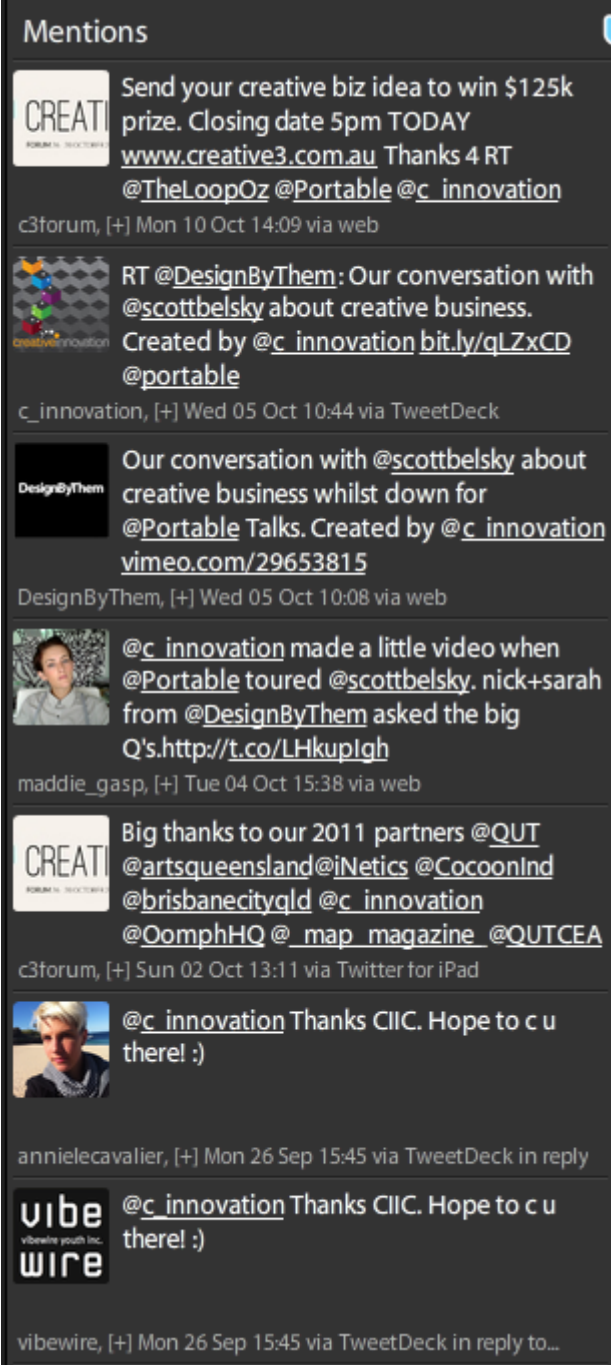





Twitter snapshot (direct mentions):





Mentions


 Send your creative biz idea to win \$125k prize. Closing date 5pm TODAY www.creative3.com.au Thanks 4 RT @TheLoopOz @Portable @c_innovation
c3forum, [+] Mon 10 Oct 14:09 via web


 RT @DesignByThem: Our conversation with @scottbelsky about creative business. Created by @c_innovation bit.ly/qLZxCD @portable
c_innovation, [+] Wed 05 Oct 10:44 via TweetDeck

 Our conversation with @scottbelsky about creative business whilst down for @Portable Talks. Created by @c_innovation vimeo.com/29653815
DesignByThem, [+] Wed 05 Oct 10:08 via web

 @c_innovation made a little video when @Portable toured @scottbelsky. nick+sarah from @DesignByThem asked the big Q's. <http://t.co/LHkuplgh>
maddie_gasp, [+] Tue 04 Oct 15:38 via web

 Big thanks to our 2011 partners @QUT @artsqueensland@iNetics @CocoonInd @brisbanecityqld @c_innovation @OomphHQ @_map_magazine @QUTCEA
c3forum, [+] Sun 02 Oct 13:11 via Twitter for iPad

 @c_innovation Thanks CIIC. Hope to c u there! :)
annielecavalier, [+] Mon 26 Sep 15:45 via TweetDeck in reply

 @c_innovation Thanks CIIC. Hope to c u there! :)
vibewire, [+] Mon 26 Sep 15:45 via TweetDeck in reply to...

Lloyd Grey Designs (QLD) link to Creativeinnovation.net.au article:

IN BRIEF

SMART STATE FELLOWSHIP UPDATE

Lloyd Grey Director Nicki Lloyd, has, through her Premier's Smart State Fellowship, been granted a seat on the Queensland Design Council. The role of the Council is to inform the Queensland Government's design agenda and the direction and priorities of the *Queensland Design Strategy 2020*.

CREATIVE INNOVATION

Tim Grey and Nicki Lloyd discuss the pros and cons of running a business as a duo. After surviving its toughest six months in 18 years, Lloyd Grey Design is back on track as one of Brisbane's most established design studios. Read the [full interview](#).

