



PERFORMANCE GROUP MONTHLY

FROM **RESURG** GROUP

AUGUST 2009

SOCIAL MEDIA – THE NEXT STEP IN ONLINE MARKETING

A few years ago, online marketing for small businesses meant creating an online presence with a simple, informative website.

Then came search engine optimization to ensure Google searches yielded top-ranked results for your company. Was your business's website full of the keywords that would bring it to the attention of customers?

Today, social media is transforming the small-business marketing landscape. Social media are web or mobile phone based tools for sharing and discussing information. It's not just for seeing who your high school sweetheart married. Businesses can tap into powerful networking sites and other social media to drive customers to their shops or companies. If done right, small-business owners might be able to slash their traditional marketing spend.

Because it's free, people think it's easy to create a social media presence. But this attitude can lead to a poor or ineffective campaign. Before jumping straight in, take some time to understand the do's and don'ts and the etiquette of these new forms of communication. Think of social media as networking at a dinner party. You don't just walk in and scream at the top of your lungs 'Buy my products.' What works is you building relationships with people and having some meaningful conversation first. This will lead to them becoming interested in you.

If you decide to take the social-networking plunge, here are five tips to help you:

1. Use free sites such as the mobile short-message site Twitter, and popular networking sites Facebook and MySpace, to post significant news, specials or events.
2. Shift marketing costs to social media. After learning how social networking operates, use social media to free up traditional marketing dollars for your business by putting it online.
3. Don't forget social-media optimisation. Similar to website optimization find out keywords that potential customers will look for and make sure these are included in posts / blogs etc.
4. It's about people, not products. People are not going to be interested in simply reading about your products and/or services. They can find this information on your website. Your content needs to reflect what your customers find interesting.
5. Keep it professional, but looking personal. Do your customers really want to see photos of your wild night out last weekend? Well, they may enjoy them, but they may also avoid coming to you in the future as pictures like this can damage your reputation. On the other hand, you do want people to feel a connection so some personal content on yourself or your team will be of benefit. It needs to look personal, but be carefully planned to only enhance your reputation in the eyes of your existing and potential customers.

BUSINESS BOOK OF THE MONTH

The New Community Rules: Marketing on the Social Web

Resurg Rating: ★★★★★☆ Author: Tamar Weinberg

The author, an Internet marketing consultant, thoroughly explains the history of social networks, and describes key elements to a successful online marketing plan. Business owners with little knowledge of sites such as Facebook, Twitter and YouTube will find her descriptions clear and easy to understand. She provides numerous tips on using hidden tools on these sites to promote brands, enhance reputations, and network with customers. This is a great reference book, and a great starting point for your venture into the world of social media.



60 SECONDS WITH...

**PETER HOSPER, from
THE TRAVEL AUTHORITY,
SYDNEY**



Favourite Destination:

San Francisco

Favourite Food:

Thai

Someone I admire:

(German Chancellor) Angela Merkel

Favourite Movie:

Cinderella Man

Something I want to see:

Iguazú Falls

How do you motivate your staff?

- Share information with them
- Give responsibility
- Include staff in decisionmaking process
- Remunerate staff well
- Ensure that staff build a relationship with clients (a relationship on several levels)

Do you run a staff incentive scheme?

Incentive only relates to New Business, and staff receive a % of the revenue generated in the first six months

What tools do you use for your time management?

MS Outlook and a hand-written diary.

How long have you been in a Performance Group?

2 years

How do you benefit from being in a Performance group?

- Sharing of information has been invaluable
- There has been real improvement in the performance of my Company since joining the Performance group
- Beyond the Financials, there have also been significant operational efficiencies gained

UP TO 50% TAX BREAK ON NEW EQUIPMENT



Written by Brett Paul
Resurg Capital Finance

As part of the federal government's response to the world economic crisis a tax break on specific equipment purchases of more than \$1,000 for small business or more than \$10,000 for other businesses was announced.

This presents a unique opportunity, particularly for small business, in terms of acquisition of tangible assets (including vehicles and equipment) given the exceptional tax deduction available.

In short, subject to meeting certain criteria, small businesses will be able to claim an extra 50% tax break on new equipment purchases in the first year of ownership. This is on top of any standard depreciation claimed. In year two, the asset will, for future accounting purposes, be valued as if it had just been depreciated as normal.

