

INCREASE COMPANY	HOLDER OR INTERESTED PARTY	DATE	NUMBER ACQUIRED	PRICE PER SHARE	TOTAL COST	CURRENT SECURITIES	VALUE PER SHARE*	TOTAL VALUE (\$)*	
Algae.Tec Ltd	Peter Hatfull	15-16-Sep-11	20,300	0.360	7,305	9,557,865	0.360	3,440,831	A
Anaeco Ltd	Richard Rudas	13-Sep-11	167,742	0.063	10,568	13,554,901	0.061	826,849	G
Anaeco Ltd	Shaun Scott	21-Sep-11	200,000	0.055	10,930	950,000	0.055	52,250	A
Base Resources Ltd	Andrew King	16-Sep-11	80,000	0.550	44,000	820,000	0.450	369,000	D
Base Resources Ltd	Tim Carstens	16-Sep-11	198,334	0.550	109,084	1,148,334	0.450	516,750	D
Base Resources Ltd	Colin Bwyne	16-Sep-11	111,111	0.550	61,111	778,980	0.450	350,541	D
Base Resources Ltd	Winton Willesee	16-Sep-11	60,000	0.550	33,000	500,000	0.450	225,000	D
Burleson Energy Ltd	Norman Zillman	21-Sep-11	100,000	0.037	3,720	18,379,951	0.036	661,678	A
EcoQuest Ltd	Sylvia Tulloch	08-Sep-11	20,000	0.029	580	520,000	0.029	15,080	A
Liberty Resources Ltd	Andrew Haythorpe	19-20-Sep-11	1,000,000	0.060	60,000	23,491,556	0.060	1,409,493	A
Medtech Global Ltd	Vinogopal Ramayah	19-Sep-11	226,003	0.065	14,690	69,096,785	0.065	4,491,291	A
Mount Magnet South NL	Colin Chenu	15-Sep-11	202,667	0.055	11,147	1,216,001	0.110	133,760	F
Mount Magnet South NL	Matthew Shackleton	15-Sep-11	1,548,640	0.055	85,175	9,331,833	0.110	1,026,502	F
Mount Magnet South NL	Mark Pitt	15-Sep-11	196,667	0.055	10,817	1,180,001	0.110	129,800	F
NSL Consolidated Ltd	Peter Richards	14-Sep-11	2,789,438	0.055	153,395	8,909,438	0.059	525,657	F
NSL Consolidated Ltd	John Muir	14-Sep-11	1,967,718	0.055	108,224	5,967,718	0.059	352,095	F
NSL Consolidated Ltd	Peter Wall	14-Sep-11	3,164,009	0.055	174,020	11,557,031	0.059	681,865	F
NSL Consolidated Ltd	Cedric Goode	14-Sep-11	909,090	0.055	50,000	22,409,090	0.059	1,322,136	F
PharmAust Ltd	Bryant Mclarty	16-19-Sep-11	100,000	0.019	1,900	7,268,119	0.019	138,094	A
South Boulder Mines Ltd	David Hughes	12-Sep-11	500,000	0.200	100,000	1,174,945	2.520	2,960,861	C
South Boulder Mines Ltd	Liam Cornelius	16-Sep-11	1,900,000	0.200	380,000	8,207,338	2.780	22,816,400	C
Strategic Minerals Corporation	Claude Guerre	15-Sep-11	500,000	0.048	24,000	4,845,000	0.048	232,560	A
Torrens Energy Ltd	John Canaris	16-Sep-11	1,050,000	0.045	47,250	4,175,000	0.060	250,500	F
Torrens Energy Ltd	David Eiszele	16-Sep-11	43,334	0.045	1,950	173,334	0.060	10,400	F
Uran Ltd	Jason Brewer	20-Sep-11	700,000	0.021	14,862	700,000	0.020	14,000	A

DECREASE COMPANY	HOLDER OR INTERESTED PARTY	DATE	NUMBER DISPOSED	PRICE PER SHARE	TOTAL REALISED	CURRENT SECURITIES	VALUE PER SHARE*	TOTAL VALUE (\$)*	
Drake Resources Ltd	James Merrillees	21-Sep-11	100,000	0.360	36,000	100,000	0.360	36,000	A
Mermaid Marine Australia Ltd	Jeffrey Weber	20-Sep-11	400,000	3.170	1,268,000	877,153	3.170	2,780,575	A
Minara Resources Ltd	Malcolm Macpherson	22-Sep-11	75,000	0.870	65,250	0	0.870	0	H
Otto Energy Ltd	Ian Macliver	15-Sep-11	1,007,221	0.075	75,542	5,299,721	0.076	402,779	B

*day of announcement

A On market trade | B Off market trade | C Exercise of options | D Rights issue | E Share purchase plan | F Entitlements issue | G Employee Loyalty Share Bonus Scheme | H Acceptance of an off-market takeover offer by Glencore Investment Pty Ltd for all of the shares in Minara Resources Ltd
 Please direct enquiries to kirat.kaur@wabn.com.au



INDEPENDENCE GROUP NL

Prosperity through
unification
www.igo.com.au

Our recent acquisition of Jabiru Metals Limited combined with the Long Nickel Mine and 30% ownership of the Tropicana Gold Fields has further strengthened our development and exploration potential and expanded our reach into WA's mineral provinces.

BND4186



New senior staff at APP

Project management consultant APP Corporation has promoted **David Shirley** to project director, project management. **Peter van Gent** has been appointed as project director, urban development.

James heads Yellow Brick Road

Damian James has been appointed as principal at the new Perth office of financial services firm Yellow Brick Road Wealth Management. Mr James has more than 16 years' experience in financial services.

McCrackan joins Janet Stead

Law firm Janet Stead and Associates has appointed **Rebecca McCrackan** as a patent and trade mark attorney. Ms McCrackan is experienced in patent prosecution and drafting, and previously worked at Wrays.



Green, Titelius on board with PPR

PR firm Professional Public Relations has expanded its Perth team with the appointment of **Lara Green** (far right) and **Regina Titelius** as account managers.



