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Building good businesses in small towns

Community Builders
WEBINAR SERIES

Presentation by
**Peter Kenyon &
Tom O'Toole**



Bushells
OUR CUPPA SINCE 1883

Welcome to today's webinar

Thank you for your attendance and we'll move quickly into the presentation shortly.

I would like to acknowledge the Traditional Owners on whose land we meet today. Recognising Traditional Owners, Australia wide for their continuous connection to the land. We pay our respects to Elders past, present and emerging.

I'd like to take this chance to thank Bushells for supporting this community endeavor, most of us probably have a cuppa right in front of us now, so Thank you Bushells.

Today's presentation is being recorded and all handouts and this recording will be available from the Rural Aid and Bank of Ideas websites after the event.

To the right of the main screen you'll see a chat panel, if you have any questions please write them in there and we'll do our best to get your answers for you before the end of the presentation. If not, we'll get written answers as best we can. You are all muted so the chat window is the only way you can communicate with us.



Our Key Note Speaker today is none other than Peter Kenyon from Bank of Ideas.

Peter was awarded the 2017 WA Senior Australian of the year for service to community and there is no more learned person in Australia when it comes to the concept of small / rural town renewal.

A community enthusiast and social entrepreneur, Peter Kenyon has worked with more than 2000 communities in Australia and in 59 countries seeking to facilitate fresh and creative ways that stimulate community and local economic renewal. Motivated by the desire to create caring, healthy, inclusive and enterprising communities, Peter, through his organisation, Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies) helps communities spark their own ideas and invest themselves in building sustainable futures.

A significant part of the organisation's income is returned to innovative community initiatives. In the last year he has worked with 70 communities from Marble Bar to Margaret River, Launceston to Mission Bay, and convened community building conferences in Australia, India and New Zealand. A keen author, Peter has written 16 books on community and economic development, youth policy and enterprise. Peter's passion and purpose sees him traverse the globe continuously in his relentless desire to enable communities to discover their strengths and transform themselves.

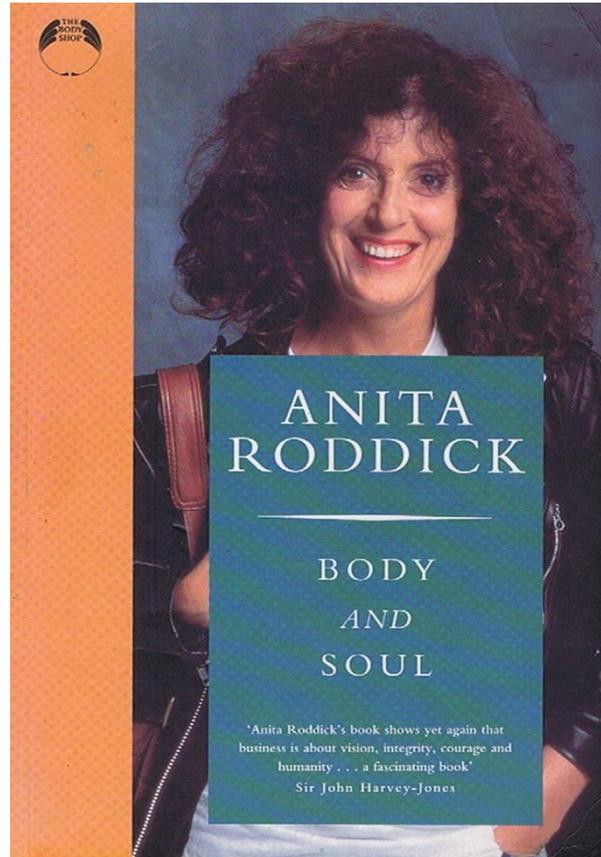


'Building Good Businesses in Small Towns'



