



**Realise**  
Business  
Connect. Energise. Grow.

**Annual Report**  
**2016-2017**

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# Executive Summary

This annual report charts the course of the most significant period of development and growth in the organisation's history.

Securing the competitive NSW Business Connect contract has provided the catalyst for the expansion of our footprint across the Sydney metropolitan area, while strengthening our financial position.

Our re-branding as Realise Business has also helped strengthen and articulate the vibrancy and diversity of our product offerings, while at the same time reflecting our core purpose of assisting and guiding thousands of small businesses and startups to realise their full potential.

Membership numbers grew to record levels, surpassing 600 individuals and businesses across various stages of business growth and development. Our new responsive website equipped members with a vehicle to showcase their business, register for events and engage with the latest news and business information.

In what has been a ground-breaking year, we provided 6,932 hours of business advice and assisted 1,421 businesses at an increased number of locations across the Sydney metropolitan area and beyond. This advice and assistance resulted in a record number of businesses achieving growth and success.

We also drew on the significant expertise of our membership, holding 28 Expert Talks across a wide range of subjects including marketing, HR and finance. Funded under the Federal Government ASBAS program, our Expert Talks also provided a forum where members raised the profile of their own businesses.

20 business owners from a wide variety of industry sectors participated in our popular Business Masterminds that were held in an increased number of locations. We also rolled out more of our popular Pub Biz networking events with 15 events held at new venues across Sydney, supported by Randwick Council, Doltone House and the Canterbury Bulldogs.

We were engaged by NSW Business Connect to provide assistance and advice to disrupted industries including businesses impacted by Sydney Light Rail construction and the point-to-point taxi and hire car industries, in metropolitan and regional areas. Our Business Advisors were also seconded to assist businesses impacted by natural disasters including those businesses devastated by flooding in Northern NSW in early 2017.

Our partnerships with Randwick, Sutherland Shire, Ryde and North Sydney Councils enabled us to reach and meet with an increased number of businesses at convenient locations.

Collaborations with Employsure, Toyota and the Canterbury Bulldogs also provided small businesses and startups with relevant education and networking opportunities. Our work with industry groups, including Occupational Therapy Australia, equipped businesses operating in that industry with new ideas and initiatives to take advantage of marketplace changes following the introduction of the NDIS.

The calibre and experience of our Board, expanded team of Business Advisors and operations and marketing professionals is at the core of how the organisation has developed and grown over the past twelve months. It is their dedication and commitment to helping businesses succeed that underpins everything we do.

The key element that binds the success of the organisation to the outcomes that we have achieved throughout this period is the vision, dedication and hard work of our clients who contribute such a significant amount to the economy and their local communities through the creation of jobs, new ideas and infinite opportunities.

**Here's to realising their success in 2018 and beyond.**

## OUR REACH



# Message from the Chair

This year the Board implemented new strategies that will chart the development and growth of the organisation over the coming months.

The rollout of the first year of our three-year strategic plan has seen us widen our footprint across broader Metropolitan Sydney. Our rebranding as Realise Business, along with the expansion of services, has broadened our SME network and engagement with prospective and existing business owners.

The organisation has achieved a new level of financial stability with a surplus of funds which will be reinvested internally to achieve the strategies outlined by the board. These strategies will also be supplemented and strengthened through our ongoing engagement as a NSW Government Business Connect program contractor.

I would like to thank and acknowledge the commitment and insight of the Realise Business Board Members who both departed and joined throughout the past 12 months. This includes departing Board Members Dean Groundwater, Dean Mathieson, Nathan Rigney, Sam Trattles and Donna Stubbs (Company Secretary), who provided invaluable knowledge and expertise to the organisation.

I also welcome new Board Members Des Viranna, Marcus Marchant, Riko Egunchi and Robert James (Company Secretary). I look forward to their contribution in the continuation of our growth and development plans.

A special mention to my preceding Chair, Ruth Newman. Ruth was instrumental in the development of our Board and the organisation during her tenure, and I greatly admire her commitment. Whilst she stepped down as Chair, I am pleased that Ruth continued as a member of our Board.

Over the coming months, I am eagerly anticipating working with the Board, management and staff at Realise Business, as well as our Financial Members, as we look to solidify and execute our strategic plans. This includes continuing our wide-ranging offerings and engaging with more organisations, commercial parties, and larger corporates to continue to build on our strengths.



Lindsay Munns  
Chair



# Message from the CEO

What an exciting and dynamic period in the history of our organisation as we went from strength to strength, celebrating our best year ever.

The strategy we adopted this year was to “think like a startup” and two significant developments provided the catalyst for our success that has secured the ongoing sustainability of the business. Our re-branding as Realise Business helped to clearly articulate our key point of difference resulting in increased marketplace opportunities. Also, the appointment as a NSW Business Connect provider cemented our footprint across the Sydney region.

I’m thrilled that it was a year that will provide many lasting benefits for our members as well as the broader business and startup community.

Our strong financial position added scope and vibrancy to our diverse product offering. Over the past twelve months we provided advisory services to over 1,250 businesses, conducted many informative workshops as well as engaged our Members as Expert Speakers, helping them to build their brands and connections. New office locations in the Sydney CBD, Ryde, Brookvale and Crows Nest also offered convenience and choice to our clients.

Our enhanced Mastermind groups provided participants with peer group advice, support and tangible business building benefits. The popular free Pub Biz networking events were expanded into new areas giving people choice and the opportunity to make new strategic connections in a relaxed and fun environment.

Membership numbers reached record levels with our Members’ many accomplishments mirroring that of Realise Business. We continue to attract high calibre businesses who are enthusiastically putting in the hard work to create their own success.

