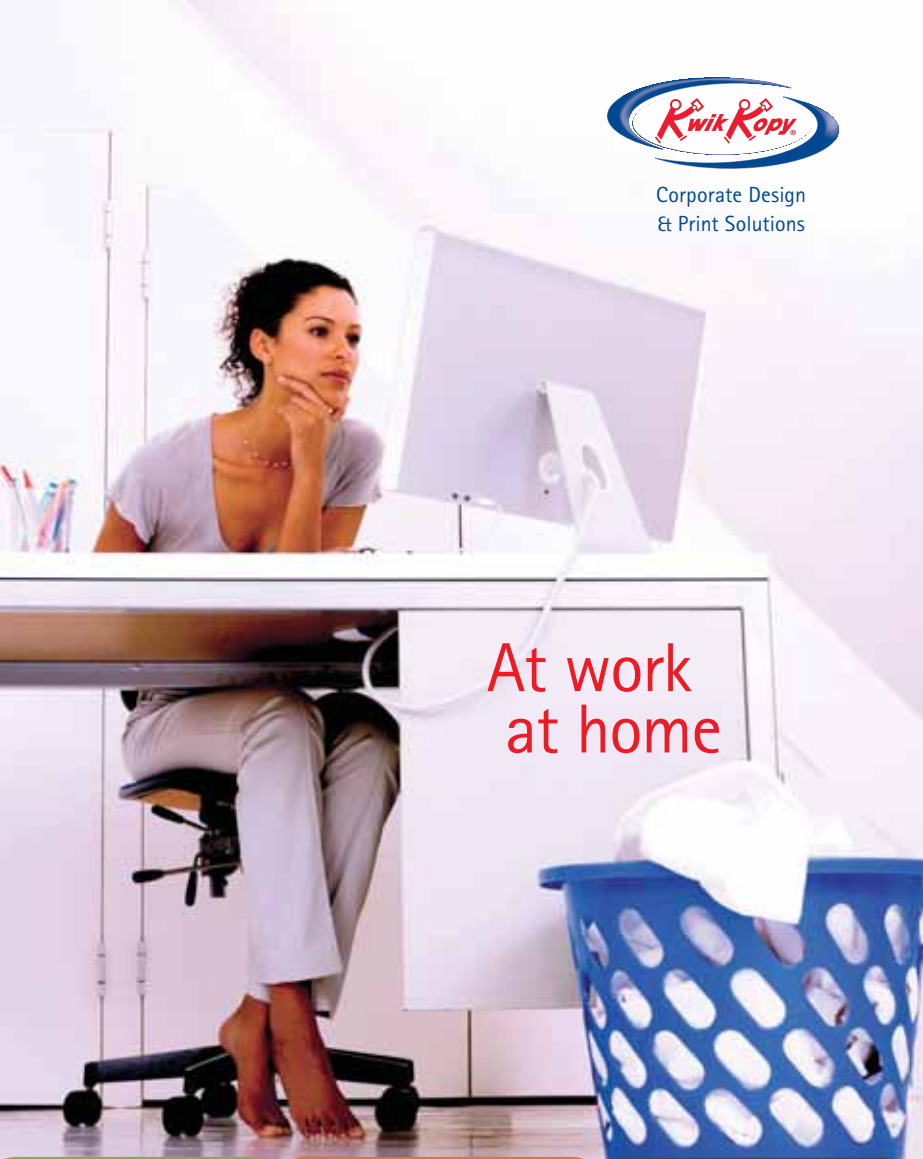




Corporate Design
& Print Solutions



At work
at home

PRINT SPEAK

PRINT TIPS

BOOKS 4 KIDS

Issue 4 • 2008

contact



Come on, admit it. Pretty much all of us who have ever worked for a company, large or small, have had that dream of one day turning around to the boss and telling them that while it's been great and all that, it is now time for me to do my own thing.

While this merely remains a dream for most workers as the mortgage, rent, groceries and kids Christmas presents don't get paid by themselves, a healthy portion of the Australian workforce have opted to tell the man (or woman) that "they ain't working for them no more" and will be their own boss from now on. "There has been a stampede to start home based businesses in the last few years," says Robert Gerrish, a business commentator and the co-author of *Flying Solo – How to go it alone in Business*. "More and more people are opting to work for themselves at home as they strive for a better balance in life, wanting to spend more time with their friends and family, less time commuting to and from work and being in control of their own destiny."

