



Welcome to the first edition of **gushhh**, the official **white river design** newsletter.

The past two years have flown by and I am pleased to inform all my current (and potential) clients that **white river design** is going from strength to strength.

I am currently participating in a home based business action program which is said to be an excellent way of learning how to grow a business. (For more information on this contact **Jane Holdsworth** on **4731 5711**).

Through analysing certain areas I have been pleased to discover that 92% of my business is repeat work from current clients, which means that I must be doing something right!

Admittedly I have been very lucky with my clients. They are hard working and passionate about their businesses, they strive for perfection and excellent service and they have chosen **white river design** to create an image that they can be proud of!

Thank you for all your continued support. I'd love to get feedback on the newsletter, so if you have a moment, please drop me an e-mail.

Kind regards



Debbie O'Connor

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Corporate identity versus corporate image

Corporate identity and corporate image are two entirely different things.

Simply put, a corporate identity is everything that is seen that promotes the business - the logo, business stationery, brochures, web site etc.

To help with branding a business, these elements all need to have continuity and look as though they 'belong' to the same company.

Maintaining the same colours, fonts and tag lines are all ways of getting your customer to recognise that it is your business. We all know the 'NIKE' tick,

or the 'Coca-Cola' red. These companies have taken their corporate identity and used it to gain international recognition.

Corporate image on the other hand is how the public perceives you. For example if you are in IT you might wear a suit to project a professional image. However, a surf-wear manufacturer or retailer might only ever wear board shorts and t-shirts as this will emphasise their comfort and laid back image.

A business might also create an image by the way they deal with customers. If people have to make an



appointment to be seen, they will get the perceived impression that the business is busy and that their time is precious. This in turn could give the organisation the image of a higher profile, and in some cases make the business appear larger than it is.

Your corporate identity and image need to compliment each other to be effective.

Promotional DL cards



1000 professionally designed and printed full colour DL cards (with black on the back - great for application forms or extra information)- only \$550*

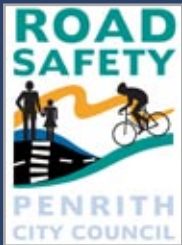
Contact Debbie for more details:
on **4733 7668** or
info@whiteriverdesign.com

*terms and conditions apply

Congratulations!

- To the team at **The Complete Basketcase** for being one of only 6 NSW finalists in the Telstra Small Business Awards. Love your work ladies!
- **Auset Jumping Castles** for the launch of the first ever Hi-5™ jumping castle at Fox Studios - great fun working with you on that one!
- **Victor Tuballa Natural Therapies** - after only 3 months in premises Victor has secured the Parramatta Eels team as a client!

If you have a success story please let me know and I will include it in further editions of **gushhh**.



"Thanks Debbie for everything - that was remarkably painless. I am currently developing another road safety program at the moment so if you are interested in picking up some more work in the next month or so, I'd love to work with you again."

**Sharon Maddox,
Penrith City Council**



"Dear Debbie

We could like to thank you for your wonderful service in helping us design and print out business cards.

Your talent is exceptional as well as your customer service. It all went along so smoothly, we couldn't have asked for more. We get a lot of comments on our cards and have already referred your company to colleagues.

We wish you every success in the future and will be back to you for any further printing of design work that we need."

**Teresa Malecki,
Costless Holidays**

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John Scott (Scott's Auto One) with Debbie O'Connor (White River Design), Jackie Kelly Hockey (Federal Minister for Small Business MP), Jane Holdsworth (CEO of Penrith Valley Economic Development Corporation) and Joe Hockey (Federal Minister for Small Business and Tourism).

Home business operators face up to Minister

Penrith Valley small business owners went face to face with the Federal Minister for Small Business and Tourism, Joe Hockey, to raise vital issues that affect their business during a forum arranged by the Penrith Valley Economic Development Corporation (PVEDC) and the Penrith Valley Chamber of Commerce.

Jane Holdsworth, CEO of the PVEDC, said it was a good opportunity for small business operators to speak about issues.

One Penrith Valley home based business owner, Debbie O'Connor, of White River Design, raised the issue of how sole traders who paid their own superannuation missed out on the dollar for dollar Government scheme.

"If the Government isn't paying dollar for dollar in superannuation, there really is no incentive to be putting money into your super; you'd rather put it back into your business."

"But if the Government does have a dollar for dollar scheme for

sole traders, people will be putting money aside and will then secure themselves for an old age future," Ms O'Connor said.

Mr Hockey said he would follow it up.

Home based business and small business owners raised questions on superannuation tax, numerous paperwork from legislation and unfair dismissal.

Ms Holdsworth raised the issue of superannuation contributions, and the fact that Australia was the only country in the world that taxes funds going in, while there and then going out.

Mr Hockey said that without tax on superannuation, the Government would have to collect tax from someone here else, such as increasing income, capital gains tax or fringe benefits tax.

"We could cut spending on health, education, and other various things, but Australian's don't want that; they want basic services, so we have to charge tax," he said. However, the Federal Government

had no intention of raising the contribution level from 9%.

Mr Hockey also said that small business operators would have less paperwork to fill out with quarterly reporting on superannuation contribution to employees, and only one BAS submission and GST payment a year for those with a turnover of less than \$50,000 a year. Annual returns to ASIC have also been abolished for up to half a million businesses.

"We've reduced paperwork by 30%, according to the ABS," Mr Hockey said.

However, he agreed on the need to address unfair dismissal, especially for those with fewer than 20 full time employees.