LLOYD GREY MAKEOVER

The memories of flood damage have faded and our new office environment is better than ever. The studio is looking amazing thanks to two of Lloyd Grey's long-term clients, [Rohrig Group](#) and [Arqus Design](#). Arqus Design worked with us on the architectural requirements of the flood refurb and Rohrig on the construction. We are so grateful for their support and great work.

BREAKFAST SERIES

JOIN US FOR THESE INFORMATIVE BUSINESS SESSIONS

Early 2012 sees the launch of the Lloyd Grey Connect Resonate Breakfast Series. Lloyd Grey clients and friends are invited to join us for these informative business information sessions to help you untangle the challenges facing your businesses.

[Click here](#) to express your interest in the 2012 Breakfast Seminar Series and we will make sure you are the first to know dates, times and topics for upcoming breakfasts.

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LloydGreyDesign™

News

e-Newsletter November 11. Welcome to 'Connect.Resonate,' a quarterly newsletter, showcasing our clients and the projects entrusted to us. We love what we do and are passionate in our commitment to creating communication material which builds your business and increases your market share. We look forward to connecting with you to create communications that work. Having trouble viewing this email? [View online](#)

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CONNECT. RESONATE.

05



SMILES AT DMA



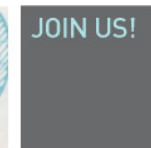
TACTIV SIMPLICITY



BRANDING QSL



IN BRIEF



BREAKFAST SERIES



SMILES ALL ROUND



Dental Members Australia (DMA) is a dental patient payment management specialist. The owner of this new entrant to the dental payment market was keen to shake up the industry by offering clients something better. Competitors in the Australian market are finance providers and banks but

SMALL BUSINESS, BIG PICTURE

When UTS design and international studies graduate Anna Zhu officially launched her freelance photography business at the beginning of this year, it was a one-woman operation. Now, thanks to some sound advice from the Creative Industries Innovation Centre (CIIC), she's adding a part-time assistant and has long-term plans to take on more staff and move into a larger business premises.

"It's really exciting," says Zhu. "And it's just in the last couple of months I've been able to see that far. It's taken a while to build up the confidence to say, 'That's my goal.'"

Having attended two consultations through the CIIC's Biztro program, Zhu credits business advisers from the UTS-hosted centre with helping her grow her business and shape her vision for the future.

Biztro gives creative businesses the chance to book free one-hour consultations to discuss their business. The sessions are held once a month in capital cities around Australia, with occasional sessions also held in regional areas.

"People don't often have the time, or make the time, to think about their business and plan what they should and shouldn't do," says CIIC Business Adviser Tony Shannon.

"I know when I've run businesses, if you were sitting there with your feet up on the desk, leaning back in your chair, and the owner asked what you were doing and you said, 'I'm thinking about the business, you'd be sacked on the spot.'"

Yet Shannon emphasises such planning and reflection is crucial to growing and sustaining successful businesses. Part of his role within the CIIC is assisting people who work in the creative industries to step outside their business, to "look at it and think about it from a bigger picture perspective".

As part of the Australian Government's Enterprise Connect program, one of the key functions of the CIIC is delivering a business



review service. However, businesses need to turnover more than a million dollars per year to access this advice.

With 93 per cent of Australian creative enterprises turning over less than that threshold, the CIIC recognised the need to deliver business advice to these companies and businesses missing out. The Biztro program was the solution.

To date, Biztro has provided advice to 131 creative businesses Australia-wide, including 65 in NSW. Clients have come from backgrounds including advertising, design, marketing, film, TV and radio, the arts, software and interactive content.

Zhu first used the service in July 2010 and found it invaluable in making the transition from part-time photography and some design work to a full-time photography business. The initial Biztro consultation helped her access information and develop her skills in marketing and running a small business.

In April this year, although her business was gaining clients and turning a steady profit, Zhu felt she wasn't "taking control, being proactive

and chasing opportunities - I was just saying yes to everything". She attended another Biztro session to help clarify her goals.

This time, the CIIC business advisor helped Zhu become more systematic and log how much time she was spending on different tasks each day. She gained a sense of control that ultimately allowed her to develop her business.

"Before the session, I knew what I had to do this week and maybe next, but the long-term planning just wasn't there," she says.

"Now I can see the big picture more clearly."

The CIIC Biztro consultation is available on the last Friday of every month and is offered in Sydney, Brisbane, Melbourne, Adelaide and Perth to creative businesses. To find out more, visit creativeinnovation.net.au

Rachael Dingley
Marketing and Communication Unit
Photographer: Joanne Jeoff
Comment on this article at [news/2011/00/small-business-big-picture](http://news.com.uts.edu.au/news/2011/00/small-business-big-picture)