORTANT THING IS
THAT THE PEOPLE YOU ARE
GIVING YOUR FRANCHISE
TO ARE PEOPLE YOU CAN
TRUST. YOU JUST NEED
TO REALLY MAKE SURE
THAT YOUR FRANCHISEE
IS GOING TO BE GOOD
FOR YOUR BUSINESS.”



TAINÉ MOUFARRIGE

NON-EXECUTIVE DIRECTOR
SERVCORP LIMITED

Clear. Forward thinking. Experienced.

Taine Moufarrige is a Non-Executive Director of Servcorp Limited, a leading company which provides professional executive office suites and virtual offices in locations worldwide. Servcorp was awarded the Australian Export Award for 2009 in the category of Large Services. Since 1978, Servcorp has expanded into Singapore, France, Japan, South East Asia, Belgium, the Middle East, China, India, New Zealand, United States of America and the UK. Taine was responsible for operations in Australia, New Zealand, India and the Middle East and for the strategic growth of the company in these regions. Taine played a key role in establishing Servcorp locations in Europe, the Middle East, New Zealand, throughout Australia and in India through the Company's franchise venture.

Facts

- Servcorp was publicly listed on the Australian Stock Exchange (ASX) in 1999.
- Servcorp has used franchising to grow its business internationally.
- Servcorp won the 47th Australian Export Award 2009 (Large Services) and the Premier's NSW Export Award 2008 (Large Services).
- Taine is a Non-executive Director at Australia Gulf Council and was a Non-executive Director at Youngcare.

Business Leader

Areas of Expertise


Exporting
Growth Strategies
Marketing: Product/Service/Brand
Development
Technology
Publicly Listed Companies
Franchising

Industry Experience

Administration
IT & Telecommunications
Sales & Marketing

Geographic Expertise

UAE
Australia
Belgium
Bahrain
China
France
United Kingdom
Hong Kong
India
Japan
Kuwait
Lebanon
Malaysia
New Zealand
Philippines
Qatar
Saudi Arabia
Singapore
Thailand
Turkey
United States

A man with short brown hair and a light beard is sitting on a blue upholstered chair. He is wearing a grey pinstriped suit jacket over a white button-down shirt. He is smiling and looking towards the camera. The background is slightly out of focus, showing a metal railing and a glass partition.

“IT’S MUCH BETTER TO HAVE A
REALLY FABULOUS OPPORTUNITY,
FABULOUS VACANCY THAN FILL
IT WITH A FRANCHISEE THAT
IS NOT THE QUALITY THAT
YOU REALLY HOPE FOR.”

PAUL FARRELL

FOUNDER & MANAGING DIRECTOR RESSLEEP

Passionate. Strategic. Results driven.

Paul Farrell is the Managing Director of ResSleep, a snoring cure and Sleep Apnea services company and an offshoot of the multinational company, ResMed, an Australian manufacturer of products for the treatment of sleep disorders. Paul was the Vice President, Head of Commercial Operations Australia/NZ, for ResMed before taking on his role with ResSleep. ResMed was named 2006 DHL Australian Exporter of the Year. It employs about 3500 employees worldwide, has direct operations in 18 countries and distribution in more than 50 countries. In the fiscal year 2007/2008 it achieved revenues of US\$1.5 billion. ResSleep has successfully developed a growing national franchise network of Sleep Clinics over a short period of time in Australia.

Facts

- ResSleep is an independently owned company that was formed with the vision of creating a national franchise network.
- In 2009, ResSleep acquired ResMed's Australian retail business, namely the ResMed Centres for Healthy Sleep, a division with over 15 years experience in treating sleep disorders.
- Paul has over 20 years commercial experience in senior operations, sales, marketing and management roles.

Business Leader

Areas of Expertise

Importing & Exporting
Franchising/Licensing/Distribution
Business Planning & Strategy
Business Management
Marketing: Planning & Strategy
Local, Interstate and
Overseas Expansion
Sales: Management
Strategy & Techniques
Commercial/Retail/
Industrial Property