Ms Green was previously head of PR at an ethical children's designer label in London. Ms Titelius was previously a journalist and a government media adviser, most recently as senior ministerial media adviser for Planning, Culture and the Arts Minister John Day and Deputy Premier Kim Hames.

Murray joins Gold Road

Gold Road Resources has appointed **Gordon Murray** as business development manager. Mr Murray was previously a project manager for BHP Billiton and a contract mining engineer for Barrick Gold Australia.

Migro joins AJ Cochrane

Greg Migro has rejoined Perth painters AJ Cochrane & Sons. Mr Migro has more than 40 years' trade experience as a painter, including 10 years with the Painters Registration Board.



Holtby to Ausco

Portable building hire company Ausco Modular has appointed **Simon Holtby** (pictured) as general manager – western. Mr Holtby was previously CEO of Roadcare and oversaw the joint venture in WA between Pioneer Road Services and Fulton Hogan. **James Rowdon** is now in the newly created role of senior business development manager, and **John Zendler** moves into a dedicated housing division manager role.



Greenwood promoted

Law firm Gibson & Gibson Lawyers has promoted **Aroha Greenwood** to associate in its litigation team. She has worked in the areas of commercial litigation, workplace relations and inheritance disputes.



Crozier to Interpeople

Recruitment, migration and consulting company Interpeople has appointed **Rhenise Crozier**, recently returned from Robert Walters in London, as manager of IT recruitment & contracting.

Groom, Douglas at Carbon Conscious

Carbon estate developer Carbon Conscious has expanded its forestry management team. **David Groom** has been appointed as general manager operations. Mr Groom has previously held management roles with Bunnings, ITC and Timbercorp. **Jeff Douglas** has been appointed land manager.

COMINGS AND GOINGS

Comings & Goings for WA's listed companies have been sourced from the WA office of the ASX.

AUSTRALIAN INSTITUTE OF COMPANY DIRECTORS

Looking for a board position?

companydirectors.com.au/Member-Services/Directorship-Opportunities

- **Arafura Resources**
- **Loretta Reynolds** has been appointed as a non-executive director.
- **Argosy Minerals** Director **Cecil Bond** has retired.
- **Astro Resources**
- **Graham Libbesson** has been appointed as a non-executive director.
- **Australian Mines**
- **Brett Young** has resigned as joint company secretary, but remains a non-executive director.
- **Avonlea Minerals**
- **David Macoboy** has been appointed as non-executive chairman, following the resignation of **Roger Steinepreis**, who remains as a non-executive director.
- **BC Iron**
- **Andrew Haslam** has been appointed as a non-executive director.
- **Blackcrest Resources**
- **Andrew Wild** has been appointed as a non-executive director, following the resignation of **Gregory Cornelsen**.
- **Conto Resources**
- **Francis De Souza** has been appointed as a non-executive director, following the resignation of **John Ciganek**.

- **Dynasty Metals Australia**
- **Lewis Tay** has been appointed as managing director, and **Tom Pickett** as a director and non-executive chairman. **Bin Wang** has also been appointed as a director.
- **Empire Oil & Gas**
- **Jeffrey MacDonald** has been appointed as a director.
- **Exco Resources**
- **Tom Whiting** has been appointed as a non-executive director.
- **Firestone Energy**
- **David Knox** has been appointed as chief executive officer.
- **Galaxy Resources**
- **Zhimin Shi** has been appointed as an alternate director for **Shaoqing Wu**.
- **Matrix Composites & Engineering**
- **Paul Wright** has been appointed as acting chief financial officer and acting company secretary, following the resignation of **Michael Kenyon**.
- **Modena Resources**
- **Cameron Edwards** has been appointed as an executive director, and **Cosimo Damiano** as a non-executive director, following the resignations of **Andrew Waller** and **Tony Izelaar** from the board.

AUSTRALIAN INSTITUTE OF COMPANY DIRECTORS

Take up membership now

companydirectors.com.au

Give your brightest star the chance to shine

Do you know an outstanding business achiever?
Someone who is a leader in their field?

Nominate them for the 2012 40under40 Awards today

40₂₀₁₂under40
40under40.com.au

Business News
helping business grow

Call Rosemary on **08 9288 2100** or visit **www.40under40.com.au** to nominate your tall poppy.



Join us on **facebook** facebook.com/40under40awards
Follow us on **twitter** twitter.com/WABN_Events

major partners: **KPMG**, **ATCO AUSTRALIA**, **BIS**, **PERTH AIRPORT**, **SINGAPORE AIRLINES**, **Clarity**, **gadens lawyers**, **Determined to be different**, **Government of Western Australia Department of Commerce**, **CITY OF PERTH**

strategic alliance partners: **THE UNIVERSITY OF WESTERN AUSTRALIA** (Achieve International Excellence)

web partner: **Star3Media**

hospitality partner: **WA Summer Collaps**

charity partner: **St Vincent de Paul Society** (good works)

FACT FILE

Compiled by Dan Wilkie

WA Company Listings

Continental to list on London's AIM**19-September-2011 by Dan Wilkie**

South Africa focused miner Continental Coal shares will commence trading on the London Stock Exchange's Alternative Investment Market later today.

Perth-based Continental said its shares would commence trading on the AIM by around 3:00PM (WST) today.

Chief executive Don Turvey said the company would benefit from an expanded international profile and engagement with additional European funds and investors.

"The listing of its securities on AIM, recognised as one of the world's leading resources focused equities exchanges, is very strategic for Continental Coal," Mr Turvey said.

"An AIM listing provides the company with opportunities to further diversify its shareholder base, particularly with funds and institutions in Europe, increase our international profile and opens a range of opportunities for Continental Coal to establish additional strategic partnerships."

GMP Securities Europe and Renaissance Capital acted as joint brokers to Continental for the AIM listing, while RFC Corporate Finance acted as corporate advisor.