The Realise Business team tripled in size supporting Members with on the ground knowledge, connections and a commitment to help them achieve. I’m thrilled to be able to lead a team with a real passion for what they do and the skillset to make a huge difference. While Geoff Silk stepped down from a full time advisory role his experience won’t be lost on the organisation as he continues to lead a Mastermind group as a part time member of our team.

I would like to acknowledge our Board for their direction, and strategic advice that assisted us in securing the NSW Business Connect contract. Chair, Lindsay Munns has also been very generous with his time, expertise and small business insight. The strength of our Board provides the organisation with sound governance and direction which is setting up a platform to drive the longevity and ongoing success of the organisation.

The strong stakeholder relationships that we continue to develop with multiple key stakeholders including the NSW Government, AusIndustry and long term supporters like Georges River, Sutherland Shire and Canterbury Bankstown Councils, are also key to our ongoing success. Relationships with new Councils and stakeholders will only enhance the organisation over the coming months.

In conclusion, I would personally like to thank many of our loyal Members who have supported us during our transition and while it has been a time of change, I believe we have also stayed true to our mission of supporting people to start, grow and manage their business successfully.

There is a real sense of optimism in the business community with many clients having the confidence to invest in their business, through branding, embracing new technologies and pivoting into new markets. The future is bright and we look forward to working shoulder-to-shoulder with small business and startups to realise their full potential.



Jacqui Attard  
Chief Executive Officer



# Year in Review 2016/17

The past twelve months have been filled with many special events, workshops, collaborations and positive developments.

Here are just a few highlights that encapsulate a very memorable and groundbreaking year for our organisation.

**Realise  
Business**  
Connect. Energise. Grow.

Southern  
Sydney **bec**  
Business Enterprise Centre

## JULY



Popular Pub Biz networking event kicks off the new fiscal year.

## OCTOBER



Accelerate. Grow. Thrive. Workshop launches to great acclaim.

*"Very grateful for this opportunity for such practical business learning..."*



Grow your business with Google AdWords. Expert talk is held.

*"...extremely valuable to business owners for both knowledge and networking."*

## NOVEMBER



**BusinessConnect**



BEC Southern Sydney wins competitive tender process to become NSW Business Connect provider across Sydney.



Grow your business with Marketing. Workshop held for businesses affected by construction of Sydney Light Rail.

*"Thanks Stevie, for an engaging and dynamic marketing workshop!"*

## DECEMBER



The team and Members celebrate at the 2016 Christmas Party with special guest NSW Small Business Commissioner, Robyn Hobbs.

# JAN



## Realise Business

Connect. Energise. Grow.

Realise Business launched with business advisory services reaching new areas + establishment of new offices in the CBD, Dee Why and Crows Nest. Expanded operational team and additional Business Advisors come on board.

# FEBRUARY



New responsive e-commerce website launched, featuring Member business directory; providing SEO benefits to Members.



## Back to BusinessWeek

NSW Back to Business Week kicks off with a week of free and low cost workshops across NSW.

# MARCH



Breakfast with an Entrepreneur event features key insights from Star Carwash founder Martin Dowling.



Collaboration with Canterbury Bulldogs expands popular Pub Biz networking event into South-West Sydney.



Specialist Workshop held for Occupational Therapy Australia in Melbourne.

*"Great individual advice; helpful and appropriate".*



Realise Business Advisor Matt Lye seconded to Regional NSW to assist small businesses impacted by floods.

# APRIL



Business Connect Bus assists Sydney Light Rail affected businesses in Surry Hills and Maroubra Junction.



Specialist Advisors deliver workshops for Toyota outplacement program.



# MAY



Cybersecurity event featured new research and advice for businesses.



Members Morning Tea took place in Kirrawee. New Members met existing Members, and new connections formed.

# JUNE



Expert Talks were held on Digital & Content Marketing.

*"Great Information".*  
*"Great Initiative. Short and focused."*

# Products & Events

Thanks to our key Government funded programs, it's been an exciting year in which we have provided hundreds of businesses with quality low cost services to advance their growth and energise their success.

## BusinessConnect

### BUSINESS ADVICE SESSIONS

Our popular two-hour business advice sessions are held in multiple locations across Sydney. Professional and experienced Business Advisors provide targeted advice to assist businesses and startups to develop tangible goals, tools and action plans to build their businesses or address roadblocks to growth.

### WORKSHOPS

The NSW Government Department of Industry Business Connect program supports Realise Business in the provision of professional and informative workshops. Facilitated by our diverse and experienced team of Business Advisors, they are available for a subsidised cost of \$49.

#### Start a Business

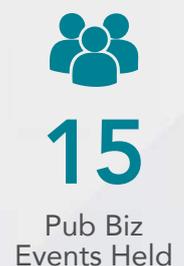
These comprehensive and inspirational workshops provide people with the essential knowledge and tools they need to start and build a business. One-day workshop sessions are facilitated by a member of our professional and diverse team at various locations across Sydney. Topics covered include a feasibility check about the business idea, the financial aspects of owning and running a business, as well as the importance of an online presence.

#### Planning For Growth

These workshops have been developed to help businesses increase sales and accelerate growth with the right infrastructure in place. Many startups and fast growing businesses have attended these workshops to learn the steps needed to take their businesses to the next phase of growth.

### Marketing For Growth

Marketing is a key component for businesses at all stages of their growth and development. Startups and growing businesses, from multiple industry sectors, take part in these workshops, learning practical marketing strategies and techniques to increase market share and success.