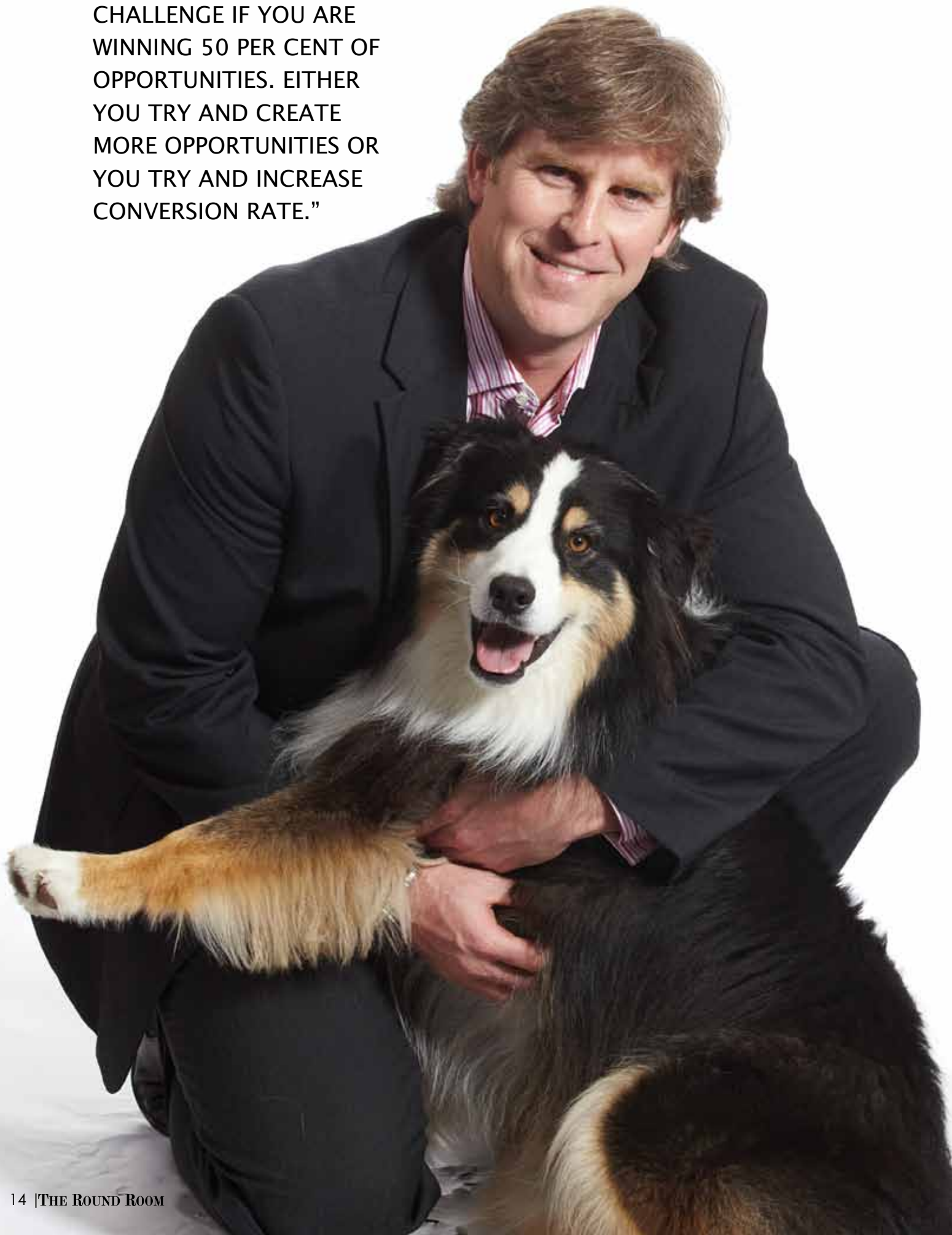
Industry Experience

Healthcare & Medical
Retail and Consumer Products

Geographic Expertise

Australia
New Zealand
United Kingdom

“I THINK IT’S AN INTERESTING
CHALLENGE IF YOU ARE
WINNING 50 PER CENT OF
OPPORTUNITIES. EITHER
YOU TRY AND CREATE
MORE OPPORTUNITIES OR
YOU TRY AND INCREASE
CONVERSION RATE.”



MIKE CHUTER

FOUNDING PARTNER,
CUBED COMMUNICATIONS

Collaborative. Integrity. Results focused.

Mike Chuter is the Founding Partner of CUBED Communications, one of Australia's fastest growing marketing communications companies. CUBED is listed as a 2010 BRW Fast Starter & 2010 Fast 100 company. Prior to founding CUBED in 2005, Mike was Head of Direct & Digital Marketing at M&C Saatchi where he was instrumental in winning Agency of the Year, creative and effectiveness awards as well as a Best in Show Diamond ECHO Award. Previous to this, he was the youngest board member at Ogilvy London and worked for the UK Agency of the Decade, HHCL & Partners.

Facts

- CUBED is listed as a 2010 BRW Fast 100 company.
- CUBED's clients include Australia Post, ANZ and AMP.
- CUBED was a finalist at the John Caples International Awards for its ADMA Oats Pack and AMP Glove Mailer.
- Mike was awarded Direct Marketer of the Year 2010 by the Australian Direct Marketing Association.
- Mike was Chairman of Victorian Committee at Australian Direct Marketing Association. He was also Board Director at Australian Direct Marketing Association.

Entrepreneur

Areas of Expertise

Business Management

Marketing: Planning & Strategy

Marketing: Product/Service/Brand
Development

Marketing: Advertising/Promos &
Publicity

Social Media

Training & Development

Industry Experience

Consultancy & Corporate Strategy

Sales & Marketing

Advertising

Geographic Expertise

Australia

United Kingdom

Europe

THE FRANCHISE DILEMMA



Audrey Wynn, Managing Director of Alseasons Hospitality, considers whether franchising is the best way to grow her temporary staffing business.