EARNING INTEREST: Atlas Iron chief executive David Flanagan has presided over another successful takeover, this time gaining a controlling stake in FerrAus. **Photo: Grant Currall**

was down 29 per cent, to 13.5 cents, despite efforts by the company to talk up the deal.

Legacy's board of directors said the proposal provided significant benefits, including a substantial cash injection, access to new acquisition opportunities and access to project finance.

Legacy chief executive Sharon Heng said the company was delighted to have secured the offer, which was first flagged in a memorandum of understanding in May.

Blackham mulls \$15m Scaddan offer; acquires mines**21-September-2011 by Dan Wilkie**

Blackham Resources says it is currently evaluating a \$15 million cash and royalties offer for its 70 per cent stake in the Scaddan coal project, near Esperance, while at the same time announcing the \$1.5 million-plus acquisition of two gold mines in the northern Goldfields.

Blackham said the interested party, which it declined to name, offered to pay \$15 million cash and grant a \$0.50 per tonne royalty to Blackham's subsidiary, Scaddan Energy, in exchange for its stake in the Scaddan project.

The remaining stake in the project is owned by Wesfarmers Premier Coal. Blackham said it had not accepted the offer, and is currently evaluating it and its obligations under the joint venture. Any sale of its stake in the project

would require shareholder, ministerial and foreign investment review board approval.

Also today, Blackham announced it had acquired an option to purchase 100 per cent of the Wiluna South and Williamson gold mines in the northern Goldfields.

Blackham said it signed a heads of agreement to acquire the private company that owns the mining license, exploration and prospecting licenses over the projects, Kimba Resources, in exchange for a phased \$1.2 million cash payment, 2.4 million Blackham shares and a royalty of 1 per cent on nickel production profits.

The agreement remains subject to Blackham's due diligence of the projects.

Atlas Iron succeeds in FerrAus takeover**21-September-2011 by AAP**

Atlas Iron has succeeded in its \$240 million takeover of fellow iron ore miner FerrAus, gaining just under 95 per cent of the target.

Atlas had received acceptances worth 94.95 per cent of FerrAus yesterday and would move to compulsorily acquire the remaining shares after 1700 WST on October 5, the Perth-based miner said in a statement.

The company's one time rival to take control of FerrAus, Hong Kong's Wah Nam International, accepted Atlas' offer yesterday, offloading its 10.01

stake in FerrAus in exchange for 10.2 million Atlas shares.

Wah Nam dropped its bid for FerrAus a day after Atlas launched its, on June 28.

Seven announces cash offer for National Hire Group**20-September-2011 by Dan Wilkie**

Seven Group Holdings has launched an off-market takeover bid to acquire the remaining interest it does not already hold in National Hire Group, parent company of the Coates Hire and Allight equipment hire chains.

The Kerry Stokes-owned SGH said in a statement the \$3.00 per share offer was being made to address the low liquidity of National Hire's shares on the Australian Securities Exchange.

The \$3.00 per share offer price includes a condition that SGH would be entitled to compulsorily acquire the remaining interest in National Hire if acceptances reach 91.55 per cent, at an increased price of \$3.60 per share. SGH already owns a 66.2 per cent stake in the hire services firm.

The company said it would pursue a de-listing of National Hire from the ASX on successful completion of the takeover.

"Despite the fact that the ASX listing is not providing the advantages for which SGH would have hoped in terms of shareholder liquidity, National Hire incurs significant additional cost to maintain the listing, including listing fees and compliance costs," SGH's statement said

Contracts and Deals

Tox Free wins \$25m GLNG contract**21-September-2011 by Dan Wilkie**

Perth-based waste management firm Tox Free Solutions has won a contract worth between \$20 million and \$25 million for the Australia Pacific liquefied natural gas project in Queensland.

Under terms of the five-year deal Tox Free will provide waste management services for the LNG plant construction activities on Curtis Island and in Gladstone.

The company said in a statement today that it remained focused on its long-term future.

"Growth will continue through strategic acquisition, further contracts and organic growth of our existing divisions," Tox Free's statement said.

Centrals wins Golden Grove contracts**21-September-2011 by Dan Wilkie**

Geraldton-based Centrals Civil Earthmoving and Mining Contractors has won two major three-year mining services contracts with MMG Golden Grove, which it says will create 40 new jobs in the Mid West.

Centrals CEM managing director Craig Patterson said the company was up against four Western Australian rivals, and one from interstate, as it sought to extend its relationship with MMG. He said Centrals CEM had been providing site services at the Golden Grove zinc/copper/lead mine, 280 kilometres east of Geraldton, for more than 11 years.

"It is through MMG's continued support that we are in the position today to tender for such work," Mr Patterson said in a statement.

"The new contracts will see Centrals CEM move into underground haulage and the awarded work will also cover road maintenance and run of mine crusher feed."

Contracts and Deals

ASCO consortium to build Darwin gas base**20-September-2011 by Mark Beyer**

The Northern Territory government has named a private sector consortium as the preferred bidder to build, own and operate a supply base for the oil & gas sector that will compete with similar facilities in Western Australia.

The preferred bidder is the ShoreASCO Consortium, which is led by ASCO Holdings and includes Macmahon Contractors and Capella Capital.

The decision reflects the NT government's vigorous push to capture

Continued page 24

Build Your Market Intelligence Or Let Us Build It For You

The world of digital media has created the need for access to sophisticated, reliable, streamlined data.

Consistent feedback from our readers confirms that this data is more valuable now than ever before.

WA Business News is committed to meeting the dynamic news and data needs of our readers.

Every week we research and compile WA's industry data into the annual, multi-format Book of Lists.

2012 Book of Lists



For information on how to align your business with this product please call

9288 2100 or email sales@wabusinessnews.com.au

www.wabusinessnews.com.au

Business News
helping business grow



Ava Lucanus

Are you listening to your customers?

DO you want to keep your customers happy? Do you want to find more ways of getting customers to choose your business over your competitors? Of course you do!

