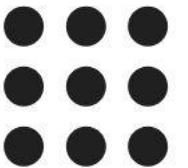
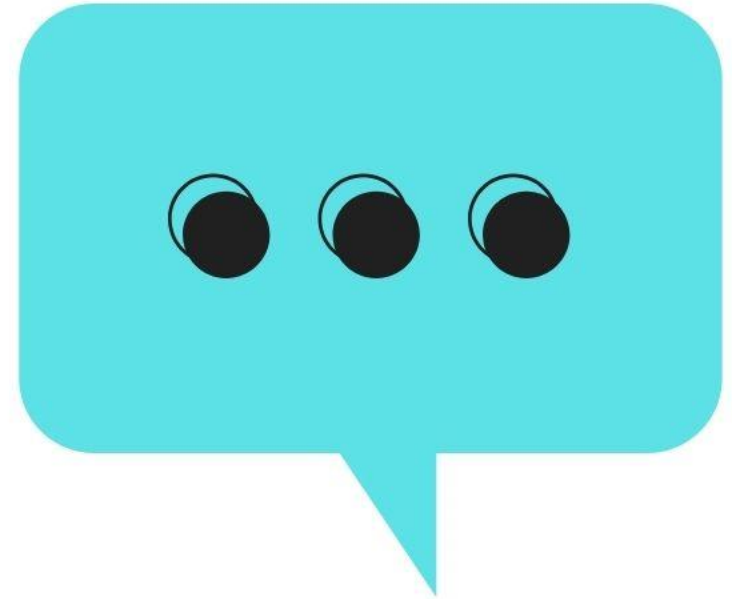


BOUNCING BACK AFTER STAGE 4 RESTRICTIONS

Thu 1st October, 2020, 4 pm-5.30 pm

Webinar



Agenda for today's webinar

- **Housekeeping**
- **In today's webinar you will discover the following:**

- 1) Latest changes with JobKeeper
- 2) Get your business back on track
- 3) Learn how to not rely on government initiatives that may not be available in the future
- 4) Learn how to manage your finances better coming out of COVID-19
- 5) Ripping the band-aid off for greater outcomes
- 6) Ways to engage your staff for greater outcomes
- 7) Let us help you in dealing with the mental toughness in running a business



Upcoming Webinar:

Monday - 19th Oct 2020 – 'How to get your recruitment and induction on track for better employee engagement during covid-19'

Register - <https://attendee.gotowebinar.com/register/3487026769316376588>

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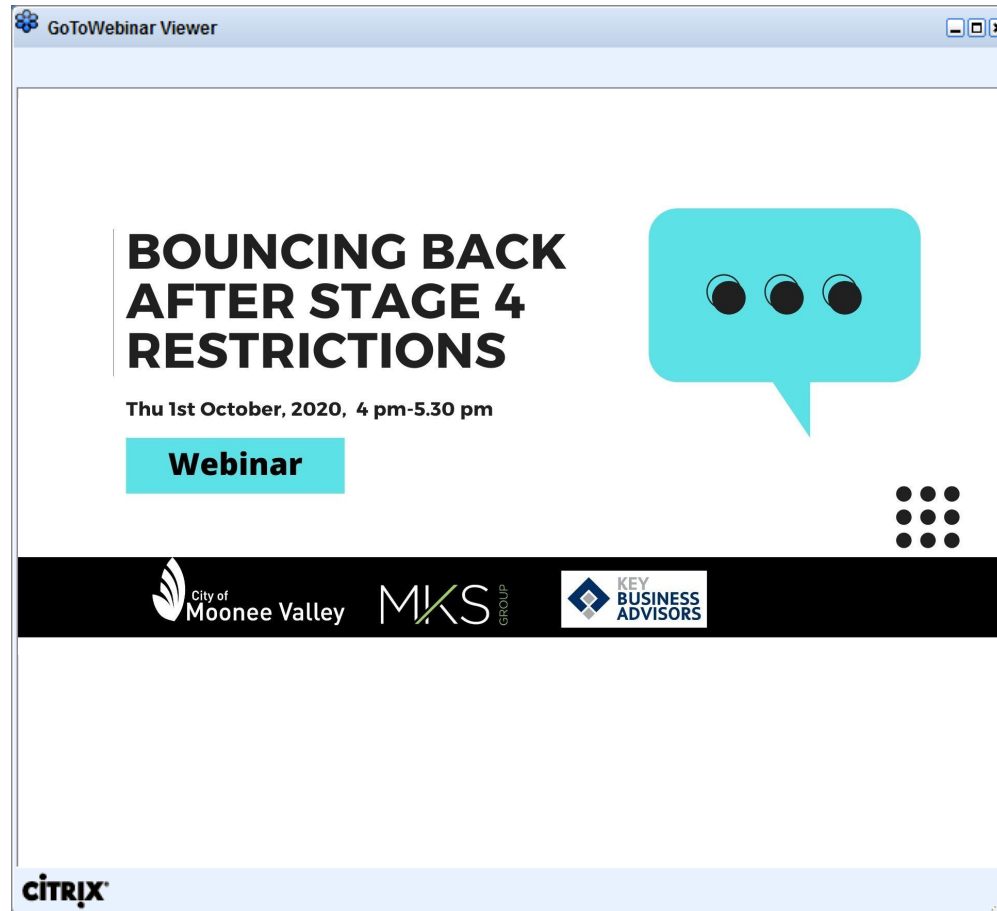
**BOUNCING BACK
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City of Moonee Valley | MKS GROUP | KEY BUSINESS ADVISORS