Alseasons Hospitality Group was established in 1976 as a recruitment agency for the hospitality industry. Ninety five per cent of the business is casual relief staff. Alseasons supplies staff to many industries including hotels, clubs hospitals, restaurants, retirement and nursing homes, corporations and sporting venues. The company is known as the most experienced agency supplier of temporary hospitality staff in Australia. In September 2006, Alseasons celebrated 30 years business under its original management.

Business Growth Issue

Alseasons has experienced up and down growth patterns over the last 10 years. Audrey would like to know whether franchising is possible for her business.

Reasons for considering franchising

Audrey is considering franchising for the following reasons:

- Franchising would give her a great opportunity to give back to her industry.
- Audrey has a wealth of knowledge that could help other people set up a similar business to Alseasons.
- The way the economy is going and the way businesses are run, more and more small businesses are opening, and franchising would be a great opportunity to work with other like-minded people interested in owning their own agency.

Business Vision

To grow the business by franchising or marketing in-house developed software to the labour hire industry

Nature of Business

Recruitment agency

Location of Business

NSW

Number of Staff

6-15

Years of Trading

20+ years



"I HAVE ALWAYS TRIED
TO MAINTAIN THAT OUR
SYSTEM DRIVES OUR
BUSINESS. OUR STAFF
JUST DELIVER
THE WORDS."



TEMPLATE FOR PROFIT

Taine Moufarrige from Servcorp gives Audrey Wynn some insights about whether franchising Alseasons Hospitality Group is the best way to grow her business.

AUDREY: Do you think that franchising is possible for my business and should I consider it?

TAINE: As long as the business model is clear, you have got a really clear template and it is really clear to the people you are working with how they can make money out of your business, then for sure, absolutely. If you are looking for people to actually help

you to develop your business further, franchising, in our experience, is not really the way to do that. Franchisees

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GOOD FOR YOUR BUSINESS.

are looking for you to help them, to put them in a situation where they are able to take your business model and generate revenue and

make profit for themselves. But certainly in the communications we have with

our franchisors and franchisees, they do come up with some good ideas. They haven't necessarily revolutionised our business but certainly helped us make that template better.

TAINÉ: Why do you want to franchise as opposed to taking this out yourself and rolling out your business model?

AUDREY: I don't think we have the expertise in that. I believe that with franchising, you can go to a company that will set up the whole system for you. We are a recruitment hospitality agency. We don't have the expertise to go and sell our software in the marketplace.

TAINÉ: Audrey, once you start to investigate the cost of putting that template down, getting that template established does take some time and does cost a little bit of money... you know, the people who you use to put that into place so you can actually roll out the franchise. It is quite a large process to do.

The important thing is that the people you are giving your franchise to are

people you can trust. You need to make sure that your franchisee is going to be good for your business. Lots of franchisors go out there and are just happy to try and generate revenue from their franchisees and are not concerned about the quality of the people who they have found

to carry their brand forward. I think it's really important that once you have got that template in place, you have to be a little bit flexible and open-minded in the way that that is implemented, but you need to make sure that

the people who are going to take that forward, you are happy with and you understand. Particularly in the beginning, as you roll it out and for your first or second franchise, it's really important that you are working closely with them and make sure they are maintaining the credibility of your product and of your brand.

FOR YOUR FIRST OR
SECOND FRANCHISE
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THEM AND MAKE SURE
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I THINK IF YOU ARE LOOKING FOR PEOPLE TO
ACTUALLY DEVELOP YOUR BUSINESS FURTHER,
FRANCHISING IN OUR EXPERIENCE IS NOT REALLY
THE WAY TO DO THAT. THEY REALLY ARE
LOOKING FOR YOU TO HELP THEM, TO PUT THEM
IN A SITUATION WHERE THEY ARE ABLE TO TAKE
YOUR BUSINESS MODEL AND GENERATE REVENUE
AND MAKE A PROFIT FOR THEMSELVES.



FRANCHISING RHYTHMS AND REALITIES

Paul Farrell from ResSleep delves into the practical realities of franchising with Audrey Wynn of Alseasons Hospitality Group.

Finding your RHYTHM

"In terms of getting a service together **you need to practice doing it yourself**. The **business is dynamic** and so it's changing all the time and you have got to be changing with it, and making changes that are obviously positive...so you need to **find your own rhythm for a while.**"

Getting it 80 Per Cent RIGHT

"I think you probably get to a point where **80 per cent of it's right at any one time** and you've always got that **20 per cent that you are trying to improve**. That 80 per cent is changing and evolving as well. So I think you have got to get your own rhythm. You have got to get the 80 per cent down on paper, and the other 20 per cent you have there in your plan with an understanding that that 20 per cent will change. Perhaps it's something a franchisee can help us with because **every franchisee is going to add flavour to the business** (if they are a good franchisee and they are going to be contributing to the business). That's the way it should be. People will try different things and some of them will stick, some of them will work and you want to expand them out to the other franchises."

Preparing the PLATFORM

"We have actually taken on a business that was split off from a very large company and there were quite a few things we needed to do. Starting from a pretty good base, it's taken us until now, which has been 15 months, and probably about 12 months of planning, before getting to a stage where we are **ready to have other people take on the model** and that we are ready to expand the model. **It does take a while** to get that platform prepared for expansion."