The growth of micro businesses in Australia makes for startling reading. In 1997 there were approximately 300,000 sole business owners in Australia. Just over a decade later, that figure has increased by more than three-fold to over one million, accounting for 72 per cent of the small business community. It is estimated that around 700,000 of these businesses are home based. "Technological changes such as the development of the internet have enabled more and more people to go it alone," Gerrish says. "People can now develop and create their own business from home, and have clients from all over the world."



An interesting feature of the shift towards home-based businesses is that it has attracted a high proportion of women. Over half (58 per cent) of the respondents to a micro and solo business survey of 1770 people conducted by the Flying Solo web-site in March this year were women. The survey also found that



Home is where the work is

46 per cent of respondents reported a household income of over \$100,000 and 69 per cent of participants ran their business from a home office. "The majority of people who tend to work from home are independent professionals selling their professional expertise for a fee," Gerrish says. "Many of these people also have other forms of income, with women especially attracted to working from home as they seek to maintain a professional career while having children and raising a family."

While a large number of the people who decide to work from home have already been successful in business, Gerrish says that you need to remain disciplined in establishing a new work routine and be mentally "switched on". "You should have a designated, separate office space that is free from household clutter," he says. "I know one person who puts on a suit and walks around the block before starting work from home, while others work better in casual clothes." "You need to find what works best for you and incorporate that into your routine."

One person who can vouch for the fact that you need to be financially stable before you go into business for yourself is Ed Thistlethwaite. Three years ago, while working as a project manager on major brewery upgrades for clients including James Boag and Penfolds, he decided to "have one year off" and work for himself. This has now stretched to three years and counting. "I have always liked the idea of doing something for myself, and I was wondering why I was working long hours and constantly travelling to line someone else's pocket," he says.

Thistlethwaite used his technical skills to create a project management software package and web-site (www.ezyestimator.com) from his home office that allows contractors such as plumbers and electricians to estimate, schedule and track their projects in the one package. "The advice I would give to other people thinking of working for themselves is to make sure you have some money in the bank and that you have a profession or skill to fall back on", he says.

Kwik Kopy is well versed in enabling home based business people achieve the desired look and image with its range of products. Speak to your Kwik Kopy Account Manager about creating business stationery, marketing pieces and sales material which will boost your business.



Books for Kids



The Books in Homes Australia program has joined Phar Lap, Russell Crowe and Crowded House as worthwhile New Zealand exports that found worthy homes and acclaim in Australia.

Books in Homes Australia offers young Australian children the chance to develop a love of reading and literature by giving primary school students in poor and disadvantaged areas access to a number of books of their choosing. It was established by Brett and Kim Kingston in 2001 after they visited New Zealand the year before. Brett ran into an old friend, the author Alan Duff, who penned "Once Were Warriors", and established the Books in New Zealand Programme in the 1990s for Kiwi kids. "We were blown away by how successful this program was in New Zealand," Kim Kingston says. "We were hooked and thought that children in Australia should also have the opportunity to read for the fun of it."

"This program helps bring families together and build literacy skills"

Kim and her fellow volunteer co-ordinator Hester Lau, have been spectacularly successful in spreading the love of literature around Australia. The program has over 133 schools on its distribution list, covering some of the poorest and most remote areas in the country. The program gives books to over 10,000 children, with an estimated 54,000 books to be distributed next year. There are an additional 120 schools on waiting lists wanting to be involved.

"This program helps bring families together and build literacy skills," Kim says. "Often the parents

at these schools don't have the resources to buy books, and the sooner those children are exposed to books, the better it is for their development."

Books in Homes is resourced by a combination of government funding and corporate sponsors. Kwik Kopy is one such corporate sponsor, donating to the Nyikina Mangala Community School in Derby, in the Kimberley Region of Western Australia.