**Business**  
AUSTRALIAN SMALL BUSINESS  
ADVISORY SERVICES PROGRAMME  
Delivered by AusIndustry™

## EXPERT TALKS

Supported by the Federal Government ASBAS program, these popular talks draw on the expertise of our membership and Specialist Advisors, who are engaged as expert speakers on topics that give businesses the tools they need to succeed. Over the last year, we covered a diverse range of topics including; business growth strategies, digital marketing, SEO, Adwords, HR, sales techniques, managing cashflow, finance and debt, marketing, content strategy and innovation.

## SPECIALIST ADVISORY

As an extension to our general business advice sessions, we support businesses with specialist expertise, such as marketing and HR. Through our ASBAS subsidised Specialist Advisory service, we provide low cost 1hr sessions hosted from our Kirrawee head office location, either face-to-face, via phone, or using online video calling. Specialist Business Advisors provide advice to assist businesses in developing a marketing or HR strategy to grow their business.

## BUSINESS MASTERMIND

The success of our Business Masterminds continues to be acknowledged through their popularity and the lasting outcomes achieved by the business owners who participate. Facilitated by a Realise Business Advisor, Mastermind groups form for a minimum of 12 months, though often longer, in which they provide peer-to-peer advice from others in the group who are on the same business journey. Participants are chosen to foster mutually beneficial relationships, whereby they give and receive honest feedback, help overcome roadblocks and make confident decisions together, all within a confidential and non-threatening environment from which referrals often stem.



## PUB BIZ NETWORKING

If there's one networking event that business owners look forward to attending, it's Pub Biz. The popularity of this unique free networking event continues to expand, attracting more people to new venues across Sydney. The long standing Shire Pub Biz has been joined by events in Canterbury in collaboration with the Canterbury Bulldogs; and Randwick, held in collaboration with Randwick Council and Randwick Chambers. With the support of sponsor venues Doltone House Sylvania and The Cookhouse Randwick, Realise Business Members and guests are free to mingle, network and generally unwind. Live Member feedback surveys show that the popularity of Pub Biz is reaching new highs.



**doltone house**

VENUE + CATERING COLLECTION



# Our Members

Our Members are at the heart of our business. We value their energy and drive to grow and succeed, and the connections they help us create.



65

Connections



179

Essentials

## CONNECTIONS

3Bridges Community  
Abode Renovations  
Activus Transport  
All Your Conveyancing  
Alpha & Omega Air.  
Anywhere Accounting  
Aqua Action Slides  
BFAA Accountants  
Bookkeeping Dynamos  
Creative Plastic Cards  
Crown Commercial Cleaning  
Davell Products  
Divine Creative Agency  
Dog Wash Cafe  
Double Click Solutions  
DPH Lawyers  
Dressxox  
Easi Push  
EC Credit Control  
Emroy Print & Design  
Enware Australia  
Forward Travel  
Fun Day Out  
Go Property Maintenance  
Grant Thornton Australia  
Harriss Jones Lawyers  
Helen's Catering  
Hodgkinson McInnes  
Home Instead Senior Care  
Hopscotch Accounting  
Hurstville Physio Plus  
Infodec Communications  
Inspire Cowork  
Intuit Australia  
Kids Konnect  
Krystyna Kidson  
Leadership Creativity  
Listen Up Group  
Maxcool Workwear  
National Drycleaner & Laund.  
Nine2Three Recruitment & HR  
Pacific Cloud  
Powe Financial Advice  
Priority Plus Plumbing  
Progroom  
R & D Curtains  
Raw Fitness Equipment  
Rowlatt & Co  
Ruth Newman Architect  
Sasy N Savy

## CONNECTIONS

SeoWorx  
Shire Bookkeeping  
Shire Hearing Centres  
Shire Legal  
Simpson Partners  
Southern Sydney Ben Inc.  
Southern Waters Legal  
Southside Staffing Solutions  
Sprint Electrical  
Stratawerx  
Sullivan Dewing - Accountants  
Sunsational Body Care  
The Gardens On Forest  
Watkins Tapsell Solicitors  
WMD Law

## ESSENTIALS

A1 Design & Print  
ABpilates  
Accounting Heart  
ACTAX Management  
Adrian Fisher  
Altitude Business Development  
Amplify Profits  
Angie Ng  
Angkor Flowers & Crafts  
Animalia & Co  
APR Joinery  
Arcaeon Design Studio  
ASCII Software Solutions  
ATP Accounting & Taxation  
Aussie Mortgage Broker  
Australia Print Media Group  
Australian Global College  
Automation Squared  
Avon Products  
Barbara Curtis  
Bayley Driving School  
BC Property Agents  
Be Inspired Kitchens  
Belle Moments  
Boomshare  
Brillare  
BTC Consultancy  
By Patricia  
Cantala Business Advisors

## ESSENTIALS

Certify My Pool  
CFO On-Call  
Chris Nail Consulting  
Citywide Lending  
Codi Accounting & Finance  
Cofea  
Coleby Process Consulting  
Corellis  
Craig Bulmer Training  
Creative By Saba  
Cylo-Judes  
Datazumii  
De Poortere Investments  
Direct Hit Sewer Nozzles  
Diva Design  
Dog Around Town  
DPH Lawyers  
Drybodz  
Elite Bookkeeping Solutions  
Elite Legal  
Ensure Safety  
Epic Rehabilitation  
Essential Need Project  
Excite Safety Training  
Exhale  
Eyecatchers Solutions  
Fairies Live Here  
Ferris Business Consulting  
FIFO Capital - Sydney SE  
Filmstretch  
Finance For Life  
Financial Strategic Insights  
Finanz Essentials  
Finest Touch Cleaning  
French Cargo  
Gary Knight  
Georginah Tiwaringe  
Get Web Smart  
Grasshopper Graphics  
Grifoni Legal  
Halkin IT  
Health & Safety Matters  
Health Force Global  
Heebie Jeebies  
Hillen Staff Solutions  
Homeopathy By Design  
Infrastream  
Integra Financial Services  
Intelligent Recruitment  
IPSM