Recruiting your first LEADERS

"It's much better to have a really fabulous opportunity, fabulous vacancy than fit it in with a franchisee that it not the quality that you really hope for. **Don't settle for second best, particularly on the first wave of people you invite in.** They are the leaders, so really, they are going to be the people you have got to make happy. They are basically your customers so it's really important to get good quality people on board."



THE KEY TO FRANCHISE



Mike Chuter from CUBED Communications provides Audrey Wynn of Aleasons Hospitality Group with the key criteria for building a successful franchise.

THE BRAND

The brand must be strong

TRANSFERABILITY

The product or service must be transferable

DIFFERENTIATION

The product or service must have points of
differentiation

SUCCESS IS DEPENDENT ON:

The template

The people

The processes

How the product or service is delivered

INSIGHTS

Don't count the customers you reach,
reach the
customers who count.

The more you understand about your current customers – who are they, where are they, who is of most value, why do they purchase from you - the better you can look after them (retention and cross sell), and the better you can find more like them (acquisition).

**Mike Chuter, Founding Partner,
CUBED Communications**

Always consider
the personalities,

hierarchies, and motivations of the people involved. Often the way to resolve a problem is in handling the right people in the right way (rather than trying to fix the problem itself).

**Kim Mei-Li Dennis, Director,
Jungle Management Pty Ltd**

We are seeing a growing number
of businesses these days placing greater
emphasis on offering
targeted training courses,

in order to create a competitive advantage in
challenging times.

**John Longmire, Director,
Franchise Alliance**

USE PARTNERS AND ALLIANCES

to leverage your
own business.

**Amy Lyden, Director,
Blueberry Consulting**

For a business to be successful
and maintain success and growth,
leaders must be willing
to **EVOLVE** and **GROW**
with the business.

Surrounding yourself with good people and
putting trust in them, having a common focus will
accelerate growth more quickly than a single
individual marching to his own beat.
Where the conductor assembles the best musicians
and leads strongly, the greater the performance.

**John McCluskey, Managing Director,
Whizdom Pty Ltd**

ENTER NEW MARKETS.

new consumers and new ways of
communicating with them.

**Simon Rush, Principal,
Razor Media Pty Ltd**

THE ELUSIVE CLIENT WITH 50 TO 150 STAFF



David Markus, Founder of Combo, explores how his information technology business can get its message out to businesses with 50 to 150 staff.

Combo is an IT services business, established in 2002, that removes the impediments to growth caused by IT. The company does this by creating an IT strategic plan and ensuring clients have the right resources from Chief Information Officer (CIO) to junior tech. Combo ensures its clients get the infrastructure they need, whether it's in-house or in the cloud, and then offers a helpdesk that takes full accountability for all IT and communications in the business. Combo was listed as a BRW Fast 100 company in 2007, 2008 and 2009.

Business Growth Issue

David has had difficulty getting his message to his target audience, being businesses with 50 to 150 staff. These businesses are still making the mistake of hiring limited internal resources that lack breadth and depth of IT knowledge. David would like to know how he can network with the right people to access this target audience.

What has been working for Combo and what hasn't?

- Referrals, word of mouth and networking have been its primary marketing methods.
- Advertising and telemarketing has not made a personal enough connection to drive sales forward.
- A lot has been done to differentiate the business in the market place.
- Combo wins close to 50 per cent of the opportunities it comes across but is looking for a way to connect faster to larger businesses.
- Networking and referrals have not been as successful in reaching businesses with 50 to 150 staff. Combo is looking for alternative marketing strategies that will accelerate the process of accessing this target market.

Business Vision

To grow Combo to be a \$50 million turnover national IT services firm for businesses with 15 to 150 Personal Computers (PCs)

Nature of Business

IT Services

Location of Business

VIC

Number of Staff

16-30

Years of Trading


6-10 years

Awards

BRW Fast 100 2007, 2008 & 2009

State Winner of Small Business Champion Awards 2007

Winner - Smart 50 Award 2007 & 2008

A man with short dark hair, wearing a light blue and white checkered button-down shirt and dark trousers, stands with his arms crossed in an office. He is smiling at the camera. Behind him is a wooden cabinet and a desk with various items, including a framed 'HOW 100' poster and a green folder with a photo of a man.

“WE ARE TARGETING BIGGER
BUSINESSES FROM THE 50 TO 150
SPACE AND WE FIND THAT WE ARE
NOT MEETING THESE PEOPLE AT
NETWORKING FUNCTIONS THAT
WE ARE ATTENDING AND WE ARE
NOT GETTING REFERRED FROM
ONE TO ANOTHER AS QUICKLY AS
WE WOULD LIKE TO BE.”



MULTIPLICATION



Mike Chuter from CUBED Communications talks to David Markus about how to multiply his points of contact and opportunities to reach decision makers within businesses with 50 to 150 staff.

DAVID: Do you have any strategies for how I could get in front of the right people of businesses that employ 50 to 150 people? Are there other strategies rather than just working on word of mouth and referrals?