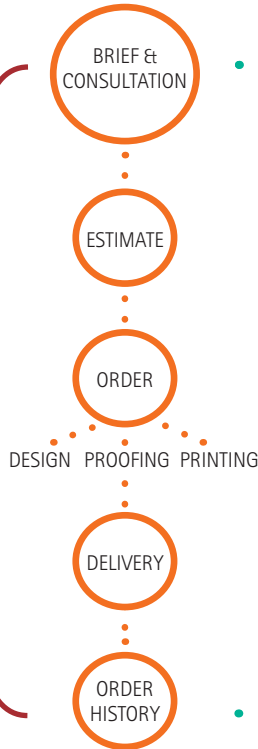
The program operates by giving students in selected classes at schools in the program nine books per year, spread out over three terms. The books are often given out by "ambassadors" and "role models" at school assemblies. Ambassadors include the former Australian cricketer Stuart MacGill, Sydney Swans star Michael O'Loughlin and South Sydney footballer Dean Widders.

In five years time, Kim would like to have the program introduced to pre-schools in remote areas. Her dream is that one day, Books in Homes Australia emulates its New Zealand counterpart and is present in all of the disadvantaged schools across the nation. Given what Kim and all those involved in Books in Homes Australia have achieved thus far, you wouldn't bet against it.

Your Account Manager

We are the print experts so you don't have to be. At Kwik Kopy your Account Manager is a print and image expert who deals with printing on your behalf. They take the time to get to know your business, discuss your objectives and act as a central contact point for managing your jobs.

Aware of your goals and business strategy your Account Manager is a print and image expert, dealing directly with printing on your behalf.



Keep track of all open and closed jobs with Kwik Kopy Online.



The Kwik Kopy Contact Newsletter has been produced using Onyx (100% recycled paper containing a combination of pre-consumer and post-consumer waste) and Titan Plus environmentally responsible paper stock. Speak to us at Kwik Kopy or visit kwikkopy.com.au for the latest information on recycled and environmentally responsible paper.

RECIPE



Pasta Salad

Getting children used to healthy lunch choices builds a good foundation for their future eating habits. Try this tasty pasta salad.

- 1 Bring a large saucepan of water to boil, add pasta, boil for 8 minutes or until cooked. Drain, place in large mixing bowl.
- 2 Add zucchini, carrot, corn and mayonnaise, mix to combine.
- 3 Pack in small plastic containers, accompany with fork.

INGREDIENTS

250g Farfalle pasta
(bow shape)

1 small zucchini, grated

1 small carrot, peeled
& grated

310g can corn kernels,
drained & rinsed

1/2 cup low fat mayonnaise

NUTRITION FACTS

Kilojoules:	720
Calories:	175
Protein:	4g
Fat:	4g
Carbohydrate:	30g
Sodium:	190mg
Potassium:	100mg
Calcium:	10mg
Iron:	0.5mg
Fibre:	3g

Prep Time:
15 min

Cook Time:
15 min

Servings: 8

Level: Easy



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To learn more about the nutritional components listed above, visit www.sanitarium.com.au/nutrition/dictionary.html

CLIENT VIEW

Bringing sexy back

When Salwa Yasin was searching for the right look in preparing for the launch of her new business, the SuSu Fashion Group, it was her husband Youssef Elrozz who provided some crucial advice. "I advised Salwa to go with Kwik Kopy for her design needs," Youssef says. "I had used Kwik Kopy for things like letterheads and business cards when working in IT, and they were awesome."

SuSu landed the gig to be the exclusive Australian distributor of the Brazilian Matize and De Chelles lingerie line. "I needed six foot banners, postcards and brochures," Salwa says. "The team at Kwik Kopy Chatswood put in many late nights in getting these ready for the product launch." Salwa looks forward to continuing to work with the Kwik Kopy Chatswood team in the future.

SUSU
Fashion Group Pty Ltd

www.susufashiongroup.com.au

PRINT SPEAK



Kick off your Marketing in 2009

Kick some goals for your business in 2009 by giving your customers an official AFL or NRL football fixture card.

Fixture cards display your company's logo, services and contact details and are an ideal way to put your brand in front of your customers eyes for the entire footy season.

Speak to Kwik Kopy about planning your fixture card programme for 2009 or visit kwikkopy.com.au to request a quote.



COMPETITION



For your chance to win a \$100 Myer gift card let us know which gift you are most looking forward to receiving or giving this Christmas.

Please email your answer, plus your full name, business name, address and contact phone number, along with the location of your local Kwik Kopy Centre to contactnl@kwikkopy.com.au. Entries close 23rd Dec 2008 .

CONGRATULATIONS to the winner of the movie voucher competition from Contact Newsletter issue 3; Zak Dee, customer of Kwik Kopy Pitt Street.

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