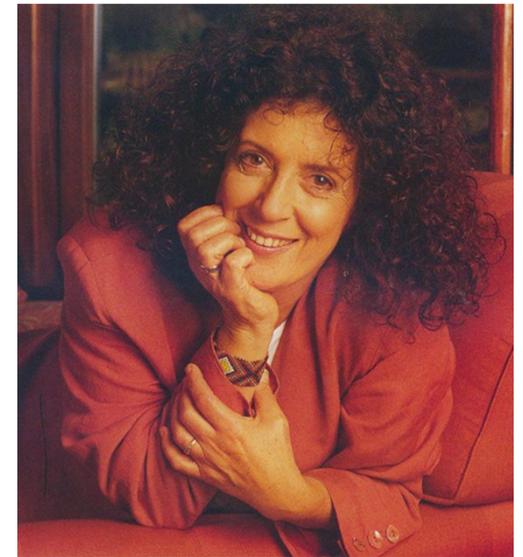






‘You’ve got to be hungry - for ideas, to make things happen and see your vision made into reality’.

(Anita Roddick)



What Makes a Great Town?

1/ Proactive and Shared Leadership

2/ Positive Mindset

3/ Healthy Community Building Practices

4/ Strong Economic Development Behaviours



4 Strong Economic Development Behaviours

C.A.R.E. STRATEGY

C-REATION

A-TTRACTION

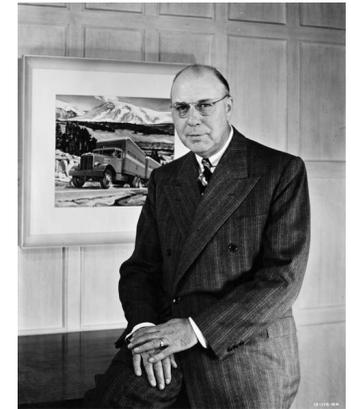
R-ETENTION

E-XPANSION



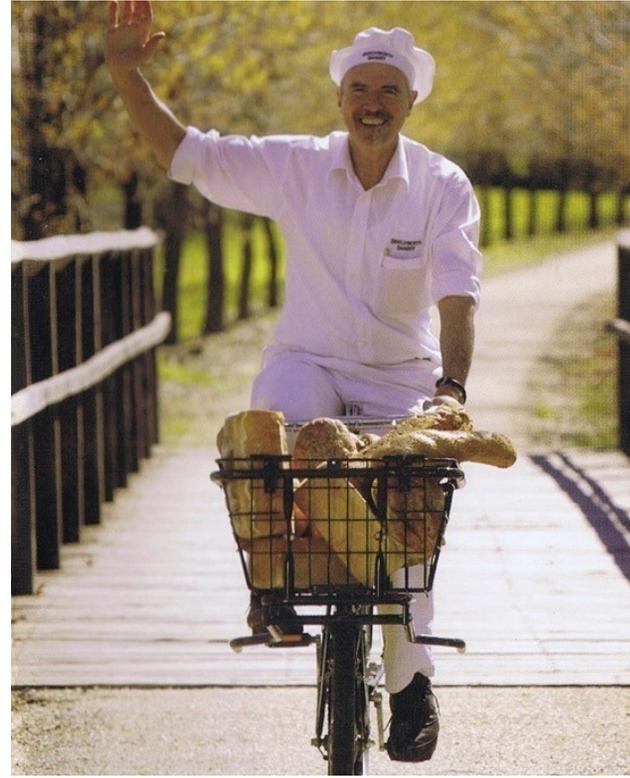
‘The mechanics of running a business are really not complicated when you get down to the essentials. You have to make some stuff and sell it for more than it cost you. That's about all there is to it, except for a few million details.’