"We think that small businesses shouldn't have to be involved in litigation that way. There are going to be certain risks, and that's one of the reasons why there has been a massive move to casuals in the workforce. It's because people are scared of taking people on full time," he said.

Sydney Business Review

In a forum arranged by the Penrith Valley Economic Development Corporation, local business owners met with the Federal Minister for Small Business and Tourism, The Hon. Joe Hockey, to raise vital issues which affect our business.

I raised the issue of sole traders and partnerships not receiving the dollar for dollar superannuation incentive that companies and employees receive.

Mr Hockey was unaware of this issue and said that he would look into it. I have been in contact with the Ministers office a number of times and have been assured that the issue has now gone to the Treasurer, as Mr Howard was asked the same question by a taxi driver in a forum just after the election date was announced.

If you feel that this is an issue effecting the planning for your old age future, please contact your local MP and let them know.

To view the article please click on the image, select 'graphic design' then 'white river design publicity'.

Christmas is just around the corner...

Christmas is traditionally a season for giving, but for businesses this is the perfect opportunity to thank your customers for utilising your services.

The trick is to find something that is really going to make them sit up and take notice. In other words, another company pen thrown in with the other 20 already there really isn't the way to go. So what is then?

white river design is now providing the world's most advanced advertising mousemat. These mats are the number one choice because:

- For the end user, a technologically advanced product they want on their desk.
- For you, the marketer, a product priced and designed for mass

distribution.

- Their slim line design makes them perfect for mailing.
- Twice as much advertising space as traditional mats - room on the reverse to include fax back form, call to action for competition or web visit, or even a calendar.
- Remains in high exposure position (their desk) for many months.

The great thing about these non-slip, mouse friendly mats is you can order as few as 40 or as many as 10,000!

They also come in all shapes and sizes (even a custom size as pictured), so there is a mat to suit all needs and



budgets.

If you would like a quote to get your mousemat organised in time to send out with your Christmas cards, please contact Debbie on 4733 7668 or click this link to e-mail me on info@whiteriverdesign.com.

I also have samples of the quality of these mats, which I'd be happy to mail to you - if you haven't already got one!

Image supplied by printer.

Trivia

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Aoccdrnig toarscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer in waht oredr the lttteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can stll raed it wouthit a porbelm.

Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

Amzanig huh?

Now wouldn't that make for an interesting marketing edge?

Women in Business

Networking is a great way to increase your client base, gain information and meet other people in business.

Women with Altitude is a networking group for women in business.

The network meets every second month for a breakfast meeting where they usually have a guest speaker and an opportunity to network.

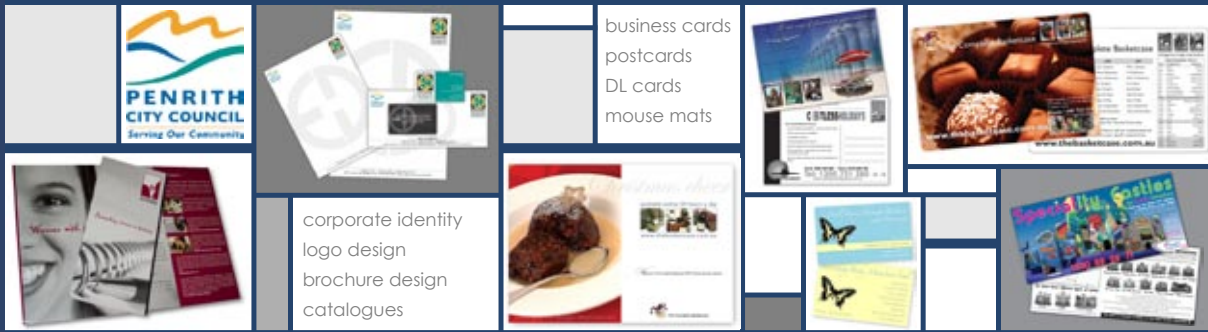
For more information log onto their web site (or click this link) at www.womenwithaltitude.com.au or contact one of their committee members on 0425 205 440.

The next breakfast is on Friday 29th October 2004.

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Is your business card working for you?



Do the quick business card test to find out if your card is working for or against you.

1. Does your card say what you do?
2. Is there a contact name on the card?
3. Does your card list your services or benefits?
4. Do you have at least 3 forms of contact?
5. Does your card have colour on it?
6. Is your card printed double sided?
7. Is it professionally printed?

If you answered no to any of these questions, give me a call and we can discuss how to make one of your first points of contact, have more of an impact.

Cost effective marketing - instant advertising

Is your target market easy to reach on-line? Do you find printed brochures or newsletters for monthly or seasonal specials are heavy on your budget?

We have the solution. Try an e-brochure. This is a brochure that is specifically designed to e-mail to your clients.

The brochure can look just as professional as the printed version, it can also contain links to your web site - as this newsletter does (click on any of the e-mail or web addresses and witness it for yourself).

The benefits of getting an e-brochure designed are:

- no printing costs
- no mailing costs
- instantly received
- easy to view
- easy to monitor

There are however a few issues you need to be aware of before sending out bulk



e-mails. New spam laws have come into account which as a business operator you need to be aware of.

The **Penrith Valley Home Based Business Network** is having a meeting on the 21st of October which will cover database management and the new spamming laws. This is a must attend

for anyone who regularly e-mails a database.

For more information on the HBBN e-mail: jscotton@pvedc.com.au

If you would like to discuss an e-brochure feel free to call Debbie on **4733 7668**.