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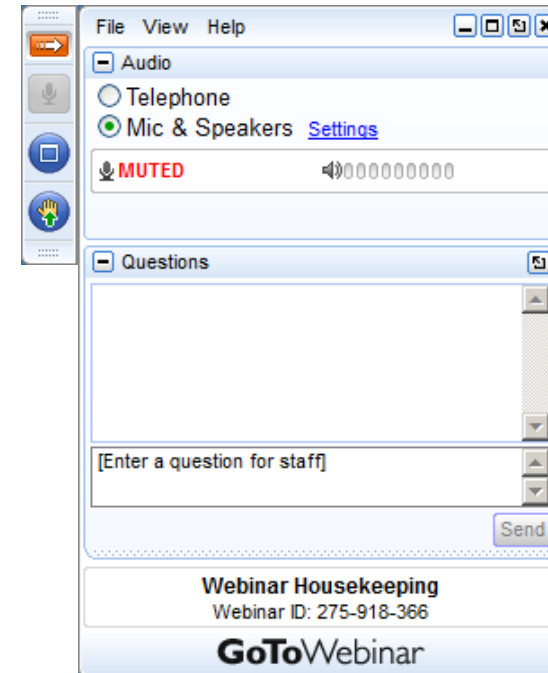
Questions

[Enter a question for staff]

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E-CONNECT

18 September 2020 business update
Coronavirus (COVID-19)



SUPPORT FOR YOUR BUSINESS

Council are continuing to work hard to deliver support for you and your business. The Victorian Government has announced further investments and support for businesses impacted by restrictions in Victoria. More information on all these offers are below.

Don't forget, regular updates are also available on [Council's COVID-19 website](#).

Council Elections are happening in October

The month before the council election, known as the election period starts at 12 noon on Tuesday, 22 September and finishes at 6pm on election day Saturday, 24 October.

During the election period Council staff must follow the Election Period Policy when it comes to communications including newsletters. You can access the policy and read more about the elections on our [website](#).

<https://mailchi.mp/mvcc/e-connect-newsletter-18september2020-7894665?e=8744fbf12b>

Presenters



Colin Wilson Director KBA



Mark Said, Founding Director, MKS Group





Business Advice & Strategy

Professional Sales Training

HR Advice & Support



Proven Business Performance

Accounting & Tax services

Budgeting & Planning

Coaching & Mentoring

TOPIC 1

Latest changes with JobKeeper



What has changed in this round of JobKeeper?

2 New Extension Periods

- JobKeeper 2.0 ends on 3 January 2021
- JobKeeper 3.0 ends on 28 March 2021

2 Tier Approach

- Tier 1 – worked >80 hours in 4 week period
- Tier 2 – other eligible employees

Reduced Amounts

- JobKeeper 2.0 \$1,200 per employee or \$750 per employee working < 20 hrs pw
- JobKeeper 3.0 \$1,000 per employee or \$650 per employee working < 20 hrs pw

Are you eligible or not?