## ESSENTIALS

Jetty Blue Photography  
JG Creations  
Jobfitts Consultants  
Jonah The Painter  
K & C Agencies  
Kristen Shelley  
Labels On Sale  
Lady K Floral Creations  
Lakoma Handmade Chocolate  
Lan Beauty & Nails Salon  
Leanne Formica Hair  
Learningwise Consulting  
Lets Migrate To Australia  
Livenow Consultancy  
Lucky Basket  
Lync Creative  
Matt Vas Photography  
Maxcool Workwear  
Mercedes Remedial Massage  
Mobilise Solutions  
More Mobi  
Motive It  
Mug Shots Coffee  
My Meditation Home  
Natural Beginnings  
NGR Accounting  
Omnis Migration  
On Track Training & Consulting  
Online Business Builders  
Organic Search Technology  
Organised Occasions  
Other Side Of The Table  
PA Excellence  
Pauls Productions  
PeopleEdge Coaching  
Percy Plus Four  
Phoenix Play Therapy  
Pinnacle TMS  
Pops!  
Positive Properties  
Possibilities Psychological  
Quality Auto Search  
RAMS Revesby  
Response For Life  
RevolutionizeME  
Right With Rhonda  
Robin Human Capital  
Robohaus  
Sea Siren Cosmetics  
Seaside Dumplings

## ESSENTIALS

Serena Dot Ryan  
Shell Essences  
Skinaid Clinics  
Smile (Aust)  
Solid Strata Management  
Southern Advisory  
Southern Light Photography  
Spell It Right!  
Spice Island Beauty  
Stable Research  
Steady Start  
Stellar Profits  
Stems With Style  
Stephanie Leishman  
Steven Franks  
Strategy Crew  
Stylelement  
Superior Strata  
Surveyor Financial Services  
Sutherland Shire Buyers Agency  
T & V Grainger  
Talis Training Services  
Talk About Creative  
Tax With Integrity  
Teach Me Money  
The Cartridge Man  
The Decisive Group  
The Design Brewery  
The Heart Of Your Business  
The Marketing Bungalow  
The MLM Guru  
The Spark Effect  
Total Book Care  
Towaway Trash  
Transition Into Parenthood  
TravelManagers  
Trevor Weeding Media  
University Of Wollongong  
Urban Caterpillar  
Viking Consulting & Training  
Vital International Logistics  
Wealthspring Financial  
Webgirl Consulting  
Wellbeing Podiatry  
William Cox  
Willowstone HR & Comm.  
Winetraveller  
Wyze Finance  
Yvette Clancy Energy Healer  
Zantides Bookkeeping

# Member Success Stories

Our success is ultimately reflected in the journeys, experiences and accomplishments of the businesses that we nurture through all stages of their evolution. These are their stories.



## FORWARD TRAVEL - ROSE TOOHEY & DAVID SMYTH

**A business with the right ingredients for travellers wanting more**

It isn't easy to break into the crowded travel sector, but [Forward Travel](#) business partners Rose Toohey and David Smyth are not only surviving, but thriving.

Having found a niche avenue providing clients with "tailor-made journeys across the road less travelled", Forward Travel saw continual progression.

Although Rose and David had conducted their own analysis into their business, they decided to attend a Realise Business workshop to gain assurance that they were on the right track. They subsequently engaged Business Advisor Geoff Silk for one-on-one coaching and Rose credits Geoff with providing advice, stability and accountability to the business.

Following Geoff's assistance, Forward Travel has continued to flourish. Hugely popular with the over-50s market, the business offers bespoke trips to lesser thought of destinations like the Arctic, Canada, India, the Himalayas and South America.



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**[Realise Business]**  
provided advice, stability  
and accountability to the  
business. - Rose & David

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# Member Success Stories

Fantastic incentives,  
points and ideas. - Debbie Stokes



## R&D CURTAINS - DEBBIE STOKES

### Turning a niche business into a major success

Debbie Stokes' reputation as a sought-after manufacturer of high end curtains enabled her to build her business over many years. While she was confident and skilled in manufacturing, she struggled with understanding how to run a bigger business and what she needed to do to take [R&D Curtains](#) to the next level.

Debbie engaged Realise Business Advisor Katherine Blizard who provided "fantastic incentives, points and ideas" that helped Debbie expand her business.

She also participated in Realise Business' Mastermind program, where she was able to share tips and experiences with other local business owners, noting "My Mastermind group gave me the confidence to expand."

The effects have been profound. Along with huge growth, Debbie has plans to appoint a business consultant and is updating from whiteboards to a Customer Relationship Management system to increase operational efficiency.

She also plans to drive the marketing of R&D Curtains to new client areas with the assistance of Realise Business.



## PIZZA FACTORY - PETER JURY

### Pizza Factory came to us as an idea

Balancing rising stress, low funds, and a business that desperately needed to open, [Pizza Factory](#) came to us for assistance.

We helped them navigate through the difficult times and the business is now open, trading and exploring new opportunities within the food industry.

However, their challenges aren't over yet. They are still working hard to get to their break even point, even changing their business model from a ghost kitchen to a full takeaway pizza store to assist in this endeavour.