-John L McCaffrey



'Beechworth Victoria'





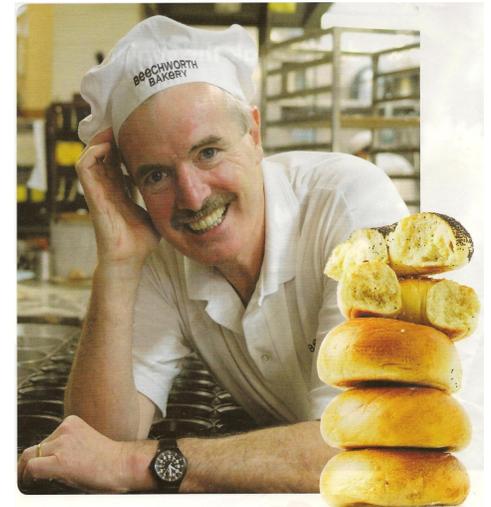
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BANK OF I.D.E.A.S.
HELPING FOR THE OCCUPATIONAL OR ENVIRONMENTAL CHALLENGES

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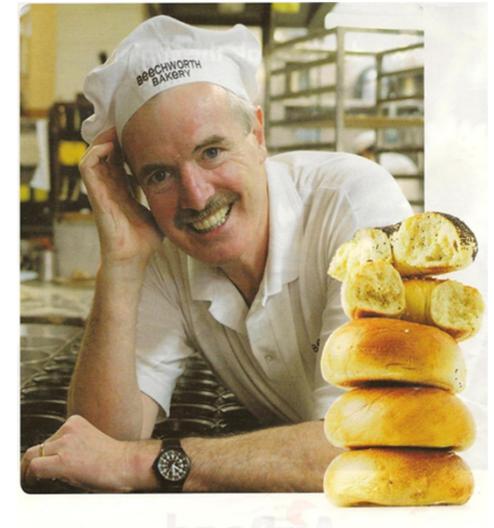
‘Today people say “Geez, wasn’t Beechworth smart saving all its buildings and heritage”. It wasn’t the smartness of the town; it was its bloody poverty. No one would spend any money on the town. It was a town slowly dying. Today it’s very much a tourism town, but its still on the road to no where’

Tom O’Toole



‘In 1984 when I brought the bakery, people didn’t say “I going for a drive to Beechworth” unless they were going to visit Mad Aunty in the lunatic asylum or one of their relations in the jail. Then it was a government town...look at Beechworth today. It is a hive of activity. But when I came here in 1984, all shops were boarded up’

Tom O’Toole





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Case Study Beechworth Bakery

- Employs 70 people
- Turns \$4 million plus per year
- Contributes over a \$1 million in wages
- Took \$30,000 over the counter on one day
- Offers 200 products
- Seats 300 customers
- Has won the most significant Regional Tourism Award in Victoria 3 times



'Meet Tom O'Toole'



Tom O'Toole Live On Stage





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C O M P L I M E N T A R Y
ONE VOUCHER PER CUSTOMER PER TRANSACTION ONLY

CS 31001

*Australia's
Greatest Bakery*



BEECHWORTH BAKERY
27 CAMP STREET,
BEECHWORTH VICTORIA 3747

C O F F E E S T O P

Your choice of...

Hot chocolate, cappuccino, coffee or tea



BEECHWORTH BAKERY















TOUR DE BEECHWORTH BAKERY

ALAUSTRALIA'S GREATEST BAKERY

22-26 OCTOBER, 2014

5 FANTASTIC STAGES.

RIDE ONE DAY. OR ALL FIVE!



And help us to Raise Funds and Awareness for the SES!

The Tour de Beechworth Bakery offers the chance to enjoy some of the most stunning scenery in Victoria whilst enjoying the pro-cyclist life. All you have to do is ride; we take care of luggage, meals, mechanics & accommodation. We really could not think of a better way to celebrate 30 years of the Beechworth Bakery really! Better still, we will be supporting the great work of the SES as we tour around, helping raise awareness and funds for this great service. For further information and entry, visit our website: www.BeechworthBakery.com.au

AN EVENT WORTH CELEBRATING!



Healesville > Ballarat > Bendigo > Echuca > Albury > Beechworth

ENTER NOW!