MIKE: To be honest, I think David has an interesting challenge insofar as he currently is winning 50 per cent of opportunities, so either we try and create more opportunities or we try and increase our conversion rate. The

conversion rate seems to be pretty high. So it's about trying to develop more opportunities and trying to use potentially different media. The obvious alternative is referrals through existing clients.

**EITHER WE TRY AND
CREATE MORE OPPORTUNITIES
OR WE TRY AND INCREASE
OUR CONVERSION RATE.**

I would have said focus on search, but clearly that's not working.

But what about referrals through other organisations that might be assisting these companies going through growth?

For example, accountants. They already have relationships with companies that are experiencing growth. Even other solutions providers whereby things might be a little more acute. So, for example, if we were to go from 30 people to 50 people, we would need a completely new phone system and therefore with the phone system comes some realisation that perhaps we need to invest in IT as well, rather than wait for IT problems to occur. So have you thought about working with or forming small partnerships with some other companies?

DAVID: I have. Honestly, it's something that I have struggled with because it's very difficult to get. I have struggled to get any kind of mind share with other suppliers and any sort of backwards forwards relationship happening.

MIKE: Yes. And where you have used telemarketing, you said that conversion has been incredibly low, but has the sales cycle been any different from when you have had networking opportunities?

DAVID: Yes, the results from telemarketing has been less than 0.1 per cent, whereas with networking it seems to be, well we usually get some business out of it.

MIKE: And David, how many people are doing the networking? Is it just yourself or others?

DAVID: It's just myself at this stage.

MIKE: Have you got other business partners involved as well David?

DAVID: There are other people in the business but they are either involved

in operations or delivering. I do have one other person in the business and he is working through his own personal connections these days.

MIKE: So why do you think that 50 to 150 is your future?

DAVID: Because as our business has grown, our overheads have increased, our price has gone up, our level of

competency has gone up and so has the size of the businesses that we are capable of taking on. Smaller businesses are now starting to find us a little too expensive and somewhat overqualified. Also, because we have a very

good staff retention system here, and we still have the people who started working with us nine years ago, as they progress through the business, we need to find some more interesting challenges, and that's larger businesses.

MIKE: One observation I would make is that bigger companies have a different decision making process. With a smaller company, it's inevitably one of two people who decide on something, whereas with the bigger companies, you will have finance and the Managing Director involved. So if you are thinking about communicating directly with people within the organisation there are two potentially slightly different messages. One is obviously solving the problem of IT and the other one is pricing and ease of introduction and so on.

BIGGER COMPANIES HAVE A BIGGER DECISION MAKING PROCESS. WITH A SMALLER COMPANY, IT IS INEVITABLY ONE OF TWO PEOPLE WHO DECIDE ON SOMETHING, WHEREAS WITH THE BIGGER COMPANIES, YOU WILL HAVE FINANCE AND THE MANAGING DIRECTOR INVOLVED.



CASTING THE NET



Taine Moufarrige from Servcorp Limited talks to David Markus of Combo about the importance of using the internet to reach decision makers within businesses with 50 to 150 staff.

Having a clear MESSAGE

"We have spent a lot of time really making sure that the message of **what we can deliver is clear on our website.**"

The Right Key WORDS

"The problems are complex but,
the actual cry for help is very simple.

**People are looking for business
infrastructure that makes their
life easier.** Once we found the right

key words and we found the right response,
it made a massive difference to our business."

Being PERSISTENT

"We provide business solutions for clients
and **we have persisted with
search engine optimisation.**

We had a similar kind of experience but
the more we worked on it, the better
response that we got."

The INTERNET

"I think **networking** is a really great way to go and there
are other avenues that we spoke about where you can take
that forward and get yourself in front of people on a face
to face basis, but if people have got a problem,
the first place they go to is the net. They are
going to go looking for you and when they find you they are
going to go to your site and if your site doesn't clearly say
what you do and explain how you are going to solve their
problem, then they are just going to exit."



WEB ATTRACTION



Paul Farrell from ResSleep outlines to David Markus from Combo how websites can be used to attract businesses with 50 to 150 staff.

IMPORTANCE OF WEBSITE

If people are interested in your business, they will look at your website before they meet you.

ADVERTISING

When you advertise, always give a phone number and a website address, as you want people to take one of those two avenues.

REVIST YOUR WEBSITE

Revisit your website and ask people that have no idea about your business: Is it clear exactly what we do and what would you use us for? It needs to strike you straight between the eyes when you hit the website.

IMPORTANCE OF SEARCH ENGINE OPTIMISATION

It is vital with Search Engine Optimisation (SEO) that you are making sure that those people who are interested in your business actually find your site.

RESEARCH KEY WORDS

It is important to research what key words and combination of words businesses with 50 to 150 staff are using to search for businesses like yours on the web.

GET THE MESSAGES RIGHT

It is about getting the messages right. It's something that is so important for marketing today because even if you catch people with direct marketing, the call of action will be to ring a telephone number or go to the website, or both, and so the message needs to be very clear.

