



**SHELLI TRUNG, FOUNDER, 3SIX5DATES**

“The big lesson we have learnt in this year? Effort does not equal results! We realised we needed to get better at focusing on the 20 percent that delivers 80 percent of the results. We now concentrate on achieving three large project outcomes per quarter, instead of trying to launch 10 new initiatives.

The New Year looks promising with media and business partnership opportunities sprouting from all our key international cities. We expect our reality dating blogs to be turned into comic strips, animated, gamified as an app and eventually the big one – the movie deal. Bring on 2012!”



**JACLYN AND CHRISTIAN BOLD, FOUNDEES, BOLD TRADERS**

“Bold Trailers launched in July 2011 at the Sydney International Boat Show. The impact of rapid sales and new customers was felt immediately.

We got so lost in keeping the customer happy that we undercharged, underquoted and did not make the profits we needed to. This left us with unsatisfactory cashflow. We’ve learnt not to quote on the spot, to give customers the worst case scenario price (which is explained to them), and to find a new accountant who is helping us price our products better. We’ve learnt the hard way about finding and keeping the best staff and 2012 will see us focusing on improving our productivity. We’ll do this by working with apprenticeship groups, keeping detailed daily log books and time sheets and guiding our staff on appropriate timeframes to complete tasks.

We also hope to increase productivity by rewarding our staff for jobs well done. We are excited about 2012!”

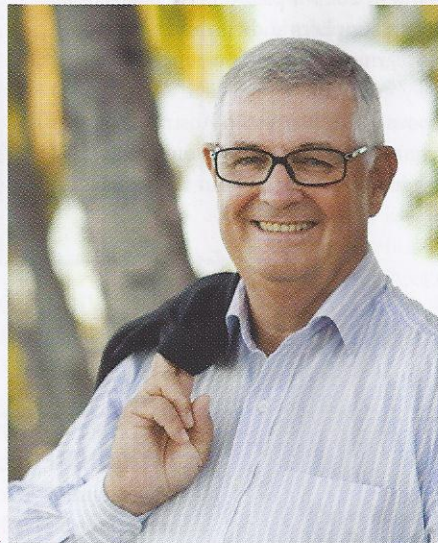
**KAREN MORRIS, OWNER, INSCRIPTIONS MEDIA**

“In 2011, my mistakes were being too available to clients and not setting any boundaries. This doesn’t work for us or the client. We have consulted with an expert in small business systems and processes to show us the bigger picture, not just on systems and processes on the client side, but also internally so that we can all work comfortably and effectively together, and know that we all have the necessary knowledge to deal with any enquiry from clients or the media.

We excelled at developing the right direction for the business in terms of our specialty area, types of clients that are the right fit for us and pursuing those clients.

Our New Year’s resolution is to respect our expertise and time by implementing religiously our new systems and procedures. I think this will help us work with our clients efficiently, effectively and with great results..

I’d also like us to continue to educate clients about PR and what it is, and is not, so that we can continue to develop strong, long-lasting relationships that are beneficial to our clients.”



**BOB LOWRES, MANAGING DIRECTOR, RELCORP LTD, BUILDING THE NAISOSO ISLAND PROJECT IN FIJI.**

“Having had a health scare in 2011 this highlighted the importance of looking after myself from 2012 onwards. Having recovered from the health problem I have now embarked upon a regime of exercise and eating better food. That is not to say that I am perfect but I certainly am in a far better state of health which of course means that I am also far more mentally alert and active, which is a positive for my business. The health scare also enabled me to put into priority the balance of business and personal life which I think was a blessing in disguise. In 2012 I will continue to exercise, eat well and enjoy the balance of business and family.”