Good customer service is all about giving your customers what they want, when they want it. Simple. But do your employees have the right tools and skills to deal with your customers effectively, especially a difficult customer?

For example, when a customer calls, it usually means some part of your core service has failed or the customer perceives it to have failed. Perhaps you have not delivered on time, the customer has the wrong product, it doesn't work, or it is not what the customer expected. What it means for anyone in customer service is that the first time we speak with the customer, they are usually upset.

However, what you say to your customers and how you deal with the situation in the first few minutes will determine whether they ever do business with you again.

There are five things that businesses do – and keep doing – that really annoy their customers.

1) You don't care

Businesses need to look and sound like they care. Businesses need to appreciate the customer's point of view and use caring words. A business that is indifferent to its customers' needs is one of the major reasons why customers leave and don't come back.

2) You are not listening

Listen to your customer and give them an opportunity to vent their feelings. Show you are listening by using the right words and body language (even on the phone). Use empathy and active listening skills and your customers will feel valued. Resolve a complaint and up to 70 per cent of customers will return. Resolve it quickly and you can expect that number to rise to 95 per cent.

3) You have a bad attitude

Generally a customer that has been wronged by your business will enter the discussion with a negative frame of mind. However, it is important not to let a customer's negative attitude bother you. Good will overtake bad every time if you have the right attitude. Keep calm and listen. It is very hard for a customer to continue to be negative if you have a positive attitude and a smile on your face.

4) You use the wrong words

There are certain trigger words that cause a customer to become annoyed. They are 'can't' or 'sorry about that'. Even business jargon can have a negative effect on a customer. Think about the words you use and consider starting sentences with a positive word. Adopt a 'can-do' attitude and tell the customer what you can do rather than what you can't do.

5) You don't see the customer's point of view

Put yourself in their shoes. Always appreciate that it is a big deal for them and work to find a suitable solution. How you deal with the situation will determine whether they continue to do business with you in the future. Recover well and you are very likely to have a happy, loyal, customer for life.

It is easy for any business to adopt these simple strategies and see an immediate change in customer perception. Good customer service is more likely to result in positive word of mouth referrals, which is one of the best marketing tools around.

Empower your employees and give them the skills to understand how to deal with dissatisfied customers, before they either become harder to deal with, or worse still, defect to your competitor.

Employees who know how to deal with customers effectively experience increased confidence and skill in managing all types of customers, including those challenging ones. They learn to recognise the value in using customer grievances as constructive feedback.

Improved communication skills allow employees to create stronger relationships with customers, perform better as a team and ultimately help your business deliver consistent customer service standards.

Don't see customer service as an expense. Great products need to be matched with great customer service, and businesses with a strong focus on customer service will always be the long-term winners.

Times are tough and with less money to spend, customers are becoming more choosy about who they do business with. If your business can't satisfy them, they will find someone who can – and that will most likely be your competitor.

Ava Lucanus is the owner of Edge Communication, a customer service training business.

Contact Ava on ava@edgecommunication.com.au
www.edgecommunication.com.au

FACT FILE

From page 23

work in the oil & gas field, particularly in the Timor Sea and Browse Basin off WA's northern coast.

Darwin is also the preferred site for Inpex to build an LNG plant for its Ichthys project, which will process gas located off the WA coast.

The NT government's progress contrasts with the long-running battle facing the WA government over its plans to build a gas processing hub near Brome and a supply base at Derby.

Contracts and Deals

Straits pays \$US120m to end offtake deal

20-September-2011 by AAP

Straits Resources will pay \$US120 million (\$A117 million) to restructure an existing sales deal with a JP Morgan company for copper from its Tritton mine in NSW to reflect lower prices for the metal.

Shares in Straits were up one cent, or 1.25 per cent, at 81 cents at 1218 AEST, compared to losses in the broader market of about one per cent. The miner has signed a non-binding agreement with the investment bank's metal commodities trading arm, JP Morgan Metals and Concentrates, providing the basis for a binding deal that will allow Straits to restructure the existing offtake agreement.

"In exchange for an upfront cash payment of approximately \$US120 million, JP Morgan will agree to a termination of the current offtake

agreement, and will enter into a new offtake agreement ... for all copper concentrates from the mine until the end of 2013," Straits said in a statement.

The new agreement would be priced in line with the significantly lower prevailing market offtake terms for copper concentrate from Tritton.

Leighton wins \$100m Fortescue contract

20-September-2011 by AAP

Leighton Holdings Ltd subsidiary Thiess has won a \$100 million contract with Fortescue Metals Group Ltd for works on the Solomon Hub iron ore mine in Western Australia's Pilbara region.

The 18-month contract is for initial pioneering and mine establishment works such as haul roads, stockpile pads and the mining of early ore and waste, Sydney-based Leighton said in a statement.

Fleetwood signs 5-year BHP contract

19-September-2011 by Staff Reporters

Transportable housing manufacturer Fleetwood Corporation has announced a five-year supply deal for BHP Billiton Iron Ore's various expansion projects throughout the Pilbara.

The agreement will see Fleetwood manufacture up to 240 ancillary building floors per year, including ablutions blocks, security offices, crib rooms and administration units. Fleetwood said the buildings would be manufactured at its High Wycombe

facility. The first delivery of buildings has been scheduled for November.

New tenders open for Riverside

19-September-2011 by Dan Wilkie

The state government says it is in the final stages of deciding between Lend Lease and Brookfield Multiplex as its preferred developer for the flagship four-hectare Waterbank site, part of the Riverside project in East Perth. Planning Minister John Day said a preferred developer contract would be awarded by the East Perth Redevelopment Authority within the next three to four weeks for the Waterbank development, while at the same time calling for tenders for road and infrastructure works adjacent to the site.

"The state government is about building things and is now looking to award a contract to prepare the waterfront site for future development," Mr Day said.

"The first stage of the works package includes the relocation of existing power, communication and irrigation services; soil and groundwater remediation works; and site stabilisation.