INSIGHTS WITH JOE HOCKEY MP



Joe Hockey was first elected to the Australian Parliament in 1996 and following his re-election in 1998, was made Minister for Financial Services and Regulation.

He has since held a number of Ministerial portfolios including Small Business and Tourism, Human Services and Employment and Workplace Relations.

Following the 2007 Federal Election Joe held a number of senior Shadow Ministry portfolios before being appointed Shadow Treasurer in February 2009.

Prior to entering politics, Joe was a banking and finance lawyer with a major Australian law firm. He was also Director of Policy to the Premier of New South Wales.

Pros & Cons of Franchising

Audrey: What sort of things should I consider before franchising the business?

Joe: The Franchising Council is one of the few areas that the previous government had a mandatory code of conduct. Look, the thing about franchising is that it is a lot more regulated than what you may think because of the mandatory code of conduct. It is a really good way to leverage your business and to expand very rapidly, but it also means you go from being a business manager to a manager of businesses in a sense. But the Franchising Council is a good place to start to get information and, again, I'd urge you to attend some of the events they might put on.

Pitching to Government

David: Is there is a more direct way I can meet with people from government and get to know people who make the decisions on purchasing IT equipment through to implementation and management services?

Joe: If you are Centrelink and you are spending a billion dollars on IT each year, which is what Centrelink and my old department did spend, the fact is there is a process to go through to get in. But simply getting in to introduce? I think trade shows are the way to do it.

I don't know enough about the procurement processes at a federal level, but we are in the business of procuring probably 80 billion dollars of services each year, and then IT would be about 20 billion. It's just the scale of it that makes it very hard for small business to get in there...and I'm not going to guild the lily here, but the **best way to form partnerships with people, is to get in the door, and trade shows are very important** as well. I advise going around the trade shows.

“IT JUST COMES DOWN TO
HOW DO YOU SEPARATE
YOURSELF FROM THE REST
OF THE FIELD... PARTICULARLY
IF YOU ARE PITCHING TO
PEOPLE THAT GET PITCHED
TO ALL DAY LONG.”

“RELIABILITY IS JUST SO MUCH
MORE IMPORTANT THESE
DAYS THAN ANYTHING ELSE.”

“WORD OF MOUTH IS THE
MOST POWERFUL MARKETING
TOOL IN EVERYTHING.”

INSIGHTS

Research widely.

listen carefully to your customers,
suppliers, employees and advisors,
and take calculated risks.

**John Shim, Partner,
PwC Private Clients**

Let's step back to first base and discover
what the vision for your business is and what
adjustments I can help you make to achieve this.

What are you PASSIONATE about?

What do you want your business to stand for?
What has made the business successful to date?

Where do you gain your inspiration? What is
unique about the business and is this sustainable?

What will be your legacy?

**Brian Walker, Founder & Managing Director,
The Retail Doctor Group Pty Ltd**

Make sure your business is
in an investable state,

HAVE A SENSIBLE BUSINESS PLAN

and realistic financial projections,
practice your presentations including
the all important elevator pitch.

**Peter Wallace, Managing Director,
Endeavour Capital Pty Ltd**

Analyse current status and measure.
Maximise technology. Work with suppliers.

Maximise your niche.

Expand to a new area. Develop new channels.
Acquire capital interest.

Create a winning culture.

Increase awareness and demand.
Improve sales techniques.

**Barry Westhorpe, Chief Executive – Victoria,
The CEO Institute Pty Limited**

Make sure you look at your own
business in isolation because by

following the herd

you are not going to get
the exceptional growth
you are looking for.

This is particularly important when
the economy is sluggish.

**Gregory Will, Partner,
PwC Private Clients**

Hire the best people around
to create your team.

It's about finding people with the ultimate skill set

and the right attitude to grow your
business successfully.

**Sharon Williams,
CEO, Taurus Marketing**

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Mike Chuter, Founding Partner, CUBED Communications

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor

Type of Advice: Communications Strategy

Specialisation: Brand advertising, direct marketing and digital

Mike Chuter is the Founding Partner of CUBED Communications, one of Australia's fastest growing marketing communications companies. CUBED is listed as a 2010 BRW Fast Starter & 2010 Fast 100 company. Prior to founding CUBED in 2005, Mike was Head of Direct & Digital Marketing at M&C Saatchi where he was instrumental in winning Agency of the Year, creative and effectiveness awards as well as a Best in Show Diamond ECHO Award. Previous to this, he was the youngest board member at Ogilvy London and worked for the UK Agency of the Decade, HHCL & Partners. Mike is the current Australian Direct Marketer of the Year (Australian Direct Marketing Association) and Chairman of the Juvenile Diabetes Research Foundation Corporate Committee in Victoria. Mike is the current Australian Direct Marketer of the Year (Australian Direct Marketing Association) and Chairman of the Juvenile Diabetes Research Foundation Corporate Committee in Victoria.