Key Points:

- New entrants into JobKeeper – must satisfy decline in turnover test for **September 20 Quarter** or **December 20 Quarter**
- Comparisons made to relevant prior quarter (i.e. Sept 20 with Sept 19)*
- Extension 1 does not automatically qualify you for Extension 2. Decline must be evident



What does eligibility look like?

Key Points:

- Can include those employed at **1 July 2020**
- Full-time, part-time & long-term casuals
- At least 18 years of age
- Australian Residents only
- Not getting JobKeeper from another employer



What does eligibility look like – Business Participant?

Key Points:

- Sole Traders may still be eligible
- Only one partner in a Partnership
- Only one beneficiary of a Trust
- Only one shareholder of a Company



What you need to do to ensure you are still registered?

Key Points:

- Do your GST Turnover calculations
- Ensure you are enrolled (1st time claimers)
- Declarations from Eligible Employees
- Do your Tier 1 & Tier 2 calculations (time & attendance)



TOPIC 2

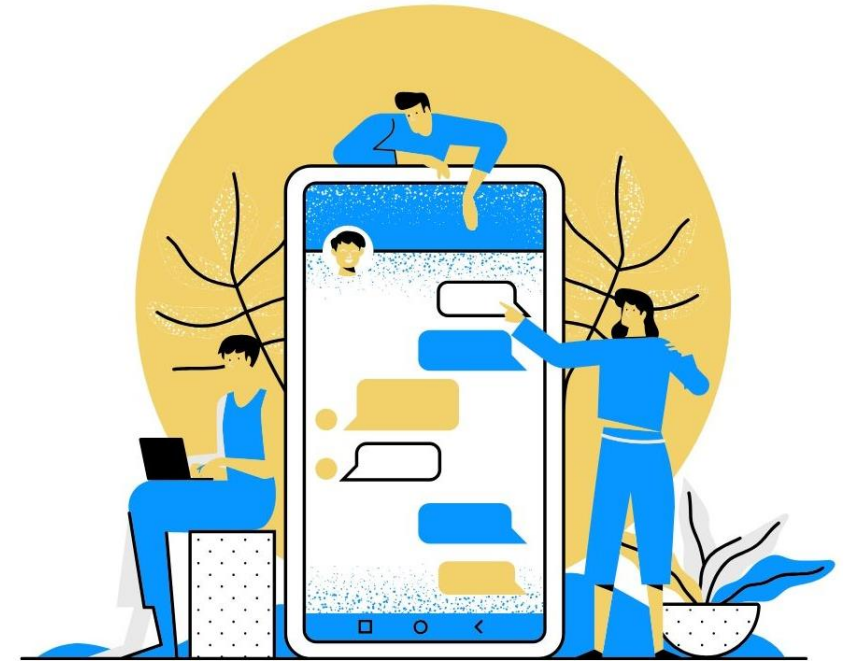
Get your business back on track



What does success now look like for you and your business

Key Points:

- This is all about having a positive mindset with the direction of where you want to take your business
- Many businesses have pivoted into a new direction with the lockdown, but as you open what does success look like now?
- You need to have that vision, a solid pathway out of this lock to get your business on track again
- This is all about what you want for you and your business i.e. We need to accept the new normal is a better way of doing business!





What does success now look like for your staff

Key Points:

- You need to show the pathway for your staff to follow of what your business needs in order to survive
- Your staff should understand the ‘reasons why’ i.e. Change
- Your staff should have clarity of what the business needs to do and achieve
- Your staff needs to buy-in with the ‘reasons why’
- This is about delegation and leadership

Why you must implement 'Best Practice' principles to get you going

Key Points:

- Do not fall into the trap of being reactive and live in that vicious circle
- Most of us have been reactive during COVID-19, and that's OK, but now is the time to rebound and get back on track
- Following 'Best Practice' reduces stress and anxiety for you and your staff
- Best Practice methods are tried and tested methods that produce results
- Having a bird's eye view of how your business is performing is key for better success
- You also need to start working out how your business can perform without the government incentives



