



SSHED on target

Since the New Year, six new tenants have moved into the Sutherland Shire Hub for Economic Development (SSHED). The SSHED is a brand new business accelerator located in Loftus. Twelve tenants now call the SSHED their business home and the SSHED is on target to reach full occupancy later this year.

Take a hot-desk at the SSHED

Soon the SSHED will launch hot-desking where tenants "rent" a fully equipped desk-space instead of a complete office. The desk-space includes a computer, broadband Internet, a phone system and full access to the SSHED office facilities, mentoring and networking programs.

"Hot-desking is a smart way for us to extend our incubator program and integrate it with the local business community," says SSHED Manager, Craig Doyle.

"We believe hot-desking is ideal for businesses that spend most of their time out of the office, yet need a business base one or two hours a day or week," he added.

For more details, please email us at info@sshed.com.au

Who's new in the SSHED?



the creative moo

the creative moo is a unique, one-stop-shop marketing and ideas hot house. The business specialises in strategic ideas generation, fresh, innovative graphic design, promotional events and campaigns aimed at building brands and driving businesses forward. Visit: www.thecreativemoo.com

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Just some of the new tenants in the SSHED (from L to R)

Keith and Diane Miller (Vacation Valet), Melissa Williams (the creative moo), Nick and Bronwen Batty (VisionLife).

Doyle joins the team

Craig Doyle was appointed as manager at the SSHED in December last year. He has a background in ICT and he has worked for companies such as Apple Computer and Telstra. More recently, Craig has headed up dot.com start-ups in Australia and the USA.



John Petty joins the SSHED advisory team

The SSHED is building a network of experienced entrepreneurs and business professionals to act as business advisors and mentors for our tenants. We're pleased to announce that John Petty recently joined our advisory network and is currently working with our tenants in business planning, positioning and developing growth strategies.

John is working with us in developing a series of self help checklists and action plans to guide our tenants through their two years with the SSHED.

John is the current National Vice President of the CPA Australia, the winner of 25 business awards, author of several business management books and lecturer in small business management at the University of Technology, Sydney.

Visit: www.vacationvalet.com.au



VisionLife

VisionLife is a boutique financial planning company who understands clients are time-poor and require professional advice to understand the complexity of finances today.

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Email: info@visionlife.com.au

SSHED is officially opened

The SSHED is part of a new \$5M education, training and business development precinct officially opened on Monday 17th November, 2003. Sutherland Shire Council, TAFE NSW, and the University of Wollongong (UOW) have worked together to provide the first university presence in southern Sydney and a world-class business incubator in brand new premises located at the Loftus TAFE campus.

The building is occupied jointly by the University of Wollongong Loftus Education Centre and the SSHED.

Scott Maxworthy, Director of BANGitUp.com addressed the more than two

hundred guests at the opening event, on behalf of the seven founding tenants. He said that his business is already benefiting from the SSHED "wow" factor.

"Joining the SSHED adds a professional edge to our business, the IT infrastructure is exceptional and already BANGitUP.com is working and collaborating with several of the other tenants."

"Being in here is about networking, sharing ideas and working and helping each other to grow our businesses," added Scott.



"Unveiled" (from left) Sutherland Councillor Ken McDonell, Minister for Small Business David Campbell, Sutherland Mayor Phil Blight, Member for Hughes and Veterans' Affairs Minister Danna Vale and University Vice-Chancellor Professor Gerard Sutton.

What's been happening at the SSHED?

8th September 2003	Founding tenants move in	
17th November 2003	Official opening of the SSHED	
21st October 2003	Seminar: Southern Sydney Business Development Centre - how we can help your business?	BEC, NSW Department of State and Regional Development, Austrade Tradestart
7th November 2003	Seminar: "Raise your business profile".	John Hanrahan, New Look Marketing
4th December 2003	"Getting the Most Bang for Your Buck from Your Marketing and Sales".	Emilio Robles, Simentra
29th January 2004	Seminar: "How to find, interview and hire the right person for your business".	Teri Moxham, Southside Staffing Services
4th February 2004	Seminar: "Introduction to business planning, positioning and strategies for growth".	John Petty

Business Assistance

The Australian Bureau of Statistics (ABS) is Australia's official statistical agency. The ABS mission is to provide high quality statistics to assist informed decision making in government, business and the community generally.

For more information contact:
National Information and Referral Service
1300 135 070

www.abs.gov.au

Want to be a part of the SSHED?

If you would like to find out more about the SSHED and our business acceleration program, then please contact us for a registration form or to make a date to visit the SSHED.

SSHED
1 Pitt Street
Loftus, NSW 2232

PH: 61 2 9545 7777

Fax: 61 2 9545 7701

Email: info@sshed.com.au

SSHED Tenant Directory

BANGitUP.com	www.bangitup.com
Bilby On Hold Marketing	carline@tpg.com.au
Creative Stars Marketing	www.creativestars.com.au
Crocware	www.recovermyfiles.com
Data Marketing Services	www.mobilemessenger.com.au
evolution	evolution@sshed.com
Pacific Teleports	www.pacificteleports.com
Supermodels Architectural Modelling	www.supermodels-am.com.au
Switch I.T.	www.switchit.com
the creative moo	www.thecreativemoo.com
Vacation Valet	www.vacationvalet.com.au
VisionLife	bronwen.batty@visionlife.com.au

Thank you

With the coming local government election, it is an appropriate time to thank the current councillors and community members of the Shire's Economic Development Committee (EDC) for their vision and support. The EDC has played an integral role in the development of the SSHED and our ongoing business acceleration programs.



eNewsletter developed by SSHED tenant [Switch I.T.](http://www.switchit.com)

This business accelerator is an initiative of Sutherland Shire Council



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