Pizza Factory is soon becoming HACCAP Accredited and will begin selling pizza bases wholesale in Australia; and will explore exporting to Asia.



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**Networking is one of the key things that has made me successful in the last five years.** - Kade Anthony

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## **SOUTHERN ADVISORY - KADE ANTHONY**

### **Client relationships key to building a successful business**

[Southern Advisory](#) founder Kade Anthony firmly believes that the value, success, and growth of his business boils down to one factor: client relationships.

The financial advisor knows the power of networking first hand. Facing challenges when going from employee to solo owner, Kade utilised Realise Business' Pub Biz networking events to make connections and meet other small business owners.

After a positive experience with Pub Biz, Kade also participated in the Mastermind program, where his networking and discussions with fellow business owners continued.

Evidently, his community networking through Realise Business hosted programs has been a great success. Southern Advisory has developed at a fast pace, leading Kade to recently employ an associate planner. While continuing to build Southern Advisory, he also plans to purchase another business and employ more staff.



## **FINEST TOUCH CLEANING - HELEN DE FRENZA**

### **Cleaning up the competition with a focus on excellence**

Having experienced her parents' financial struggles as new migrants to Australia, Helen was keen to secure her family's future. In 2008, she took the leap from office job to business founder.

While her commercial cleaning business grew steadily, it became clear to Helen that she needed assistance with the more intricate aspects of business: "I didn't have the business knowledge to get to the level I wanted to be because gut instinct just isn't enough."

She successfully worked with advisor Katherine Blizzard to develop and grow her business. Under Katherine's tutelage, [Finest Touch Cleaning](#) won two major hospital contracts and an RSL contract, as well as seeing both sales and staff triple.



# What Our Clients Say

**“Great business advice, offering great networking events and educational courses for those in all stages of Business.”**

- David Toomeh, My Sports Chiropractor

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**“I’ve been a member with Realise Business for about 18 months, and am thoroughly enjoying the education, support and relationships I’ve been developing with the team and my fellow business owners.”**

- Krystyna Kidson, The Psychologist Coach

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**“A great organization providing business support and helping success.” - Nathan**

**“The training was relevant, expert, thought provoking and inspiring!” - Irene**

**“Yesterday’s coaching session with Anf was extremely helpful. His advice was practical, easy to implement and will have a powerful knock on effect.” - Layla**

**“Geoff’s advice was extremely helpful and practical. Thanks Geoff!” - Susan**

**“I cannot recommend Katherine highly enough... The feedback was just what I needed to set me on the right path to move my business forward.” - Samantha**

**“I’ve had an outstanding experience with both Amanda Warrington and Sara Berry at Realise Business and can’t recommend them enough.” - Natalie**

**“Louise was GREAT!!! The information she gave me will help set up the basic foundation for my businesses. I will be going to see her again soon.” - Michelle**

**“Martin is awesome. He is knowledgeable and effective. He gives me tremendous value and I am very grateful for his contribution.” - Alex**

**“I found Matthew to be very helpful, giving me ideas on how to expand my business.” - Suzanne**

**“Chris gave me great support in developing a growth plan for my business. He is a wise and highly experienced advisor.” - Stephanie**

**“I’ve had fantastic support from Jacqui and Stevie in the start up of my business. They’re both very practical, skilled and to top it off, lovely people too!” - Deanna**

# Funding Partners

Our Federal and State Government funding is what makes it possible for us to continue providing small businesses with free and sustainable business advice and support.

**Business  
Connect**



Department  
of Industry



**Business**

AUSTRALIAN SMALL BUSINESS  
ADVISORY SERVICES PROGRAMME  
Delivered by AusIndustry™

## BUSINESS CONNECT

Realise Business is a key provider of business advisory services under the NSW Department of Industry Business Connect program. This program has been designed to give small businesses personalised and dedicated business advice to encourage economic sustainability and deliver growth and employment across NSW.

As well as providing business advisory services under this program, Realise Business has been engaged to work and assist disrupted businesses impacted by Sydney Light Rail construction, the taxi and hire car industry and those operating in the new business environment created by the rollout of the National Disability Insurance Scheme.

## SUPPORTING THE TAXI INDUSTRY

Uber's arrival had a profound impact on NSW's point-to-point industry made up of licence plate owners, taxi networks and taxi operators. Taxi Industry Specialist Advisor Martin Rogers and Business Advisor Matt Lye worked closely with stakeholders in the industry to assist business owners facing significant challenges. Tailored workshops and one-on-one advice sessions supported those in the industry with new and innovative ideas to attract and engage customers. This successful program has been rolled out in metropolitan and regional areas with Martin Rogers subsequently seconded to the NSW Taxi Council due to the success of the program.



**170**

Stakeholders  
Helped

## ASBAS

Realise Business' Expert Talks, Specialist Advisory services and industry association support are all funded under the AusIndustry Australian Small Business Advisory Services (ASBAS) Programme.

This programme was developed to assist small businesses with quality, low cost business advisory services across five key areas including funding avenues and financial analysis, business building, talent and teams, management capabilities and digital engagement. Specialist Business Advisor Stevie V Brown has supported many businesses as part of this programme through the development of effective marketing strategies.

**Thanks Stevie, your  
wisdom and experience  
is appreciated.**

- Vivienne Williams, Kids Matters

# Partnerships

The support, funding and expertise we receive from our Local Government, corporate and venue partners enables us to continue delivering quality events and services.

