



SEPTEMBER 2007

IMAGINATIVE INCENTIVES

ABC news recently covered a story about government employees in the outback being offered gym memberships and fitness equipment as incentives by management trying to improve staff retention. Have these managers had too much sun, or is buying your staff a running machine really a good way to stop them from walking?

More business owners and managers than ever before are looking to establish a staff incentive scheme.

The biggest mistake we see business owners make when establishing a staff incentive scheme is to reach straight for their wallet. While it is vital to have competitive pay rates and regular pay reviews it can be financial suicide to use pay rises as an incentive.

Take this common example:

An owner sets a staff member a set of goals to achieve; if he is successful the staff member will receive a 5% pay rise. On a salary of \$40,000 this equals \$2000 per year, or \$10,000 over the next five years. If instead the owner had offered an all expenses paid trip to Sydney for the weekend it may have cost about \$1000, but over the next five years it will only cost him...\$1000. Yet, which is

the staff member more likely to remember; a five star weekend in Sydney with their partner or an extra \$128 after tax each month?

"The biggest mistake business owners make when establishing an incentive scheme is to reach straight for their wallet."

Taking the time to customise incentives to your individual employees and using your imagination might be more work than signing off a pay increase, but it is significantly cheaper and can be more

enjoyable for everyone.

Some actual examples of incentives given by Performance Group members;

- NRL Grand Final Tickets (\$155)
- Helicopter tour of Sydney harbour (\$199)
- Wine tasting tour of the Yarra Valley with lunch (\$95)
- Driving a V8 race car around Eastern Creek (\$199),
- Swimming with whale sharks (\$350)
- Day spa massage and pamper (\$350)

Final thought: Before you spend anything; a recent survey of Australian employees found:

The number one reason for staying in a job: Recognition.

The number one reason for leaving a job: The way their boss treats them.

BUSINESS BOOK OF THE MONTH

How To Get New Business in 90 Days

Resurg Rating: ★★★★★

Author: Wendy Evans

How to Get New Business in 90 Days (and keep it forever) is a guide to successful marketing. Over the last ten years this book has become a highly respected guide that details a wide range of marketing skills and techniques.

We recommend this book to any sized business looking to increase their market and keep it growing. We have found this book to be easy to use & provides guidance on developing marketing plans, understanding your clients' personality styles & understanding what your clients have in common.



RESURG GROUP

60 SECONDS WITH... PENNY SPENCER from SPENCER TRAVEL



Favourite food? Burritos

Favourite Movie? Beaches

Favourite Holiday Destination? Mexico

Someone I admire? Hillary Clinton

Something I want to see?

Polar Bears in Canada

How do you motivate your staff?

Always give recognition, allow for open communication, practice what you preach, reward them when they do a good job, offer new initiatives each year.

Do you run a staff incentive scheme? Yes I do & it is based on their salary & cost of seat. So they understand what they need to be generating in revenue to cover their salary & then anything above that they will be incentivised. This allows them to understand the cost of the business & strive to generate more both for the business & themselves.

How do you benefit from being in a

Performance Group? The benefits are many being in a Performance group - firstly Resurg are extremely professional & facilitate the group very well. You network & mix with like minded business people & although at times you feel naked by going through all aspects of your business it is very beneficial as the comparison you get with other business's really makes you look at either improving on certain areas or know that you are obviously doing the right thing in other areas. The open forum aspect is extremely valuable as it is closed & you can discuss freely any issues that are of concern in your business & receive great advice.

NEW PERFORMANCE GROUPS



Congratulation to the members of the second BIG4 performance group who met for the first time in June. The meeting was hosted by Alan Rowett at the Marion Holiday Park in Adelaide. Over 170 parks across Australia trade under the BIG4 banner and their Adelaide Shores park recently won the National Tourism Award for best Tourist Park and Caravan Park in Australia. To find out more visit www.BIG4.com.au.