TOPIC 3

How not to rely on government initiatives



Use the tools like Xero to help you make informed decisions

Key Points:

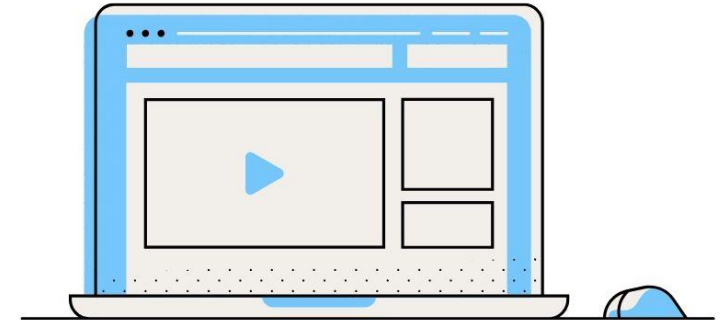
- Importance of keeping good records
- Don't fall behind on compliance
- Future stimulus will depend on your records



Work on your expected projected revenue Vs. known expenses

Key Points:

- Distinguish between your Fixed and Variable Costs
- Do your costs increase as Revenue increases?
- Project your revenue with different scenarios
- Are you online yet?



Make informed decisions early as JobKeeper reduces

Key Points:

- Start planning for **no more JobKeeper, or reduced amount**
- Review the hours of your Team Members
- Continuation of Rent Relief from your Landlord
- If you are a Landlord, look at the available Grants



TOPIC 4

Manage your finances better coming out of COVID-19



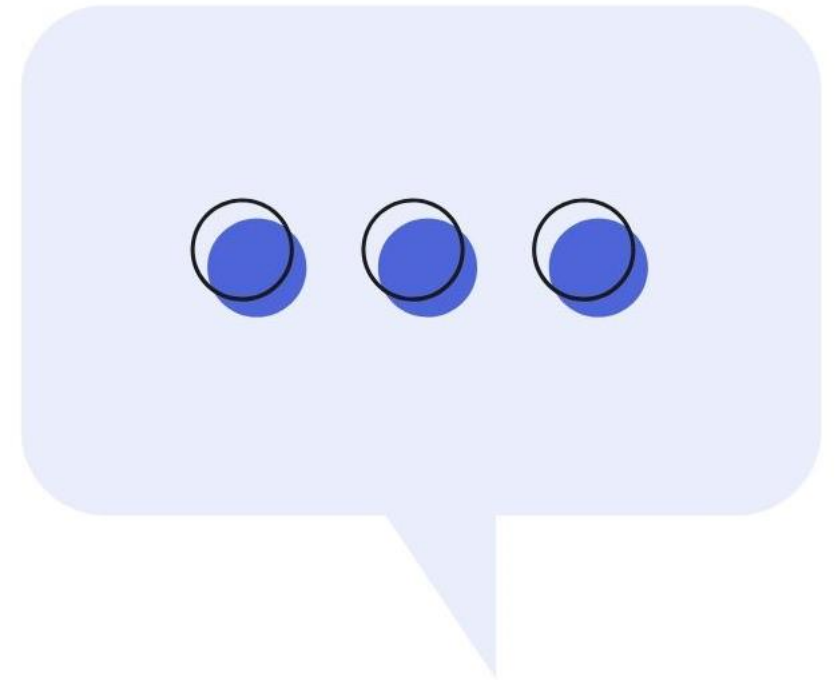
Benefits of refinancing or looking at other alternatives

Key Points:

Finance is cheap right now

Is your interest rate starting with a 2, 3, or 4

Release some equity in your home



What other government initiatives can you leverage from?