## AUSTRALIAN TAX OFFICE

Luke Riley from the Australian Taxation Office was seconded to Realise Business for a three month period. During this time, Luke met with a wide variety of businesses to discuss BAS compliance, income tax issues and reporting. At the same time this outreach program also provided the Tax Office with some key insights into issues and concerns of local businesses that will assist development of their services. Due to the popularity of the advice, Realise Business have been engaged by the ATO to deliver Workshops on Tax Essentials.



**Australian Government**  
**Australian Taxation Office**

## BULLDOGS BUSINESS MEMBERSHIP

The strength of our corporate partnership with the Bulldogs Business Club amplifies business opportunities for members, providing them with a unique networking environment. Large businesses are joined by startups and SMEs, mutually beneficial connections are made and trusted relationships formed.



## BUSINESS ENTERPRISE CENTRES AUSTRALIA



We are a long time member of Business Enterprise Centres Australia, a not-for profit organisation that provides mentoring support, business analysis and information, and training programs to businesses at all stages of development.

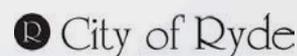
## EMPLOYSURE

We partnered with leading workplace relations firm Employsure to conduct a series of seminars, providing small businesses with information and guidance about HR compliance, and fair and safe work practices.



## LOCAL GOVERNMENT

We highly value our relationships with local government who support us with marketing our events, providing workshop venues, supporting our clients within their local communities; and providing funding to help us cover the cost of putting on events.



Some of our corporate partners are also our clients, and we are delighted to partner with them to support their members and employees realise small business success.

## OCCUPATIONAL THERAPY AUSTRALIA (OTA)

As an industry in transition, the OTA engaged us to build a business coaching program designed to give their members the necessary skills to build sustainable businesses following the rollout of the National Disability Insurance Scheme. Multiple Business Advisors were part of this effective pilot program that helped participants succeed under the new system. Due to the popularity and strength of the program, Realise Business was invited to continue the business coaching program and also to provide a keynote address to the OTA's national symposium in May 2018.



## TOYOTA

Following the announcement of the closure of Toyota's Sydney plant, we were engaged as part of their outplacement program to provide a series of workshops to equip employees with greater knowledge and insight into the steps involved in starting and growing a business. These workshops gave people considering business ownership the information needed to make informed decisions about their future.



## UNIVERSITY OF WOLLONGONG

We are an active supporter of the University of Wollongong's (UOW) Intern Program. We have been formally acknowledged by the University for hosting interns and for our contribution to training the small business owners of tomorrow, supporting the community and young people. We have also benefited immensely as an organisation by employing our UOW intern Palisha who is now a key member of our marketing team.



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**Partnerships are a core aspect of our operations.**

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# Meet the Operations Team

Our ops team are the hub of the business, assisting Members and ensuring Governance.



**JACQUI ATTARD - CHIEF EXECUTIVE OFFICER**

***MBC***

Prior to taking up her management role, Jacqui specialised in providing business coaching and training programs to SMEs through both her own business and with BEC. Her ability is a key element to her success in understanding the needs of small businesses and developing products and services to help them grow and succeed.

**Under Jacqui's leadership, we have grown into a powerful and effective small business advisory and network.**

**ALISA MOORE - OFFICE MANAGER**

***Dip Bus (Admin), Dip Graphic Design***

Alisa has worked in the NFP sector for several years. She has a strong passion for developing processes that drive efficiency and productivity. Alisa runs our head office and coordinates operations across our locations.



**BRYCE STROBACH - RECEPTIONIST & ADMIN. ASSISTANT**

***Cert IV – Frontline Mgt; Cert III – Bus. Admin.***

Bryce provides exceptional support and customer service to the team, our members, and small businesses connecting with us. He is our front-of-house representative and the first voice many people will hear.



**SUSAN BLOOM - EVENTS MANAGER**

***Cert IV Travel & Tourism***

Susan coordinates our wide variety of events and workshops on offer at Realise Business. With a career in events management spanning 20 years, she brings a wealth of experience and an impeccable attention to detail.



# Meet the Marketing Team

Our diverse and experienced marketing team effectively drives the messaging and value proposition.



**STEVIE V BROWN**  
- MARKETING MANAGER & SPECIALIST ADVISOR

*BA (1st Class Hons) Advtg & Mktg; Cert IV Coach; NLP Prac.*

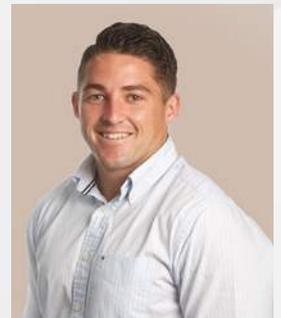
Stevie is a highly successful Communications Strategist and Coach with nearly 20 years' experience with big brands, and small business. As well as leading our marketing function, Stevie is a Specialist Advisor, and a small business owner.

**Stevie leads a motivated marketing team, building the Realise Business brand across multiple channels.**

## CHRIS NAY – MARKETING EXECUTIVE

*BBus Comm. (Major Mktg.)*

Chris works closely with the team to successfully roll out the day-to-day marketing activities of the organisation with creativity, skill and flair. Drawing on his past experience managing some of Australia's most iconic sporting events, Chris focuses on ensuring that Members are kept up to date with the latest events, seminars and news from the Realise Business team.



## PALISHA TULADHAR – MARKETING COORDINATOR

*MIB*

Palisha joined the Realise Business team following a very successful internship. Since her appointment as Marketing Coordinator, she has developed and implemented a number of internal systems and processes, streamlining our targeted marketing efforts and Member communications.



# Meet the Business Advisors

Our experienced and dedicated Business Advisors deliver our core products and support services to thousands of small businesses and startups across the Sydney metropolitan area and beyond. They are focused on helping clients to build, diversify and grow.



