



90+ million email newsletters

Freshview graduated from the SSHED program in August, having successfully developed and launched two email marketing products – **Campaign Monitor** and **MailBuild**.

Today, 16,000 different companies in more than 65 countries use these products to manage their email marketing. In fact, more than 90 million email newsletters have now been sent using Campaign Monitor.

Ben Richardson and David Greiner were founding tenants at the SSHED and joined in September 2003.



Freshview founders, Ben and Dave.

Shire Group Training moves in

New and exciting employment opportunities for young people in the Shire are now available with the launch of a new company, Shire Group Training.

Australia wide, more than 40,000 people are employed by group training companies. Shire Group Training employs trainees and apprentices and places them with host employers.

Janet Knight from Shire Group Training has set up in the SSHED and become the SSHED's first "hot-desking" tenant.

To find out more contact Janet on jknight@hvtc.com.au



Janet Knight moves into the SSHED

SSHED Tenants in the News!

Crime Stoppers backs Data Dots

Australia's multi billion dollar equipment hire industry has turned to futuristic spray-on micro identification dots in an effort to stem theft which costs the industry more than \$60M every year.

Members of the Hire and Rental Industry Association, such as Kennards Hire, are now using Data Dots to mark all their rental equipment – everything from



Women in the SSHED see pink!

Many of the businesses located in the SSHED have been founded or co-founded by women. As a way of thanking the local community for supporting them and their new businesses, the women are staging a Pink Ribbon Charity Breakfast. Special guest is TV personality, **Johanna Griggs**.



The breakfast will raise money for the National Breast Cancer and the McGrath Foundations.

Date: Tuesday 24 October 2006

Place: Bluefin Restaurant, Cronulla Leagues Club

Time: 7.15am

For more details call **9545 7709** or email pinkribbon@sshed.com.au

Brett meets the "idols"

Cartoonist and animator, Brett Bower, was chosen to draw Australia's Idols for 2006.



Brett's business, **Dial-a-Cartoonist**, specialises in creative design, multimedia, illustrations, storyboards, marketing and graphic design.

Brett runs his design studio from the SSHED. www.dialacartoonist.com.au

Award for Excellence

In September, Andrew Smith from **Lagen Spatial** won a NSW Award for Excellence in Surveying and Spatial



wheelbarrows to bulldozers.

Crime Stoppers Australia has fully endorsed the hire industry's move to adopt micro dot technology.

www.datadothb.com.au

SSHED graduates enter export awards

Two SSHED graduates are pursuing this year's NSW Premier's Exporter of the Year Awards. Two businesses, [Mobile Messenger](#) and [Freshview](#), were founding tenants at the SSHED and are this year vying for accolades in a number of categories including:

- Emerging Exporter, Information & Communications Technology Award
- Small/Micro Business Award
- Young Exporter of the Year.

Last year, another SSHED graduate, [GetData](#), received a highly commended in the Emerging Exporter category.

The NSW Awards are on 19 October, Sydney Town Hall with winners travelling to Melbourne for the National Exporter of the Year Awards in November.

www.exportawards.com.au

Aussie Ambassador heads to Germany

Brett Madsen, general manager, [Lagen Spatial](#), will represent Australia at the world's largest surveying and mapping conference in Germany this month.

Brett was selected to be a Youth Ambassador to attend the FIG World Congress in Munich where more than 15,000 delegates from 80 countries are expected to attend.

He is well qualified in this field and runs his own specialist computer mapping business, [Lagen Spatial](#), based at the SSHED.



Brett Madsen, founder, Lagen Spatial

To find out what other businesses are in the SSHED, [click here](#)

Information.

The award recognised Andrew's work on developing a spatial information solution for Geoscience Australia.

Small Biz Conference – a great hit!

More than 140 local business people attended the Shire's biggest and best annual half-day business conference last month.



Attendees were blown away by the key note speaker, Peter Sheahan, who gave an inspiring address on "How to Work with Generation Y".

If you missed the conference you really missed something special. To book for next year's event call **9710-0109**.

Nine2Three "best branded"

Specialist recruiting company, [Nine2Three](#) was awarded runner up in the 'Best Branded Service' at the St George and Sutherland Shire BEC, Branding Awards.

Beaten only by the Bank of Queensland, Nine2Three was voted runner up.

www.nine2three.com.au

Office space now available

Five businesses have now graduated from the [SSHED](#). Businesses join the SSHED for three years and with several moving out to larger premises, some office space is now available.

If you're a home-based business looking to grow, or you're searching for professional offices, the SSHED could be ideal for you.

Call Craig Doyle, Manager on
PH: 02 9545 7777
E: info@sshed.com.au
www.sshed.com.au



The business accelerator is an initiative of Sutherland Shire Council

SSHED

The SSHED Business Accelerator was established with funding assistance from the Commonwealth Government's Small Business Incubator Program.