"The second stage will realign the existing slip lane from Hay Street onto the Causeway, build a new two-way road between Trinity College and the WACA, and re-open Hale Street to private vehicles and two-way traffic."

Continued page 26



BUSINESSES FOR SALE

www.buyabusiness.com.au

WA'S BUSINESS BROKER

Computers/IT service & support

Price: \$1.6m.

IT service and support to business including supply and installation of equipment. Key areas of service – network support, internet systems support, systems implementation, computer hardware and software. Most clients on service contracts.

Dennis Brede: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Manufacturing

Price: EOI.

Australian-owned successful manufacturer and supplier of synthetic and steel fibres for the reinforcing of concrete and shotcrete. Major worldwide supplier to large mining and civil industries. Specialised P&E and research & development facilities. Proven history, trademarks, worldwide in-demand products & strategic alliances. Sales expected to double to over \$6m. Rare opportunity to acquire a growth business.

Dennis Brede: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Retail camping & fishing store

Price: \$708,000.

Long-established and successful store south of river. Backed by major, fast growing, Australia-wide buying and brand group. Great location on prime high-traffic

highway. High gross profit. Listing price of \$708,000 includes stock and plant and equipment.

Dennis Brede: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Marine services

Price: \$5.8m.

Marine services facility located on prime waterfront property within the Australian Marine complex. Facilities include undercover facilities for repair and maintenance on vessels up to 60m in length plus lifting, hardstanding and wet berthing.

Dennis Brede: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Concrete cutting

Price: \$465,000.

WA-owned and operated family business established in 1997. Four fully equipped mobile units on the road and a convenient round-the-clock service. Services the building, mining, government, commercial and residential sectors. Big client list, major projects. Great potential growth opportunities.

Dennis Brede: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Newsagency

Price: \$850,000.

Top-flight presentation of fancied Lotterywest franchise outlet. Large shop close to Coles in developing western suburb. The business is performing strongly

with a \$3 million turnover and a good product spread. Lotto is the principal source of income along with magazines, cards and stationery. Perfect fit for a business migrant.

Lee Gregory: 08 9481 4422, fax 9481 4441

Goodwin Mitchell O'Hehir

Hotel/motel

Price: EOI. Located in major South West town. High visibility, highway location. 15 motel units. Restaurant and unrestricted liquor licence. Situated on 2ha of land. Would suit developer.

Wayne Cooper: 0407 99 7777

Statewide Business Brokers

Steel fabrication & manufacturing

Price: \$1.4m psav. Country based business (about two hours from Perth). Long lease offered and diverse income stream. Profit average of \$880,000 for the past three years. Wholesale and retail clients.

Wayne Cooper: 0407 99 7777

Statewide Business Brokers

Pilbara logistic & transport

Price: \$7.3m. Professional, modern operation, servicing speciality oil, gas and mining sectors; major client base. Large turnover, good profitability. Excellent reputation. Fully equipped workshops, stable workforce.

Wayne Cooper: 0407 99 7777

Statewide Business Brokers

"Profit From Our Experience" phone 9481 4422



WA'S BUSINESS BROKER

Imtrade takes chemical route

■ Carolyn Herbert

GROWTH TIPS

COMPANY: Imtrade Australia.

BUSINESS: Manufacturer and wholesaler of agricultural chemicals.

SOLUTIONS: Invest heavily in R&D and don't compromise on product quality.

IMTRADE Australia was a supplier of seeds, fertilisers and agricultural chemicals when (now) managing director Ross Rainbird joined his parents-in-law to run the company in 1981.

Things stayed that way until 2004, when the Kwinana-based company embarked on a major restructure of its business model, trying its hand at manufacturing its own agricultural chemicals, which included pesticides, herbicides and insecticides.

Today, with more than 260 product registrations, Imtrade Australia has become one of the very few companies nationwide to develop and distribute its own crop protection products.

The company has doubled its staff numbers from 20 to 40 since 2005, and last financial year increased its turnover by 50 per cent and invested more than \$800,000 in research and development.

Despite this considerable growth, Dr Rainbird said the past six years had presented the company with some of its greatest challenges.

The increasing amount of agricultural chemicals being imported from China, the droughts of last year and the ongoing skills shortages in Western Australia were all cited as major difficulties.

Dr Rainbird said it was the quality of the agricultural chemicals being produced for the company that had prompted it to venture into manufacturing.

"We got to a certain size and found we had no intellectual property and had no control over quality," Dr Rainbird told *WA Business News*.

"The quality of the product that was being produced for us locally wasn't the best and we had no control



SKILLS SET: Ross Rainbird says the small number of chemistry graduates in WA poses challenges for recruitment. **Photo:** Madoka Ikegami

over when it would be made or when we were going to get it."

Setting up its own laboratory gave Imtrade the ability to develop its own products and test those products it would import.

"We rented a factory down in Kwinana in what was a 'baptism of fire'; it was a completely different ball game for us because we had always been trading and had never been a real manufacturer," Dr Rainbird said.

After initial success, the company invested in 2.8 hectares of land at Kwinana and constructed a \$4 million purpose-built laboratory and formulating shed.

"We still bring in fully manufactured chemicals and we still trade, but what that [laboratory] has allowed us to do is check our quality," Dr Rainbird said.

"In our laboratory we've been able to check all the raw materials coming in and check the fully formulated materials coming in, as well as become the master of our own destiny."

The growth of Chinese imports was another reason the company felt the need to differentiate itself.

"I think as the market evolves

and we are getting more and more Chinese competition coming in and selling direct to farmers, we have had to try and find the niche for ourselves and our niche is unique formulations," Dr Rainbird said.

"Last year we spent \$800,000 on R&D and if we don't invest that kind of money we won't be here in five years' time; regulations wise it's more difficult to manufacture in Australia than it is to manufacture in China."

Additional concerns about impurities and potential carcinogens from imported products were all the more reason for the company to test everything.

"Nobody has an obligation to test, so one day there will be a disaster," Dr Rainbird said.