Standing (left to right); Lorraine Golightly, Jenni Hider Smith, John Hider Smith, Nola Ricketson, Quentin Fletcher, Patrice Fletcher, Lou Farrell, Adrian Edwards, Alan Rowett (host), Leanne Mayne, Gavin Farrell, Tony Mayne, Adrienne Cove. Seated (left to right); Andrew Ricketson, Jenny Tonkin, Geoff Olholm, Mark Cove



Congratulations to OneSteel Metaland who launched their first two Performance Groups in August. Some Performance Group destinations are glamorous, some, well...not so much! OneSteel Metaland have made a strong start with the first two locations visited being sunny Terrigal on the NSW Central Coast, and Nurioopta in the heart of the Barossa Valley.



Above (left to right) Gary Weston, Narelle Barden (OneSteel), Judy Riley, Jodie Stewart, Tim Stewart, Sue Weston, Bruce Uteira, Chris Young (Resurg), Phil Normandale, Gaye Weigand (host), Graemme Anning, Dale Maynard (host), Mark Jenkins (Resurg) (not in photo: Graham Redway, Brett Fry).



Performance Group members made a strictly work related visit to see the new steel tanks (see insert) that had been fabricated by the host business and installed at the at the Murray St Vineyard in Greenock. Each tank holds 15,000 litres of wine. Just about enough for a Performance Group dinner!

"I feel the benchmarking & Performance Group process is invaluable to any manager/owner wishing to grow their business & as a network share their information. I strongly recommend the program to all OneSteel Metaland members."

PERFORMANCE GROUPS SEPTEMBER/OCTOBER 2007

September 4	RSL VIC 1	Watsonia, VIC
September 4 & 5	Travelscene American Express VIC 1	Melbourne, VIC
September 17 & 18	Travelscene American Express NSW 2	Sydney, NSW
October 4 & 5	Mitre 10 NSW 2	Mayfield, NSW
October 8 & 9	Mitre 10 VIC/TAS3	Armidale, NSW
October 10 & 11	Travelscene American Express SA/WA	Adelaide, SA
October 15 & 16	Combined Rural Traders NSW1	Condoblin, NSW
October 16 & 17	Combined Rural Traders NSW 3	Wagga, NSW
October 18 & 19	Mitre 10 SA/VIC	Heidelberg, VIC
October 18	Combined Rural Traders SA	Kadina, SA
October 22 - 26	Mitre 10 VIC1	Murray River, VIC
October 22 & 23	Mitre 10 NSW 1 & QLD 1	Smithfield, QLD
October 23 & 24	Combined Rural Traders VIC3	Boort, VIC

RESURG...BEHIND THE SCENES

As a Performance Group member you have full access to the support team at the Resurg Group. You know your facilitator but who does all the work behind the scenes to keep the Performance Groups running, and who should you speak to if you have a query?

Courtney Noble - Project Co-ordinator, Performance groups

Courtney's role is to co-ordinate all aspects of the Performance Group from collecting your ideas exchange to checking up on your goal progress. Courtney's life is Performance Groups! Please call her at anytime to ask any question about Performance Groups, she will be only too happy to help.

Girgis Sirgyous - Business Analyst

Girgis (pronounced Jerjiss) is the numbers man. He has the daunting task of making sense of over 600 Performance Group financial surveys per year. Luckily, Girgis finds this very exciting! Please feel free to give Girgis a call at anytime that you want to discuss your financials or have a figures related query.

Sharon Fisher - Operations Manager

Those of you who have been in a Performance Group for several years will know Sharon well by now. Sharon ensures that all Resurg products and services are delivered at the highest possible standard to ensure the maximum benefit to business owners and managers. Sharon has a comprehensive understanding of all things Performance Group and will be happy to help at any time.

Chris Young - Training and Implementation Manager

Chris is responsible for educational strategy at Resurg, including both Performance Groups and Training Workshops. He also facilitates groups and liaises with Performance Group members and client management to ensure the Performance Group content is always contemporary and relevant. Please call Chris with any Performance Group queries, particularly with ideas or feedback on the content and delivery of the groups.