FY 2010 FY 2011

Asset Value for Depreciation Purposes	\$55,000	\$49,500
Standard Depreciation say @ 10%	\$5,500	\$4,950
Tax Break Deduction @ 50%	\$27,500	N/A
Total Deduction	\$33,000	\$4,950

For example, let's say a qualifying small business (i.e. with a turnover under \$2M) enters into a contract to acquire a tangible business asset for \$55,000 before 31 December 2009. The asset is subject to depreciation of 10% for the financial year. In the 2009/10 year, the business will be able to claim a \$27,500 'Tax Break' and \$5,500 depreciation. The written-down value of the asset at 31 July 2010 will be \$49,500 and depreciation will still be able to be claimed over the remainder of the asset's life.

By combining the depreciation and the 'Tax

Break' the business will be able to claim 150% of its cost over the life of the asset.

Key Points to Remember

- The tax break will only apply for brand new equipment and vehicles.
- Certain assets are excluded including computer software and intellectual property rights, land, trading stock, capital works, water facilities and cars where the 'cents per km' method is used.
- Eligible equipment must be purchased before 31 Dec 2009 and delivered before 31 Dec 2010 for the additional deduction to apply.
- Even if the primary use of the vehicle changes over time, as long as the car was purchased for the principal purpose of carrying on a business, the tax break may still be claimed. So even for a car that is used 100% for private use by an employee, if the car is purchased by the company it is an employment cost (assuming FBT is paid etc) and it is part of the employer carrying on their business and will be eligible to the Investment Allowance.
- For motor vehicles the tax break is only available up to the vehicle limit (currently \$57,180). If you purchase a vehicle for more than this amount you will still qualify for the rebate but only up to that figure (ie you will achieve an extra tax deduction of 50% of \$57,180 or \$28,590).
- Businesses with an annual turnover of more than \$2m will be able to claim a lesser allowance of 10% for purchases made between 30 June 2009 and 31 December 2009 (subject to the asset being delivered within 12 months of order date).

How can I take advantage of this opportunity?

Call our business finance manager Brett Paull at Resurg Capital Finance on 1300 737 109 for more information. We can provide you with an indication of current interest rates, repayment amounts and terms.

WELCOME!

Congratulations to the following businesses who recently joined a Performance Group:

Lloyd Lusty – Lake Taupo Holiday Resort

Cathy Baker – Harvey World Travel Hope Island

MAKING A SPLASH!

Congratulations to the team at Everclear Pools (pictured below) who recently won the SPASA NSW Pool Shop of the Year 2009 award.

Employee Gene Lawless also won the award for Best Spa Technician. Everclear pools are members of the BioGuard Performance Group.



NEW PERFORMANCE GROUPS



Congratulations to The Cheesecake Shop who held their first Performance Group meeting in Brisbane last month. The group included a visit to Geoff Leed's Annerley store. Geoff commented, 'Our first Performance Group meeting was fantastic. Everyone took away ideas for increasing their profit but more than that, it has really created a sense of community between our stores which was not there before.'

Group members are: ...

Karen Bawden The Cheesecake Shop Willows
Dean & Jennifer Goostrey
The Cheesecake Shop Tweed & Mermaid
Kimberley & Mark Jones
The Cheesecake Shop Toowoomba
Gary Kehl & Lenore Cooper
The Cheesecake Shop Wavell Heights
Geoff Leeds The Cheesecake Shop Annerley
Christine & Greg McMahon
The Cheesecake Shop Southport
Tim Prior The Cheesecake Shop Booval
Debbie Quarrel & Liarna Hudson
The Cheesecake Shop Sunnybank Hills
Diane Crawford The Cheesecake Shop Mackay

PERFORMANCE GROUP CALENDAR AUGUST 2009

13th & 14th August	Harvey World Travel BEST	Zetland
18th August, 8am	CRT NSW1 Conference Call	1800 857 029, 90673653#
18th & 19th August	Travelscene American Express QLD	Brisbane
25th & 26th August	Harvey World Travel NZ	Wellington
25th & 26th August	BioGuard	Wollongong
26th August, 11am	Danks Conference Call	1800 857 029, 90673653#
28th August, 11am	BIG4 G2 Conference Call	1800 857 029, 90673653#