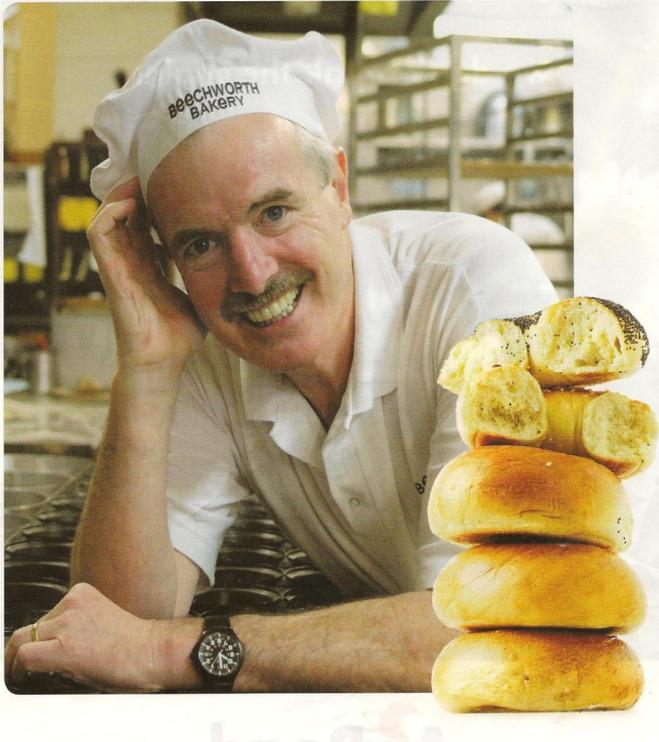
www.BeechworthBakery.com.au





Replicated the bakery in 7 other towns (300 staff and \$17 million in total turnover)



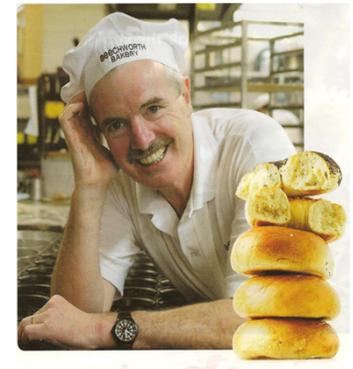


How do we make dough Tom's way?

1. Practice positively outrageous customer service

**‘If you don’ t take care of the
customer,
some one else will’**

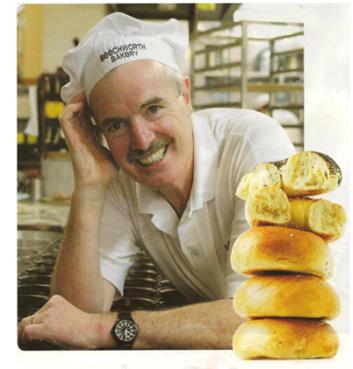
Tom O’ Toole



1. Practice positively outrageous customer service

‘We are not in business to build products or services. We are in business to build relationships’

