



JUNE  
2010  
NEWSLETTER

# The Entrance & District Chamber of Commerce

*'THE CHANNEL'*

## contact your committee

Bill Annesley  
M: 0427 228 466  
billannesley@ccbusinesscoaching.com.au

Bob Diaz  
W: 43893483  
M: 0414 435483  
prodivecc@gmail.com

Wes Newman  
M: 0439 903 565  
wesn@tpg.com.au

Filemon Manoleskos  
M: 0412 772 612  
filemon@fishermans-wharf.com.au

Sharyn Kennedy  
W: 4332 3400  
M: 0409 453 399  
sharynk@tlgc.com.au



**WE CURRENTLY HAVE  
VACANT POSITIONS ON OUR  
CHAMBER OF COMMERCE  
COMMITTEE.  
THIS IS YOUR OPPORTUNITY  
TO MAKE A DIFFERENCE AND  
SUPPORT OUR LOCAL  
BUSINESS COMMUNITY**

Contact Bill on  
0427 228 466

billannesley@ccbusinesscoaching.com.au



## this issue

President's Report—meet the committee	P.1
Business Plan	P.2
Chamber Alliance Partner Program	
10 Big Ideas to Grow the Central Coast	
President's Round Table Report	
Fighting for our Surf Life Saving Clubs	
This Month's Business Profile	P.3
Calendar of Events	P.4

## President's Report

Welcome to the first newsletter from the new Chamber Board elected into office at the recent AGM held at The Entrance Hotel on 21st April. In this edition we have included a brief summary about each committee member together with the relevant positions they have been elected to fulfill for the 2010/2011 year. As President I am looking forward to a very positive year with the Chamber and I am extremely keen, together with my Chamber associates, to assist and support the local businesses of The Entrance and surrounding districts.

### MEET THE COMMITTEE

#### PRESIDENT – Bill Annesley

Bill has been a business coach for 9 years, had his own accountancy business for 10 years and a corporate accounting background of 6 years. Other experience includes 10 years in hospitality and tourism. Bill has coached over 100 businesses of all types all sizes and has a passion to help business owners achieve their success.

#### VICE PRESIDENT – Bob Diaz

Bob operates a successful Five Star scuba diving business that began in 1987 at Long Jetty. Bob enjoyed a twenty year stint in The Entrance and now occupies a larger Dive Centre at Killarney Vale. Bob is a long time member of the chamber as well as Past President during The Entrance "Revitalization project". The Chamber now encompasses areas of Toowoan Bay, Long Jetty, Bateau Bay and Killarney Vale allowing more companies the opportunity to increase their business awareness in the precinct. Bob looks forward to moving with the chamber in another era of prosperity introducing The ex HMAS Adelaide to the coast.

#### VICE PRESIDENT – Wes Newman

Wes Newman born and bred on the Coast, from Ocean Consulting Pty Ltd a local business focusing on Point of Sale Equipment, Eftpos and Computers. He has also been responsible for organising major World Series Surfing Events. He will be a very welcome asset to the Chamber.

#### TREASURER – Filemon Manoleskos

Filemon has successfully managed all facets of seafood restaurants over 16 years as owner/operator specialising in exceptional levels of fine dining experiences for customers. Filemon has recently moved to The Entrance to manage the Fishbowl at Fisherman's Wharf and he is committed to helping local businesses by ramping up tourism in the area and drawing people from local areas and beyond so they may enjoy the delights that The Entrance has to offer.

## President's Report (cont)

SECRETARY – Sharyn Kennedy

Sharyn is a mother of 4 and has lived at Bateau Bay for 26 years. Representing Tuggerah Lakes Golf Club where she enjoys the role of Hospitality and Promotions Manager. Sharyn has more than 20 years experience in the hospitality industry and her commitment to the local community is evident by her long term involvement in several local community organisations.

### The Entrance Chamber of Commerce Business Plan

The committee held a Business Planning meeting on Wednesday 19th May to determine strategies for the coming year. Initially the main focus will be on increasing membership and highlighting the benefits of joining The Entrance District Chamber of Commerce to our local business community.

### Chamber Alliance Partner Program – creating one voice for business

Due to our recent alliance with NSW Business Chamber we are able to offer members a range of additional services FREE of charge. These benefits include:

**Business Hotline** - unlimited consultations regarding business information, support and advice.

**Workplace Advice Line** - every member is entitled to three phone consultations with workplace experts who can advise on the right workplace decisions.

**Ask Us How business guides** - covering over 180 topics including sales, marketing, business planning, occupational health and safety, people management and finance.

**Business Vitality™ Express Check** - One visit per member per year to this online diagnostic tool that reports on the health of your business and provides a 48 page report on recommendations for improvement.

**Networking and educational events** - Free and discounted entry to NSW Business Chamber events that are run regularly across the state to increase business networking and present topical issues.