"And six years ago we were doing the same and we are no white knights, but I guess as we have grown we have become more aware and conscious of it, because one day someone's going to wake up and say we need to have this [testing] done."

Finding the right chemical engineers and chemists in WA to develop such products was no easy feat, however.

Dr Rainbird said the ongoing skills shortage in WA, combined with the small number of chemistry graduates, made finding good staff difficult.

"There are just nowhere near enough professional people, and nobody goes into these professions in Australia any more because it's not seen as a sexy industry to be in," he said.

To get around this issue, Dr Rainbird said he had recruited most of his professional staff from Asia.

"Without the 457 migration visas we would be in big trouble," he said.

While the company currently distributes its customised products to the east coast and exports them to South Africa and Malaysia, Dr Rainbird hopes to increase the volume of exports over the next couple of years.

He also plans to continue to develop waste-minimisation strategies, and reduce the company's carbon footprint.

"I think we will continue to fill holes in the farmer's tool box, from weed persistence, to pesticide resistance and hopefully, end up with a much smaller carbon footprint for the whole industry," he said.

IN THE NEWS

WA director wins MYOB award

WESTERN Australian-based Ebiz Solutions director and Telstra business award winner, Rob Marshall, has been named the 2011 MYOB 'partner of the year'.

Mr Marshall was presented with the award during the recent MYOB PartnerConnection Conference, attended by more than 750 people at the Exhibition and Convention Centre in Brisbane.

MYOB chief executive officer Tim Reed said the award was based on a wide range of criteria, ranging from innovation and performance, to effective promotion and peer and client feedback.

"Rob Marshall was an extremely worthy and popular choice for this year's award," Mr Reed said.

"Well known in his local community, and a deserving winner of the Telstra Micro Business of the Year award in 2007, he is a committed ambassador for the MYOB brand and a passionate supporter of local business."

Established in 1996, Ebiz Solutions delivers a range of professional MYOB consulting services and specialised MYOB bookkeeping services to WA's South West.

Ebiz has delivered MYOB training to more than 1,000 clients in WA at the company's purpose-built training facility in Eaton, north of Bunbury.

Mr Reed said Mr Marshall has been a strong supporter of MYOB and search-engine giant Google's 'Getting Aussie Businesses Online' campaign, utilising the fast and effective MYOB Atlas web solution.

"Rob has also played a key role in establishing innovative products in the local market, supporting the ongoing growth and development of MYOB RetailManager and M-Powered services, as well as the core MYOB AccountRight suite," he said.

CITM Christians in the Marketplace

Presents a Breakfast with Australia's leading economist

Craig James

Chief Economist Commsec Securities

VENUE PCEC DATE FRIDAY 14 OCTOBER
TIME 7.00AM REGISTRATION for 7.30AM START
COST \$95pp (INCLUDES BREAKFAST)

THEME: AUSTRALIA & the GLOBAL ECONOMY



REGISTER ONLINE AT
WWW.CITM.ORG.AU



Jeffrey Gitomer

How to benefit from a mastermind group

THE idea of a mastermind group was put forward and expounded upon by Napoleon Hill in his two classic books, *Think and Grow Rich*, written in 1937, and *How to Sell Your Way Through Life*, written in 1938.

A mastermind group can help you and your business succeed better and faster than you can on your own.

Here are a few of my ideas for an ideal mastermind group.

- A mastermind group consists of people working in harmony, trying to achieve by giving a bit more than taking.
- A mastermind group works best when there is mutual respect between members.
- A mastermind group should consist of people who are approximately at the same intellectual level.
- A mastermind group should consist of people who are approximately at the same financial level.
- A mastermind group should consist of people who do not compete with each other.
- All members of the group should explain their motive for joining and their expected outcome for becoming involved.
- All members should make it priority to attend the meetings.
- All members should be 'on the lookout' for member opportunities between meetings.

Here are some additional thoughts and strategies to make your mastermind group successful.

- Appoint a facilitator to keep the meetings on track. Elect one member to lead and conduct the meeting. It should be a different member each meeting. The leader has an informal responsibility to make sure that the topics and agenda stay within its parameters.
- Equal brains. Everyone should feel they can contribute and everyone should feel that they can benefit. If one person is contributing all, and benefitting not at all, they will leave sooner than later.
- Give an idea. A mastermind is about sharing and giving. The more ideas you bring to the group and the more concepts you present and the more thoughts you provoke of the group, the more your group members will be compelled to give ideas back.
- Come prepared. Keep in mind you're conversing with peers and should come prepared to add to the group rather than take from the group.
- Take notes. During the course of the meeting, all kinds of information and ideas will fly. Capture them. I don't recommend recording the meetings, but I do recommend someone capture major thoughts to be shared with all.
- Personal or just business? The group should decide prior to making a long-term commitment to be with each other if they're willing to discuss personal issues, or just keep it to business.
- Give more than you take. I'm a giver by nature and I find that when I give more than I take, then I receive more than I expect. This especially works in a mastermind group, where several people can be grateful for your contribution, and instead of getting one in return you will get many in return.
- Book club. Select a book each month that everyone can read and benefit from. Discuss the book for a portion of each meeting and then take a daring step – try to arrange an interview with the author so you can gain his or her insight to add to your own, and that of the group.
- It's proprietary. It should be agreed that what happens in Vegas, stays in Vegas and what happens in mastermind, stays in mastermind. I'm not in favour of a rigid meeting agenda, but I am in favour of having an understanding of the elements that each meeting should consist of:
 - A few minutes of talking about the world.
 - Double that amount of time talking about your world.
 - An amount of time talking about the pre-selected topic. Topics like customer loyalty, problem employees, networking, or social media make good discussion themes for each meeting.
 - An amount of time talking about the book of the month.
 - An amount of time talking about one member's issues. The issue should be agreed upon the meeting before so that each member can come prepared with an idea or two.

A mastermind group has to be content-rich and to the point with value-based dialogue – and it's every participant's responsibility to bring gold to each meeting.