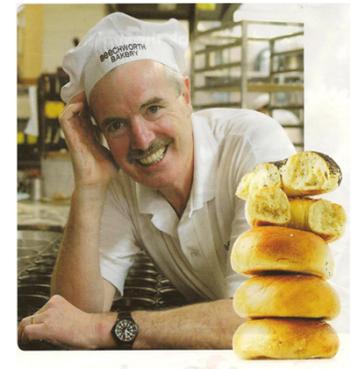
Tom O’ Toole

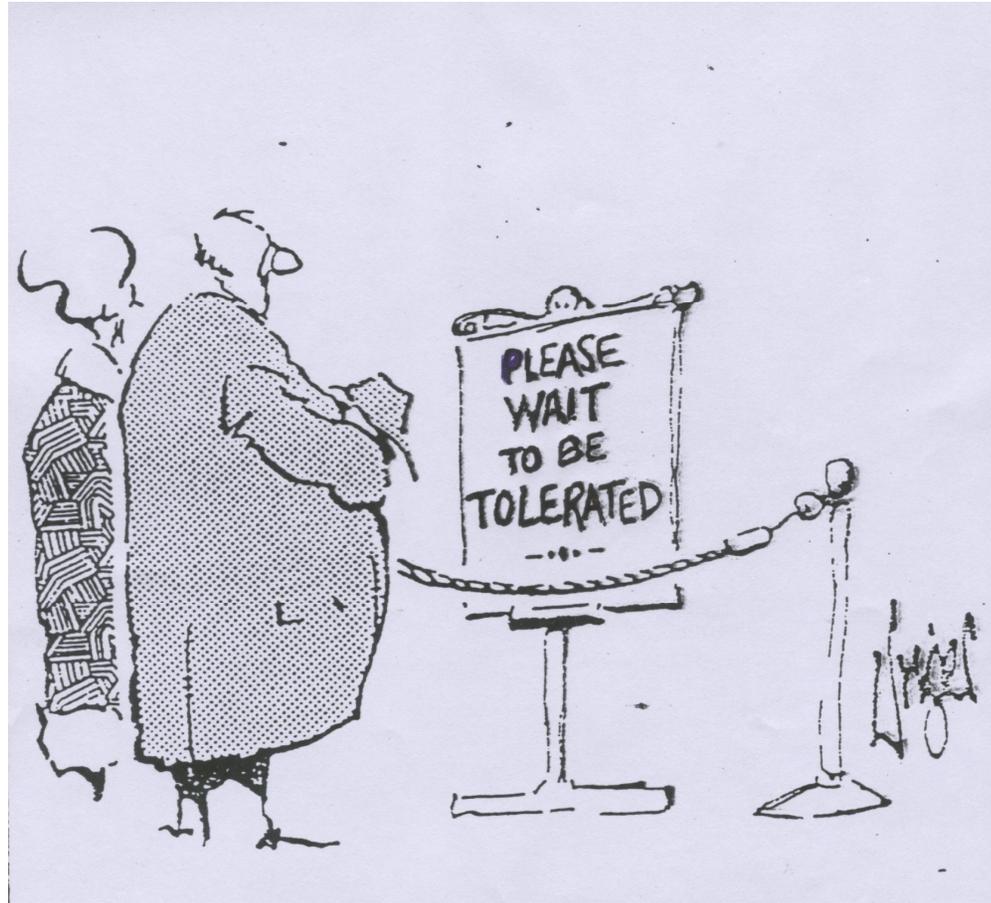


1. Practice positively outrageous customer service

‘The needs of the customer are very simple – look at me, smile at me, greet me, talk to me, thank me’

Tom O’ Toole

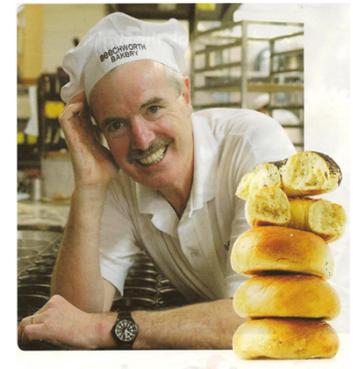




2.Avoid the Bland- dare to be different in marketing

***‘In every town and business there
has to be the WOW factor.
WOW is the answer.’***

Tom O’ Toole



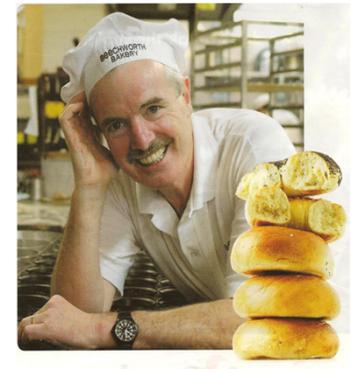
3. Actively focus on staff pride and engagement

**‘I spend a lot of money training my staff.
Some locals think that I’m investing too
much money in my people and they say to me:**

**“Tom, what if you train them and
they leave?”**

To which I usually reply:

“What if I don’t train them and they stay.”