**Business Connect magazine and e-news** - All the latest business news and developments.

**Online business director** - Promote your business through this annual listing.

**Corporate Governance Toolkit** - An online toolkit that lets you download sample commercial agreements, corporate governance guidelines, templates and other essential business documents.

Members will also receive an annual **Member Benefits Program** offering special discounts on products ranging from fuel and office supplies to finance, insurance and banking. There'll also be **up to 25 per cent discount on business support tools and products**. You'll also be eligible for two free trials (each of 14 days) for **WorkplaceOHS**, an online resource to help you meet your OHS and safety obligations, and **WorkplaceInfo**, the ultimate online workplace relations resource for managing IR, HR and payroll matters.

## NSW Business Chamber 10 Big Ideas to Grow the Central Coast

As part of the campaign to ensure business issues are included in the public policy agendas of the major parties in the 2011 State election, NSWBC has identified a number of priority areas, including the Central Coast.

In order to receive appropriate public attention, and to elevate the 10 Big Ideas into discussion points through out the community, NSWBC is hosting a meeting of its members, representatives from local chambers of commerce and other key stakeholders to assist in the development of *10 Big Ideas to Grow the Central Coast*. This is an opportunity to highlight issues that are unique to the region. Matters for consideration thus far include:

- Pay Roll Tax And Red Tape Reductions
- ABS Regional Spotlight
- Transport and Freight Infrastructure
- HSC Reform and Workforce Skills For School Leavers and Young People
- Job Creation on the Central Coast
- Sustainability
- Small Business Commissioner

### President's Round Table Report

The main focus of the meeting was the impending draft Gosford LEP which Deputy Mayor Craig Doyle outlined. Several points of discussion were considered and the group put forward the issue that the LEP is quote, "unworkable in its present form and will need further input".

Another item saw the State Government ask Gosford SC to formalise their zonings. At present standing, there are around forty different zonings to less than twenty zones. This places addition pressure on GSC to save land they have set aside for green zoning. This large parcel of land does not fall inside any of the guidelines of present or future allowed zones.

The other hotly discussed topic, was the delay in scuttling the ex-HMAS Adelaide. After a lively debate all attendees were very positive to sinking the vessel. The main complaint appears to be, the supposed presence of deadly PCBs (sic) along with a sneaky little query about an "alternate scuttling site" thrown in for good measure, plus whether the NSW government is aware of prevention of dumping wastes into the ocean (sic).

The Chamber will follow the case closely and give further input when necessary.

### Fighting for our Surf Life Saving Clubs

Central Coast Surf Lifesaving in partnership with Craig Thompson MB are calling on the support of local residents to petition the Federal government to provide funds for our local surf clubs including Shelly Beach, Soldiers Beach, The Lakes, The Entrance and North Entrance Surf Clubs.

The local surf clubs are old and dilapidated and no longer adequate for the needs of Central Coast lifesavers or the communities they protect. Show your support for our local surf clubs by sending an email to Craig Thompson to request a petition:

**Craig.Thomson.MP@aph.gov.au**



## This Month's Business Profile



Pro-Dive Central Coast began trading as Central Coast Divers in 1987 at a small shop in Long Jetty. Like most first time business ventures, building a business from scratch is a tough ask and when you come from an Air-conditioning background, working in the sub basement of a large inner city building for ten years, eight hours a day, six days a week with the added luxury of four hours train commuting (NOT) can lead you to wonder what life is really about.

With two very young children - a decision was made to become self sufficient and start our own business. The discussions started out as, "What could we do? How could we be successful and who would want our services?"

In my earlier life was a milkman, from this early sojourn we knew partnerships were not for us. Should we start an air-conditioning company? This was soon disregarded. I began to loathe air conditioning so much, I didn't even put in an AC unit into our own home until just recently.

My preferred hobby was scuba diving, I became an Instructor and worked part time for another shop, I soon realised the owner was only playing with the store or had no idea how to manage a store. I tried to implement several ideas which were not accepted and took the barb that, if I could do better I should try it myself.

After several weeks of soul searching, discussions with my wife Tina, we decided to do just that. Thus our fate was sealed.

With a Bankcard, eight thousand dollars of borrowed funds and gift of the gab, we set up in a small store of around fifty square metres at Long Jetty. Our idea of paradise. The store soon outgrew itself and when the building sold three years later and we were unceremoniously asked to vacate the premises, we took the plunge and moved into a larger 125 square metre store at The Entrance in 1990.

This larger store allowed us to implement some really good ideas that allowed us to really shine, one such idea attracted the attention Pro-Dive International (the largest group of Dive Centres in the world) who accepted us into their fold. We quickly accepted their invitation and moved to the next level.

One of our earlier initiatives was to train ten L & N clients through NSW TAFE. Our goal was to train them to industry specifications from Open Water divers to Divemaster, a professional level, whereby they all gained full time work in the dive industry. Several students went on to become Dive

the dive industry. Several students went on to become Dive instructors. This has led to the William Angliss Institute to take this initiative and implement it into a Diploma course in Hospitality, utilising our earlier practices.