## KATHERINE BLIZARD - LEAD BUSINESS ADVISOR

**BA; MCom**

Boasting over 17 years in leadership roles, multiple prestigious business awards and an extensive business history, Katherine Blizzard plays a key role as Lead Business Advisor. Prior to joining the Realise Business team, Katherine built her business Ampersand into a brand that was renowned for its customer service excellence. She is well-known for her bold marketing and business decisions, passion for high standards and innovation. After successfully operating at the coalface of business, Katherine offers a highly-relevant perspective that continues to teach and motivate business owners.

## AMANDA WARRINGTON - BUSINESS ADVISOR

**MBC**

Amanda is passionate about working with entrepreneurs and business owners to help them take their business to the next level. She has owned and sold a variety of businesses over the last 20 years, giving her a thorough understanding of the value that tailored business advice and support can provide. Amanda works with clients from a large variety of industries drawing on her hands-on business experience in retail, wholesale, import and export, healthcare and the creative industries.



## ANFERNEE CHANSAMMOOTH - BUSINESS ADVISOR

**BBus; Dip Digital Mktg**

Anf held senior roles within a suite of marketing and creative agencies prior to branching out to operate his own successful creative marketing agency. Looking for a new challenge, Anf seamlessly transitioned himself across the business advisory area with much success, having helped a number of clients generate more leads through his innovative strategic thinking.



## CHRIS CASSAR - BUSINESS ADVISOR **BA (Hons); Dip Grad Mktg**

With a strong focus on business planning, Chris previously led marketing in organisations including Avis Australia, Lombard Insurance and Intelematics Australia. In 2001, he established his own consulting practice and over 15 years helped small businesses in industries such as IT, medical, legal, tourism, construction, allied health, retail, fashion and entertainment. Chris approaches business advisory from a 360 degree perspective, covering key issues like target markets, competitors, resourcing, customer service, financial trends and the owner's goals and ambitions.



## GEOFF SILK - BUSINESS ADVISOR

**MBA, Ch Mgr, FICM**

Geoff's exposure to different organisations, structures and styles of leadership has provided him with a great depth of experience and skills from which to draw solutions to business challenges, from the day-to-day to the strategic. His pragmatic approach has helped hundreds of businesses to grow and flourish and seen him deservedly recognised in 2016 as Best Metropolitan Advisor in Australia by Business Enterprise Centres, Australia.



## LOUISE LYE - BUSINESS ADVISOR *BBus; Dip FP*

Louise is an insightful Business Advisor who has worked across a wide variety of sectors. Her extensive experience providing support and advice to small business owners stems from running her own financial planning practice, as well as her time as an advisor with the NSW Government's previous Small Biz Connect Program. Louise's strong background in accounting and finance is augmented by her lateral thinking and natural empathy which provide the means to aid business owners in identifying opportunities and finding practical solutions to their challenges.



## MARTIN ROGERS - BUSINESS ADVISOR

**BSc (Hons); MCom (Mktg)**

Martin began his career in the corporate world before spending 15 years owning, growing and selling a number of his own businesses. Martin enjoys working with businesses both large and small, at all levels, from strategic planning, to marketing and sales, to developing implementable operational plans.



## MATTHEW LYE - BUSINESS ADVISOR *Dip Bus.*

Having previously run his own business, Matt's corporate and financial services background, combined with a plethora of experience across the areas of marketing, sales and HR has seen him equip countless small business owners with the skills and strategies needed to fulfil their vision. Matt has worked on a number of specialist projects including the rollout of the New Enterprise Incentive Scheme, and assisting regional businesses impacted by floods. Matt is the lead advisor for the point-to-point advisory program.



# Meet the Board



## LINDSAY MUNNS – CHAIR

***B Bus Mgt; MBA; GAICD***

With a career spanning over 27 years in the SME sector within owner, manager, director and advisor roles, Lindsay has an intimate knowledge and appreciation of what makes this vital sector tick. Prior to stepping into the role as Chair, Lindsay served as the CEO and member of the Board for the Anytime Group. He was the master franchisee for this fast growth SME, supporting over 400 small business franchisees nationally. He joined Realise Business in 2015. Lindsay has played an integral role in guiding the organisation through a significant period of expansion and success.

## ADRIAN BROCK - TREASURER

***BCom; FCA***

Adrian has held a Board role since 2014 and is a partner of “CFO On-Call” which provides business and financial management advice to businesses. Adrian was formerly COO of The Griffin Group, and a Partner in Deloitte. He brings 50 years’ experience.



## ANDREW ROWLATT - BOARD MEMBER

***BBus; IPA; JP; Registered Tax Agent***

Andrew has served on the Board since 2013. He is a qualified Taxation Accountant who operates Rowlatt & Co, a successful accounting practice established since 2000. Andrew is a strong supporter of the organisation and its ability to assist all businesses, from startups to established SMEs.



## BARBARA CURTIS - BOARD MEMBER

***BA (Hons); CPE; LSF; GAICD***

Barbara joined the Realise Business Senior Management Team in 2008 and has been Deputy Chair since 2014. As a senior lawyer, Barbara’s expertise is in governance, finance and general corporate and commercial law, as well as interaction with regulators. Her experience includes merchant banking at Rothschild.



## DES VIRANNA – BOARD MEMBER

***MBA; B Eng (Hons)***

A digital marketing and analytics expert with over 17 years’ experience, Des brings a wealth of relevant industry experience and top-level strategic knowledge to the Board. Having worked as both a Director and GM, he has an intimate understanding of the hardships faced by small business owners on a daily basis.