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or email salesman@gitomer.com

FACT FILE

From page 24

Mr Day said that on completion, the Riverside development will provide 3,400 new dwellings and more than 80,000 square meters of retail and commercial space.

The deadline for tenders for the roadworks and infrastructure component is September 29.

Lemur signs Madagascar power deal

19-September-2011 by Dan Wilkie

Perth-based explorer Lemur Resources has signed an agreement with the Madagascar government to explore the development of a coal-fired power station to power its Imaloto coal project.

Lemur today announced it had signed a memorandum of understanding with Madagascar government-owned electricity company, Jiro sy Rana Malagasy (Jirama), which currently produces and supplies electricity throughout the country by means of hydro-electric and diesel-fired power plants.

The MOU will see Lemur's 99 per cent owned subsidiary, Coal Mining Madagascar, to launch feasibility studies in relation to building and supplying a coal fired station in the Imaloto coal basin, and, if the facility is financed and constructed, to supply excess electricity to Jirama. Lemur said it was seeking to develop the coal-fired station to eliminate the risk of compromised electricity supplies for Imaloto from the existing plants, resulting from oil shortages or price risks.

"The electricity generated by the proposed power station will not only supply the general population with power, but it is likely to spawn significant development of a number of other proposed resource projects in the area and in the process, make a significant contribution to the Madagascar economy," managing director Blair Sergeant said.

Monadelphous wins \$150m contract

19-September-2011 by AAP

Engineering group Monadelphous Group has secured a major construction contract for Rio Tinto and Hancock Prospecting valued at around \$150 million.

The contract is for the Hope Downs 4 Iron Ore Project, which is 30km north-west of Newman.

Project work will commence immediately and is scheduled for completion by the second quarter of 2013.

The work involves structural, mechanical and piping for the supply, installation and commissioning of the 15 million tonnes per annum greenfields mine processing plant.

Monadelphous managing director Rob Velletri said the company looked forward to delivering results on the project, which continued its extensive support for Rio Tinto Iron Ore in the expansion and maintenance of its Pilbara operations over many years.

Ownership Changes

Mineral Commodities to buy out Simto

20-September-2011 by Staff Reporters

Mineral Commodities announced it will acquire mineral sands explorer Simto Resources in a deal worth \$37.5 million.

The share sale agreement follows Mineral Commodities' \$96 million acquisition of Cable Sands in July. The Perth-based miner said the acquisition of Simto would expand its resource base and extend the mine life of the Cable Sands, due to the close proximity of Simto's tenements. Simto's tenements contain JORC compliant measured, indicated and inferred resources of 1.96 million tonnes of contained heavy minerals. The \$37.5 million purchase price will be paid through the issue of Minerals Commodities shares and up to \$500,000 in cash. The acquisition remains subject to shareholder approval.

Regulation

EPA gives green light to \$500m power plan

21-September-2011 by Dan Wilkie

Brisbane-based power generator ERM Power has gotten the nod from the Western Australian environmental watchdog to build a \$500 million power station and gas pipeline at Three Springs in the Mid West.

ERM chief executive Phillip St Baker said the 330 megawatt, low emission open cycle gas turbine facility was intended to serve growing demand for energy in the emerging iron ore province, and would also feed energy into the south west energy grid, which powers the southern half of the state.

Western Power submitted an application to the state economic regulator last month to construct power line infrastructure from Neerabup to Three Springs, to facilitate connection from new projects, such as ERM's, into the south west grid, and cater for the growing demand in the Mid West. Among the new iron ore developments expected to benefit from ERM's new power station are Gindalbie and Ansteel's Karara and Asia Iron's Extension Hill.

Briefs

Lynas flags \$57m pre-tax loss

22-September-2011 by AAP

Lynas Corporation has flagged a 30 per cent jump in full year pre-tax loss due to higher operating costs at its Mt Weld rare earths mine in Western Australia as production is ramped up.

Lynas shares had fallen by nine cents, or 7.03 per cent, to \$1.19 by 1218 AEST after the miner said it expected a loss before income tax for the year ended June 30 of \$57 million.

More than 43 million shares had changed hands, making it the second-most-traded stock by volume.

The company revealed the forecast in a response to a query by the Australian Securities Exchange (ASX), which noted a slump in Lynas' share price since closing at \$1.46 on Tuesday.

The ASX also noted an increase in Lynas' trading volumes over this period. Lynas said in a statement it was not aware of any information that had not been announced that could explain the recent trading.

However, it said it expected an approximate 30 per cent increase in pre-tax loss for 2010/11.

Murchison narrows loss, reduces port work

21-September-2011 by AAP, Dan Wilkie

Murchison Metals has narrowed its full year net loss after stronger iron ore prices boosted sales revenue, and has scaled back activities at its troubled Oakajee port project in the Mid West. The company's net loss for the 12 months to June 30 was \$16.6 million, compared to a net loss of \$21.6 million for the previous financial year.

Murchison's 50 per cent owned joint venture, Crossland Resources, which owns and operates the Jack Hills iron ore mine, delivered a net profit of \$2.6 million, compared to a net loss of \$8.6 million the previous year, on the back of an increase in sales revenue.

Murchison said the net loss reflected its focus on feasibility studies for Oakajee and an expansion of its Jack Hills mine - projects that are on rocky ground as its cash reserves dwindle and an April debt refinancing deadline approaches.

It invested a total of \$70.2 million on the projects over FY2011; \$26.4 million on Oakajee and \$43.8 million on Jack Hills.

Murchison has conceded it does not have enough money to fund its share of the near \$6 billion port, which is one of Australia's biggest planned infrastructure projects.

Murchison said it was scaling back spending and short-term work programs for Oakajee and the Jack Hills expansion, while a solution was being sought for various commercial woes.

Regis Resources rakes in maiden profit

20-September-2011 by Dan Wilkie

Regis Resources has announced a \$36.3 million maiden profit for financial year 2011, after kicking off operations at its Moolart Well gold project.