We soon became the number one store on the coast in terms of certification numbers, taking divers on overseas holidays, sales and marketing initiatives to the point where we earned the highest accolade as the coasts' first PADI Five Star Instructor Development Dive centre and a reputation as a Store of Excellence.

In 2006, we were asked to vacate by the owners following the sale of that building and to stay on by the purchaser (very confusing).

Anyway, after a thorough search, we had several ideas being, location, traffic flow, distance to freeway and several other criteria. In July 2006, we took up residence at our present location on top of the hill at Killarney Vale. We have not looked back since.

The store is now 260 square metres with off street parking at the front door, two large lecture rooms, scuba service centre, rental dept, meeting room and three compressors. (Tina's only concern - she wanted a kitchen and internal bathroom). With a large, bright and airy showroom with a complete catalogue of SCUBA equipment in all sizes, not heard of in the dive industry before. We can outfit several divers from top to toe in all diving equipment without ordering.

Another first in the dive industry- we now offer Safe Boating courses and NSW Powerboat Licence testing. This allows us to take up the slack in winter time when diving drops down but with the impending scuttling of the ex- HMAS Adelaide we foresee the diving side of our company reacting with an initial two hundred percent increase, leading to a four hundred percent increase within the first year of the vessel being scuttled. I envisage we will be employing approx ten to fifteen extra full time professional staff.

The future looks very bright. Our succession involves our youngest son who works with us and we acknowledge we will still need further staff training. Our past successes came at a very heavy price. When we started in 1986 we had very little business training and with hard work, networking and utilising the information around us, we have succeeded where many others have failed.

I have never been frightened to ask for help or information. I have often taken someone's initial enquiry, nurtured it to a point where it became my own adventure, such as teaching scuba diving in local High schools. We began this venture in 1989 and instituted scuba diving into the Marine Studies programs at twelve local high schools. I am often consulting Marine Studies groups and implementing specialised programs for their use.

Another initiative saw us develop a Scientific diver program (Level 1 commercial) into the local university, which has become an Australia wide industry standard. We still have a long road to travel, more training to undertake, more ideas to bear fruit and more people to learn from.

Cheers  
**Bob Diaz**

The Entrance Chamber of Commerce  
presents

## Christmas In July

Saturday 24th July 7pm  
at Tuggerah Lakes Golf Club

Includes two course  
Christmas buffet  
(main & dessert),  
tea or coffee & mints

Entertainment by  
**Open Fire Trio**

Tickets—\$38 p/p



Book a table or join ours!

For further information contact  
Bill — 0427 228 466 or Sharyn - 0409 453 399  
Or book on line

[www.theentrancechamber.com.au](http://www.theentrancechamber.com.au)

Tuggerah Lakes Golf Club  
Shelly Beach Rd, Shelly Beach  
**P: 4332 3400**

The Entrance

## Winter Blues & Jazz Festival

10 & 11 July 2010



Free entertainment including -

### Kevin Borich—Galapagos Duck

Bridie King—Jack Evans & the Spydys  
Strictly Dixie—Mal Gatt—Jiri's Harlem  
Swing—Dan Granero Band—Shiraz  
Aotea Combo—Yuki Kumagai  
John Mackie Jazz Band—Hip Sister  
Jenny Marie Lang—Indiana Phoenix  
Muma Jane's Blues Band  
Latin Jazz Trio  
Central Coast Conservatorium Jazz  
Ensemble & Big Band  
Glenn Cardier and the Sideshow  
Plus much more...

The Entrance and Participating Venues

For more information—1800 335 377  
[www.theentrance.org](http://www.theentrance.org)

## CALENDAR OF EVENTS

MONTH	DATE	TIME	DETAILS	VENUE
June	Tuesday 29th	9am	'eBusiness and Marketing your Business Online' Workshop	Diggers The Entrance
July	Wednesday 7th	6.30pm	The Entrance & District Chamber of Commerce Committee Meeting	Fisherman's Wharf
	Saturday 24th	7pm	Christmas Night In July	Tuggerah Lakes Golf Club
August	Wednesday 4th	6.30pm	The Entrance & District Chamber of Commerce Committee Meeting	Fisherman's Wharf
	Thursday 26th	7am	Breakfast Seminar	The Entrance Hotel

## MEMBERSHIP RENEWALS NOW DUE

There are 4 ways to Renew Your Membership or become a New Member:

1. Contact President Bill Annesley 0427228466
2. Email : [billannesley@ccbusinesscoaching.com.au](mailto:billannesley@ccbusinesscoaching.com.au)
3. Post PO Box 196 The Entrance 2261
4. Pay via the web site [www.theentrancechamber.com.au](http://www.theentrancechamber.com.au)