Collaborative • Integrity • Results focused

[Enquire](#)



Kim Mei-Li Dennis, Director, Jungle Management Pty Ltd

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor

Type of Advice: Legal advice, Business Strategy, Marketing Strategy

Specialisation: Corporate, commercial and intellectual property law for the sales, marketing, advertising, technology and creative industries

Kim Dennis chairs The Round Room and is the former chair of the Small Business Council of Australia. Kim is a practising business lawyer and founded Jungle Management, a law firm that provides legal and business consultancy services to entrepreneurial businesses in the sales, marketing, advertising, media and technology industries. Kim was Legal Counsel at Channel 7 and has a background in mergers and acquisitions, PR and marketing. Kim has published articles, spoken at various business events and been interviewed by The Australian Financial Review, Alan Jones, the Finance News Network, The Age, Ad News, Marketing Magazine and My Business Magazine on various legal and business issues.

Results Focused • Strategic • Innovative

[Enquire](#)



John Longmire, Director, Franchise Alliance

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor, Mentor

Type of Advice: Franchise Consultancy

Specialisation: Franchise strategy, training and operations

John Longmire is the Director of Franchise Alliance, a national consultancy that provides services to established franchises to help to improve their business. In 1994, John and his wife Monica opened the first Just Cuts franchise outside of the Sydney region. By 1999 he owned six salons and employed 90 people. John's commitment to the business and to franchising saw him win in 1998 NSW/ACT Franchisee of the Year. The next year he was named Australian Franchisee of the Year as well as being named 1999 NSW/ACT Franchisee of the Year. John has been a director of the Franchise Council of Australia since 2000. In 2001 he was appointed to a consultative board advising the Australian Competition & Consumer Commission on franchise industry matters.

Passionate • Experienced • Knowledgeable

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The Round Room provides a service to enable Full Members to retain Advisors directly and independently of The Round Room. The Round Room does not act as agent for, and does not provide any warranties or representations on behalf of, any Advisor or Full Member. Advisors and Full Members should make their own enquiries. The content in this publication is accurate as at October 2011.



Amy Lyden, Director, Blueberry Consulting

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor, Mentor, Coach

Type of Advice: Strategic Business Advice

Specialisation: Business consultancy, Online business

Amy Lyden is an entrepreneur and a specialist in online businesses and communities. Amy launched and grew Bow Wow Meow, the leading producer of fun and functional name tags for pets. After 12 years and growing the business to 2000 distribution outlets and selling to 80 countries around the world, Amy sold the business in 2007. Amy is currently the CEO of Australian Scholarships Foundation. Amy has won numerous business awards including the 2006 NSW Telstra Business Women's Awards - Innovation, 2002 National Telstra Small Business Award and in 2004 was selected as the Winner of the Leading Women Entrepreneurs of the World Grant. Amy sits on the Advisory Board of the Australian Businesswomen's Network (ABN), and previously on the Small Business Council for Australia.

Entrepreneurial • Innovative • Committed

[Enquire](#)



John McCluskey, Managing Director, Whizdom Pty Ltd

Roles available for: Advisory Board, Board of Directors, Mentor, Coach

Type of Advice: Recruitment Consultancy

Specialisation: Provision of information technology and administrative contractors to government and private sector clients

John McCluskey is the Director of Whizdom Pty Ltd, a custom provider of information technology and administrative contractors to government and private sector clients. Whizdom is listed on 2009 & 2010 BRW Fast Starters, making the top 50 in 2010. John was a previous managing partner in a mid-sized recruitment company for six years prior to starting Whizdom in 2006. John has over 10 years experience in recruitment and providing talent to both corporate and government clients. John works with many growing businesses to help them successfully source talent and find the best qualified employee with the right personality for their business.

Passionate • Analytical • Perseverance

[Enquire](#)



Simon Rush, Principal, Razor Media Pty Ltd

Roles available for: Professional Advisor/Expert

Type of Advice: Media buying and planning

Specialisation: Advertising & Media

Simon Rush has worked in media for over 20 years. Simon launched Optimedia in Australia/NZ and worked with Qantas (launching the "I still call Australia home" campaign), Telstra (launching "Make Life Easier"), Toyota, Lion Nathan, Nestle/L'Oréal, Fairfax and 20th Century Fox, growing Optimedia into a \$500m business. Simon founded Razor Media in 2003, a recognized innovator in its field that has won industry awards every year since its inception.

Entrepreneurial • Considered • Surprising

[Enquire](#)

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Exclusive to Full Members of The Round Room



John Shim, Partner, PwC Private Clients

Roles available for: Professional/Expert Advisor

Type of Advice: Audit & Business Advisory Services

Specialisation: Advising and auditing privately owned businesses and taking them to IPO or trade sale. Industry specialist in technology, entertainment and media, retail, mining, automotive, consumer electronics, retirement villages, Korean and Chinese Desk Leader

John is the Partner in charge of the Audit division in PwC Private Clients. He has over 22 years experience auditing and advising clients from start ups to multinationals to public companies. His reputation as a client focused partner who puts himself in 'his clients shoes' will ensure you receive a 'value for money' audit without comprising quality. John also heads the China Desk in Private Clients and previously he was the Partner in charge of the national Korean Desk. He is also the partner in charge of the Norwest office. He is also an Appeal Committee member of the Victor Chang Cardiac Research Institute.