Key Points:

City of Moonee Valley Grants

Round 3 of Business Support Fund

Hospitality Fund

Sole Trader support

JobKeeper 2.0 & 3.0

Future Government Stimulus Packages



TOPIC 5

Ripping the band-aid off for greater outcomes



It is time to get the sales activity going as things open up

Key Points:

As discussed earlier, you need to follow best practices for more sales activity

- Follow-up your leads from your marketing activities
- Follow-up proposals that have been sent
- Follow-up all existing and past customers
- Ensure you capture all information into your CRM
- Look for those cross-sell and up-sell opportunities
- Build your sales pipeline

Based on the above you should be able to do some forecasting on future income opportunities



Making the right decisions to move your business forward

Key Points:

- Sales are the bloodline of every business and we are all wanting Stage 4 to finish so we can get back to business!
- You need to have a good insight of what is happening today and good foresight of what could happen tomorrow
- Managing your finances is key for survival
- Managing pipeline or forecasting what potential revenue is coming, or could come, will help you to make better decisions
- As per Mark's point; knowing your sales, purchases and expenses help you make informed decisions



The importance of seeking clarity on your goals and objectives



Key Points:

- You want to be in the driver's seat of running your business
- You want to be sure that your goals and objectives are realistic
- Seek professional advice to help you trade out of COVID before you make irrational decisions
- You need to have your team 100% on board with your goals and objectives
- Be confident with your goals and objectives. You must execute and not look in the rear view mirror

TOPIC 6

Ways to engage your staff for greater outcomes



Understanding the power of collaboration

Key Points:

- COVID has shown us by collaborating you can be more powerful in the way you do business
- Every business loves referrals, but collaborating your business with other services creates better outcomes
- Sharing some Best Practice methods helps everyone even if there is no financial gain
- Being in business especially during COVID, has not been easy but by collaborating with other local like-minded businesses has helped with mental toughness



Creating new projects that builds motivation



Key Points:

- Many staff hate the word ‘**change**’ and we have all certainly had to do some change during COVID-19
- I believe when you create projects with a start and finish date, then this creates more focus and motivation
- Projects can be small or large but they cannot drag out
- Projects can involve people from different departments which creates better employee engagement
- Projects can involve outside consultants to come in to ensure the project is completed or outside expertise to finish the project

The importance of recognition and praise

Key Points:

- Builds confidence
- Demonstrates that you care
- Shows that you have taken interest
- Demonstrates that you believe in your staff
- It is leadership and mentorship
- Staff feel appreciated and will be more loyal to your brand
- Keeps people engaged and focused to do even better next time
- During this Pandemic showing your appreciation with the way your staff have responded in adversity definitely needs to be acknowledged!



TOPIC 6

Let us help you in dealing with the mental toughness in running a business



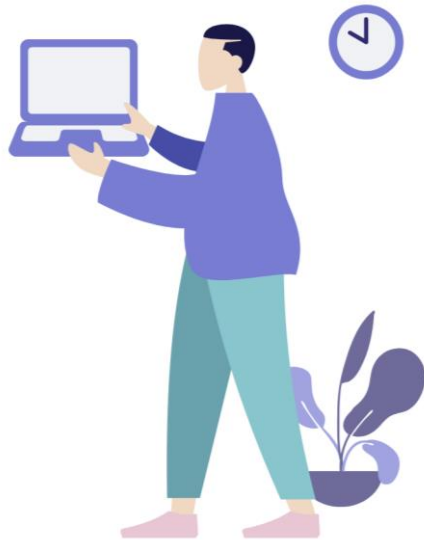
The importance of having a plan

Key Points:

- It gives you a pathway to follow
- It can be 30, 60, 90 days or 12 – 24 months
- It helps you stay focused without drifting away
- It shows your staff that you are in control of your business
- It holds you and your team accountable
- It helps in getting any additional bank loans or finances
- It should be part of your Best Practice methods and strategy



The importance of always showcasing your business



Key Points:

- It keeps your business out in the market (consistency with branding)
- It demonstrates that you are in business and doing exciting things (refreshes your business)
- It shows that you are proud of your business (you are passionate)
- People may not know that you offered that service or product, and the hours that you are trading (creates more revenue opportunities)
- Motivation (it keeps you and your team motivated that you are trying and giving it your best shot)