## MARCUS MARCHANT – BOARD MEMBER

### *Executive MBA*

Marcus is currently Head of Digital for QBE Insurance Australia and New Zealand, and has previously run digital and on-boarding at Optus as well as customer strategy for Citibank Consumer Bank in Australia. A former lawyer, Marcus strongly believes that small business is the cornerstone of a strong Australian economy.



## PIP HOOPER - BOARD MEMBER

### *BSC; Grad Dip Mktg.; AICD*

Pip joined the Board in 2014 and brings 30 years of corporate and small business experience across multiple industries. She runs her own successful market research business, and has previously worked for CPA Australia, Kodak, and Nikon. Pip is an active member of the Market Research Industry Association.



## RIKO EGUCHI – BOARD MEMBER

### *BEcon; MAppFin*

Riko brings over 15 years' experience working in bank treasuries. She has experience dealing and advising in interest rate and FX instruments, and has also been a longstanding member of the Finance and Treasury Association committee. Riko brings an invaluable financial perspective to the Board.



## RUTH NEWMAN - BOARD MEMBER

### *BSc(Arch); B Arch*

Ruth joined the Board in 2013. She has fulfilled the roles of Chair and Secretary of the Board, and has been a Realise Business member from the organisation's beginning. Ruth has operated her own business for over 10 years, giving her a clear appreciation about the challenges that our clients face. She has played a key role in guiding the growth and development of the organisation.



## ROBERT JAMES – COMPANY SECRETARY

### *BA; Grad Dip AppFin; MBA; GAICD*

Robert has 30 years' experience across the IT and wealth management sectors, previously holding senior roles with BT, MLC and Permanent Trust. He joined the Board emboldened by the organisation's mission. He plays a key role in assisting the Board and management in implementing strong governance practices.



# Future Outlook

After an amazing year, there are many exciting developments in the pipeline for Realise Business and our members over the coming months.

With a focus on innovation, we will be launching a new and exciting workshop series as well as building on our popular Mastermind program with additional facilitators and groups across Sydney.

Our dedicated advisory team is set to grow with additional qualified Business Advisors providing even more value, support and knowledge as they work with our expanding client base.

We will be setting up an office in Newtown and partnering with an increased number of incubators as well as Macquarie University and Australian Catholic University. These collaborative relationships are set to open doors for members in new and exciting ways.

The development of our digital assets will also give members extra tools and resources they can use to grow their businesses.

It's no secret that our members are the foundation of the organisation and we are looking forward to launching a new membership program specifically designed to meet their ever-changing needs in the near future.

As Realise Business continues to grow and evolve, our focus will remain on providing superior and realistically priced business advice and support to our members and the wider business and startup community.

**The future is bright  
and we look forward  
to working with small  
business and startups  
to realise their full  
potential.**

- Jacqui Attard, CEO

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# Financials

Business Enterprise Centre Southern Sydney Ltd. 78 779 264 661  
Profit and Loss Statement for the Year Ended 30 June 2017

INCOME	2017 (\$)	2016 (\$)
Government Grants & Contracts for Services	1,234,293.43	658,422.84
Membership Subscription Income	34,297.79	96,011.63
Coaching & Workshop Income	102,331.88	75,795.03
Other Income	20,357.13	83,385.62
	<b>1,391,280.23</b>	<b>913,615.12</b>

OTHER INCOME	2017 (\$)	2016 (\$)
Interest Received	2,524.70	4,899.74
Profit (Loss) on Disposal of Assets	-	(2900.00)
	<b>2,524.70</b>	<b>1,999.74</b>
	<b>1,393,804.93</b>	<b>915,614.86</b>

EXPENSES	2017 (\$)	2016 (\$)
Advertising	32,297.84	28,434.31
Accounting & Audit Fees	5,880.00	5,550.00
Bank Charges	2,327.65	2,604.61
Bookkeeping Fees	19,253.79	13,246.59
Cleaning	6,601.22	5,602.97
Computer Expenses	22,164.52	24,465.85
Consultants and Professional Services	5,491.25	9,931.82
Conference & Seminars	43,483.87	8,355.32
Cost of Events Held	-	48,140.28
Depreciation	9,588.00	7,069.00
Holiday Pay	19,518.84	(7,359.33)
Fringe Benefits Tax	-	1,285.49
Insurance	7,758.90	7,383.86
Insurance - Workers Compensation	1,373.11	1,837.58
Legal Costs	10,570.00	1,879.00
Motor Vehicle Expenses	-	2,736.51
Networking Expenses	2,979.92	3,582.20
Novated Lease Payments	7,147.68	4,602.67
Payroll Tax	13,088.00	-
Office Expenses	6,172.02	5,809.88
Postage	537.46	-
Printing & Stationery	8,982.73	6,262.62
Recruitment Expenses	4,551.43	2,525.49
Rent	40,330.26	27,394.48
Repairs & Maintenance	96.27	821.68
Reportable Employer Superannuation Contribution	-	30,108.00
Salaries & Wages	935,231.71	568,322.00
Security Costs	704.36	704.36
Staff Training & Welfare	6,335.44	379.41
Subscriptions	2,408.01	708.14
Superannuation	80,148.78	51,535.01
Telephone	12,236.36	10,982.62
Travelling Expenses	4,427.09	3,962.50
Website Expenses	5,996.64	2,375.96
	<b>1,317,683.15</b>	<b>881,240.88</b>
<b>Profit Before Income Tax</b>	<b>76,121.78</b>	<b>34,373.98</b>

# Contact Us

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