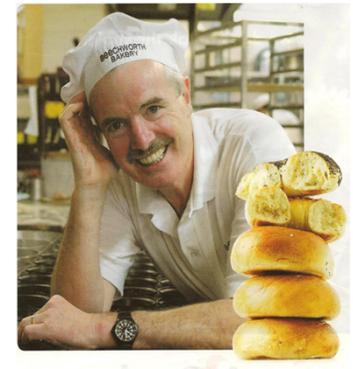
Tom O’ Toole

3. Actively focus on staff pride and engagement

‘I am just one of 76, and the most useless one they tell me. My business is about people.

We so often think it it is about product.

**If my place burnt
down tomorrow, and as long as the buggers
weren’t cooked, I could be operating down the
road within hours’**

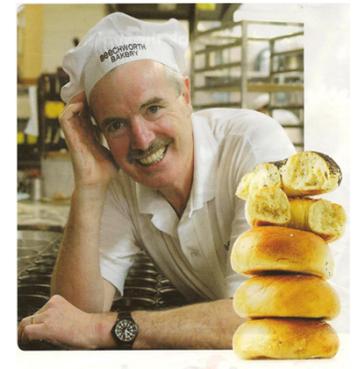


Tom O’ Toole

4. Connect with your community

Be part of your community. Stick up your hand and get involved'

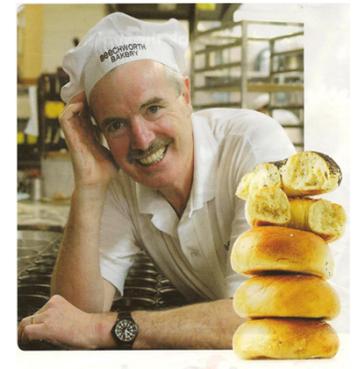
Tom O'Toole



5. Collaborate and network

None of us is as strong as all of us. I know when we all work together, we all win together.'

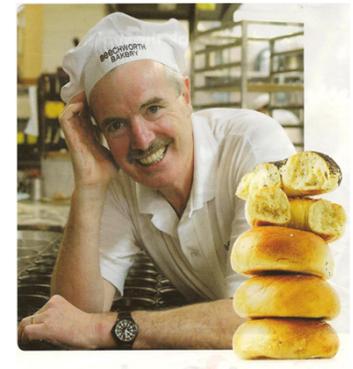
Tom O' Toole



6. Be passionate

‘Passion. If your heart’s not in it, get out. The sky’s the limit if your heart’s in it. You’ve got to have enthusiasm. If you haven’t got enthusiasm you’re buggered!’

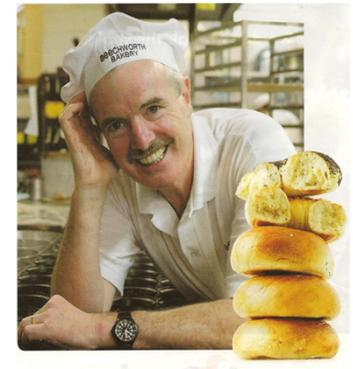
Tom O’ Toole



7. Avoid the 'dream takers'

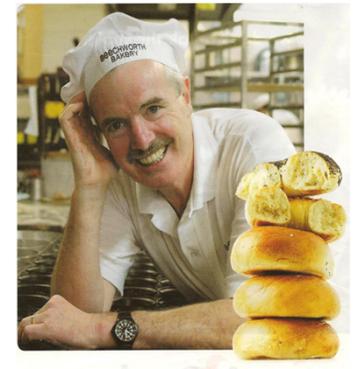
'It is the believers in this world that pick up the prizes...Don't let the dream takers and energy suckers steal your day'

Tom O' Toole



8. Become idea obsessive

‘I really believe that more we learn, the more we earn. I travel beyond my own backyard to see the things others are doing. All the time I am listening to tapes and reading books, trying to learn about business..but don’t study doom and gloom.I study success and happiness instead’