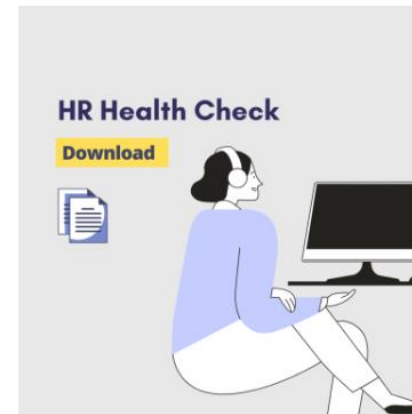
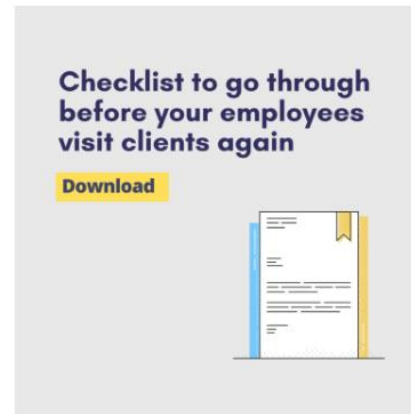
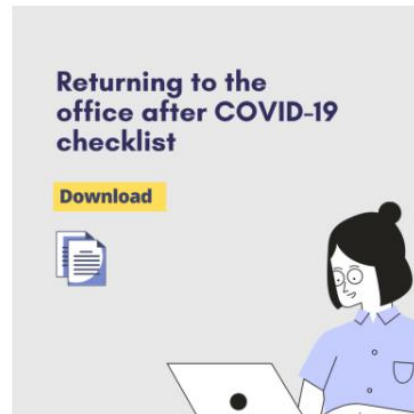
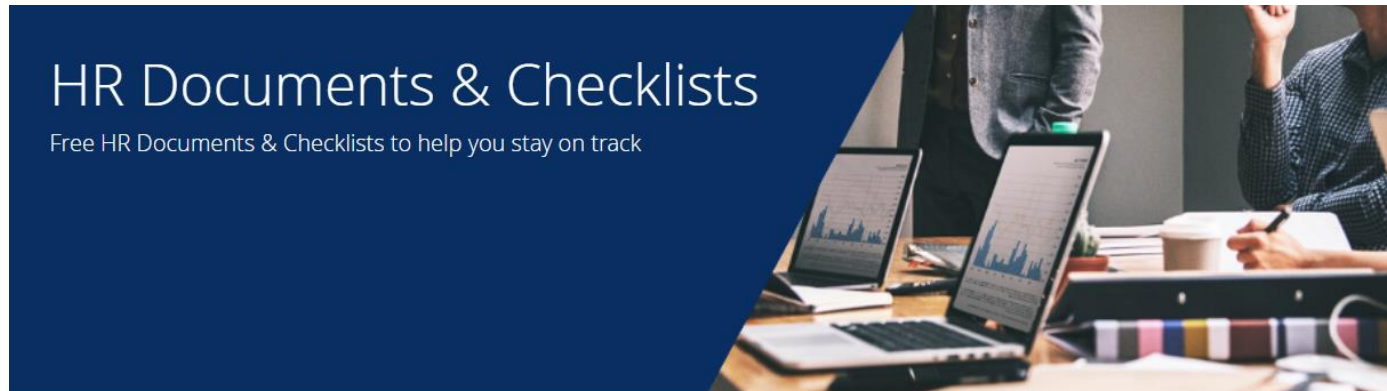
The importance of reaching out for help to get you through these tough times



Key Points:

- We are all in this together
- As Business Advisors, MKS and KBA, we want to help
- MVCC have initiatives and programs to help local businesses
- There is a light at the end of the tunnel
- It is never bad for too long
- You need to look at ways to build resilience
- If you have mental health issues then seek help immediately
- Having good goals and objectives will definitely help you stay motivated and focused!

'Returning to office after covid-19' checklist



<https://keyba.com.au/hr-documents-checklist/>

Any questions?



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Upcoming Webinar

How to get your recruitment and induction on track for better employee engagement during COVID-19

Monday - 19th October 2020 – 1pm

- ✓ The best ways to recruit during COVID-19
- ✓ How to induct your staff (even remotely)
- ✓ How to train your staff the most effective way
- ✓ How to create better employee engagement for new starters
- ✓ How to put a plan in place for success

Register - <https://keyba.com.au/upcoming-events/>





Stay Safe!

*Thank you for attending today's webinar.
Slide deck and the webinar recording will
be emailed to you!*



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