Perth-based Regis brought in \$107.9 million in gold sales revenue over the year to June 30, 2011, which drove a \$55 million increase in net profit from its loss of \$18 million the previous year.

The Moolart Well mine produced 80,918 ounces of gold over the period. Regis said it was set to be elevated to the mid-tier of world gold producers with the commissioning of its second major gold project, Garden Well, due over fiscal 2012/13.

An operational Garden Well mine would take Regis' production to around 350,000 ounces for FY2013.

Regis has forecast early September, 2012, for first gold production at Garden Well.

TRADE OPPORTUNITIES

The Western Australian Trade Opportunities Service is operated by the International Trade Centre of the Chamber of Commerce and Industry WA.

EXPORT GOODS OUT OF AUSTRALIA

Duboisia myoporoides – dried leaves used for herbal extracts, phytochemicals and perfumes (India) – 17491; Frozen lamb

meat – 2000MT, not exceeding 12 months at time of slaughter (Jordan) – 17492.

BUSINESS AND TRADE

The Federation of Israeli Chambers of Commerce has presented a tender for the provision of support, consultancy and supervision services regarding the construction, operation and maintenance

of the Israeli natural gas high pressure transmission system (Israel) – 17489.

For full details on any of the above trade opportunities please contact Nick Paterniti (quoting the relevant reference number shown) at the Chamber of Commerce and Industry of Western Australia on Tel: (08) 9365 7620 Fax (09) 9365 7616 or email documentation@cciwa.com.

Historical treasures fit for royalty

■ Emily Morgan

A VISIT to Princely Treasures, the latest in the Art Gallery of Western Australia's Great Collections of the World series, is a mesmerising historical experience.

Tiny trinkets and jewel-laden snuffboxes from the 1600-1800s are in one section of the exhibition space, while marble sculptures of royalty and furniture from Marie Antoinette's private collection are also on show.

The collection is normally housed in London's Victoria and Albert museum – affectionately called the V&A – and has arrived in Perth in perfect condition.

V&A's deputy director, Beth McKillop, explained during her flying visit to attend the Princely Treasures launch that two months of heavy-duty logistical work and a year of planning is needed for such a tour.

"It is a big logistical exercise. It takes a while to assess, research and preserve the works before they leave our premises. Then we send them across the world, and our staff travel out here and work with the staff of the Art Gallery of Western Australia collaboratively setting up this fantastic show," Dr McKillop said.

"I wouldn't say it is stressful, it is something we do a lot of, at any one point in time we have a dozen shows going around different parts of Britain and the world.

"I wouldn't say we are relaxed about it, but we are very experienced."

The Great Collections of the World series was initiated by the state gallery's director Stefano Carboni, and is funded by the state government's Eventscorp and corporate sponsors, such as the principal series sponsor Ernst and Young.

And while the V&A prefers not to discuss the cost of its touring program,



LEARNING EXPERIENCE: Victoria and Albert Museum deputy director Beth McKillop believes in the educational value of touring collections. **Photo: Madoka Ikegami**

Dr McKillop said there were reasons outside of commercial gain for the program.

"Like all museums, we are conscious of our responsibility to look after the things that are in our stewardship for the future," Dr McKillop told *WA Business News*.

"We do invest a great deal in a show like this, not only in the physical production of it but we also have our staff writing and research and doing the logistical work and the conservation work.

"Although we do charge a fee, it is not primarily a commercial transaction and I think in that we probably differ from some American museums, which are not government funded and absolutely have to rely on big touring

exhibitions, blockbusters, to generate large income.

"When we do tours like this we do hope not to make a loss from it. The major reason for doing it is the wish to share what is in the collections.

"If it is possible to do it safely and well, and it is possible to share that experience of art more broadly, then we should do it."

Dr McKillop said some of the works in the Princely Treasures exhibition hadn't left the V&A for 80 years, and seeing them in a modern art gallery had been a refreshing experience.

"It is always a surprise to see works of art physically in a different space; it is a bit like when you move house and put your furniture in a different room, somehow it takes on a different

character," she said. "In this modernist building, in this very neutral gallery space, without the architectural features that we have to deal with in our installations, it does look different.

"It is a good thing, it allows you to really focus on each work of art and blank out the surrounding environment which was a bit of a distraction in the previous space."

Dr McKillop added that Mr Carboni's collaboration on the installation of the collection had built its success.

"I think he brings to it a kind of European connoisseurship and a particular interest and understanding of certain parts of the collection which have deepened and livened up our presentation of it," she said.

IN BRIEF

Jones Lang supports choir

PROPERTY firm Jones Lang LaSalle is putting its weight behind a local community choir to help the choir's homeless and disadvantaged members raise funds for local charities through the sale of CDs and DVDs.

Six of the property group's shopping centres will present the Spirit of the Streets Community Choir over the next three months to boost the choir's support base.

The Spirit of the Streets Choir, formerly known as the Big Issue Choir, was formed in 2007 and includes homeless and disadvantaged people, along with volunteers, some of whom are vendors for *The Big Issue* magazine.

Buzz loses funding

BUZZ Dance Theatre recently announced that its long-standing, triennial funding agreement with the Australia Council's Dance Board would come to an end in December.

Buzz said it had recently increased its focus on key strengths of performances for youth, education and regional touring and recognised this had led to a divergence with Dance Board funding priorities.

"Under the guidance of artistic director Cadi McCarthy, Buzz will continue to deliver a program of regional and metropolitan performances and workshops," chairman Pamela-Jayne Kinder said.

Ms Kinder also confirmed activities funded by the state government will continue to be delivered.

When you give you always get so much more



When people need emergency medical care in rural and remote Australia, they turn to the heavens and await the arrival of The Royal Flying Doctor Service. Lotterywest's relationship with RFDS began in 1935 when we gave them a grant to establish a base in Port Hedland. Over the years, we have continued to support them to meet the growing demand for their invaluable service throughout WA. So while it's easy to put a price on our support, it's impossible to measure the true worth to WA's community.