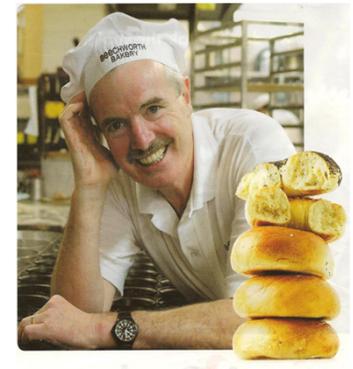


Tom O’ Toole



Tom's Recipe for Making Dough

1. Practice positively outrageous customer service
2. Avoid the bland and dare to be different in marketing
3. Actively focus on staff pride and engagement
4. Engage with your community
5. Collaborate and network
6. Be passionate
7. Avoid the 'dream takers'
8. Become idea obsessive



Tom O'Toole



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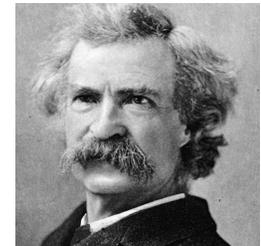
Humour

*'If I can get you to laugh with me you'll like me better,
which makes you more open to my ideas
-John Cleese*



*'The human race has unquestionably one really
effective weapon - laughter...against the assault of
laughter nothing can stand'*

- Mark Twain















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To be successful in business, one needs to be:

Bold

Different

And

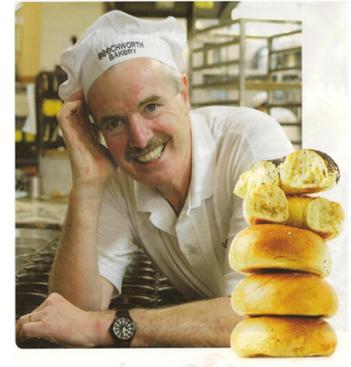


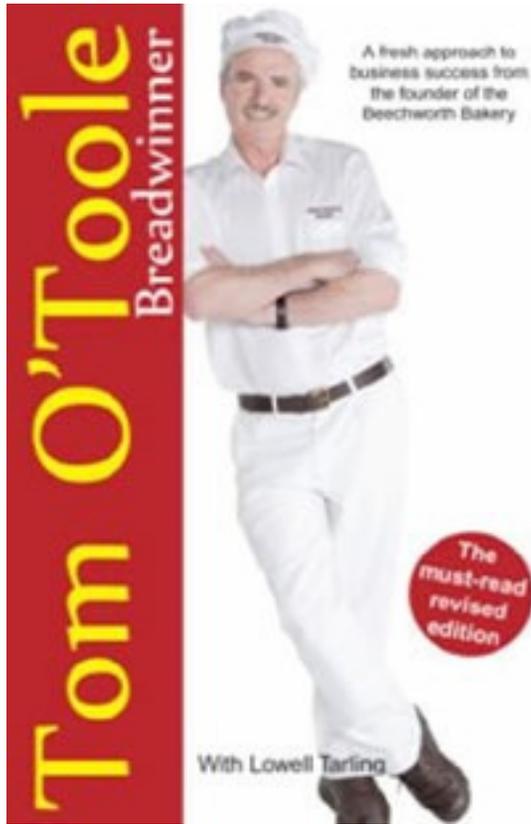
(Anita Roddick, Founder, The Body Shop)

Tom's Final Advice

'Take a risk. Turn off the television. Get out there and see what rural Australia has to offer – the future is right here in rural Australia'

Tom O' Toole





**Available from any
Beechworth Bakery or can
be ordered online**

Questions??

If we don't get to your questions today we'll put them all together and supply some answers through the notes in the coming days and via the Rural Aid and Bank of Ideas websites.



Thank you for joining us for today.

Our next webinar will be held on Tuesday 19th May at 10am Eastern Time.

Next week Peter will talk with Mark Evans the founder of the amazing tourism business Paronella Park on the subject of

**“The Role and Opportunities for Tourism
in a Post COVID World”**