Passionate • Honest • Value Add

[Enquire](#)



Brian Walker, Founder & Managing Director, The Retail Doctor Group Pty Ltd

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor, Mentor, Coach

Type of Advice: Retail consulting services and systems

Specialisation: Retail consulting, retail and franchise distribution strategy, business performance analysis, retail training, executive coaching, mystery shopping

Brian Walker is the Managing Director of The Retail Doctor Group Pty Ltd, a specialist retail consulting company that builds 'business fitness' to increase sales, productivity, profitability and wealth. The Retail Doctor Group is listed as a 2009 BRW Fast Starter. Brian brings considerable senior experience gained in the specialty retail, franchising and shopping centre sectors. He has successfully led change teams in multi channel retail arenas and has been instrumental in the development and implementation of many notable, integrated retail channel strategy projects including, Optus, Hutchison Telecommunications and The National Australia Bank.

Motivated • Value Driven • Client Focused

[Enquire](#)



Peter Wallace, Managing Director, Endeavour Capital Pty Ltd

Roles available for: Professional/Expert Advisor

Type of Advice: Corporate advisory

Specialisation: Acquisitions, business sales, capital raising, directorships, IPO project management, succession planning and valuations for smaller and mid market Australian companies

Peter Wallace is Managing Director of Endeavour Capital, whose activities include acquisitions, business sales, capital raisings, succession planning and valuations. For over 20 years, he has been investing in and advising smaller and mid-sized businesses. Peter has been a director of over 30 companies in many varied industries and is chairman of two ASX listed companies. Peter has a Bachelor of Commerce, a MBA, is a Chartered Accountant, registered business agent and fellow of Australian Institute of Company Directors.

Pragmatic • Experienced • Collegiate

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Barry Westhorpe, Chief Executive - Victoria, The CEO Institute Pty Limited

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor, Mentor, Coach

Type of Advice: Business consultancy

Specialisation: Marketing, sales and operations across multiple categories and channels. Extensive knowledge of consumer goods and services and industry bodies.

Barry Westhorpe is Chief Executive – Victoria of The CEO Institute Pty Ltd, a national membership organisation for business leaders and CEOs. Barry is a highly qualified and experienced senior manager with an extensive and successful record of achievement in consumer goods and services, with leading national and global, public and private, organizations. Barry has progressed through a number of key roles within marketing, sales and operational streams to manage several businesses, across multiple categories and channels, consistently delivering stakeholder satisfaction. Barry has participated in and led several industry peak bodies.

Empathetic • Worldly • Results Driven

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Gregory Will, Partner, PwC Private Clients

Roles available for: Professional/Expert Advisor, Mentor

Type of Advice: Business advisory, audit, tax and corporate finance

Specialisation: Corporate, business and functional strategy, performance improvement, value creation, change management, business advisory and mentoring, accounting and tax services

Gregory Will is a Partner and National Head of Advisory for Middle Market Companies at PwC in Sydney. He has worked in professional practice for 18 years. Greg assists businesses with performance improvement, cost reduction, strategic design and implementation to increase growth and deliver sustainable and measurable business value. He has experience in business advisory, audit, tax and corporate finance in both Australia and abroad. Greg is media spokesman for PwC on private business issues and is the nominated representative on the firm's global Private Client committee. He commentates in national and local press on increasing business value and regularly appears on Sky Television's Business Channel as an authority on strategically growing businesses.

Commercial • Reliable • Relationship Driven

[Enquire](#)



Sharon Williams, CEO, Taurus Marketing

Roles available for: Advisory Board, Board of Directors, Professional/Expert Advisor, Mentor

Type of Advice: Strategic marketing and public relations

Specialisation: Public relations, personal branding, strategy, marketing, digital, social media, communication, management, business strategy and operations, entrepreneurship

Sharon Williams founded Taurus Marketing in 1995, an integrated PR, marketing and creative agency whose clients range from smart entrepreneurs to major ASX-listed corporations. Taurus Marketing was awarded the 2010 National Target Award – Winner for PR Excellence. Sharon has worked in marketing and PR for 20 years in London, Europe, Hong Kong, throughout Asia and Sydney. Sharon is regularly interviewed on SBS, Channel Seven, Channel Nine and ABC radio and was one of forty Australians chosen by the Archbishop of Sydney for the Connect09 (Inspiring People) series of panel discussions. She is the current Ninemsn resident SME blogger and marketing expert on the Kochie Business Builders Show.

Tenacious • Straight Shooting • Results Driven

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The Round Room is an advisory service for entrepreneurs and CEOs who wish to take their business to the next level.

The Round Room acts as a quasi-advisory board to offer high level expertise, guidance, support, focus and accountability.

Stimulate lateral thinking and problem solving.

Collaborate on real business issues with like-minded peers.

Access tailored advice from the most successful entrepreneurs & business leaders in Australia.

See www.roundroom.com.au