

NEW YEAR, SO WHAT?

CARLY CRUTCHFIELD

Owner, CCORP
My resolution in 2011 is to enjoy every moment of the business as it grows, remember that my staff, not our revenue, are our biggest asset, and to listen to our clients and deliver what they need and want. I also plan to get Super Mario Brothers for the staff games room!



JAKE THOMAS

Director, Emroy Print & Design
I have very ambitious goals for Emroy Print & Design in 2011 as my business is in a great growth phase. Having achieved my New Year's resolutions for 2009 and 2010, I am ready to bring on three more staff members in the New Year. This will allow me to spend more time growing my business and looking at everything from a bigger picture perspective. This is going to involve intensive marketing plans to help, at a minimum double my customer base.



JOHN CHEN

Owner of the New Shanghai restaurant chain

My New Year's Resolution is to focus on building the New Shanghai brand both within Australia and beyond, which means dedicating more time and effort into marketing and publicity. As we have New Shanghai venues opening in the near future both locally in Charlestown and Bondi Junction, and internationally in Singapore and Shanghai, I want to make sure that the brand becomes synonymous with great dumplings!

The holidays can be a rare chance for business owners to sit back, relax and plan for the year ahead without distraction. We asked a number of SME owners to share their hopes and dreams for 2011.

BY JEN BISHOP

MATT BARRIE

CEO, Freelancer.com
My goals for 2011 are to help Australian businesses of all sizes use freelancers to grow their business. At the same time we're aggressively expanding the Freelancer brand internationally into new markets, and looking to crack into the top 100 most visited websites globally. We're already the biggest website run by any Australian company, and we now want to be one of the biggest in the world!



SUZI DAFNIS

Community Director, Australian Businesswomen's Network

- **Be a curator.** To take a line out of business bestseller *REWORK – Change the Way You Work Forever*, I want to be a curator in my business. That means constantly and consciously looking for things to cull, simplify and streamline.
- **Make smaller to-do lists.** Long lists get me buried in and overwhelmed and the picture of what is most important gets obscured. I resolve to focus only on what is important and leaving 'nice to have' out of my daily focus.
- **Create more educational content.** The Australian Businesswomen's Network is about education and already presents education in webinars, blog posts, podcasts, articles. My goal is to publish more and take advantage of new media.
- **Share and study more.** A perpetual student, I always have a number of books on the go. My intention is to study more on my market and the subjects that my community wants to know about so that I can share the lessons with our community.
- **Personal.** More weekend breaks. Just two days away from my usual routine does a ton of good. There are so many great escapes only a few hours out of Sydney.



“My resolutions for 2011 include scheduling more time for creative thinking for myself and my team”

VALERIE KHOO

Owner, Sydney Writers Centre

My resolutions for 2011 include scheduling more time for creative thinking for myself and my team. I like Google's '20 percent time' philosophy, where staff can spend that time working on new ideas outside of their job description. When we've been able to do this in our business, we've come up with some great innovations like our online courses, podcast and video series.

I also plan to spend more time studying overseas trends. Now that our customers come from all over the world, our aim is to be leaders on the world stage. And I resolve to continue having fun at work!

ZED ELLIOTT

Creative director, The Alchemists

In 2011 I'm concentrating on benefiting from my previous lessons. Focus where the money is and outsource all non-core activities; invest time in emerging technologies; turn our marketing skills inwards to really showcase what we're about to new and existing customers; and keeping new business a core part of what we do every day.

On a personal level, stay positive so I don't miss opportunities and insights.



KIERAN MORRISSEY

Director of Web123

Web123's bottom line business goal for 2011 is to help at least 1,000 Australian small businesses realise growth through the online channel!





MARIETTE RUPS-DONNELLY

Owner of Powerhouse Presentation

My resolution is to clearly timetable breaks. Which means to plan and set holiday breaks for the year, early in the year; to factor thinking and planning breaks into the business calendar to allow us time to work creatively on the business and its future; and to take a break every week to breathe and reflect. And we mean it!

I say 'we' because my husband is my business partner!



RICK MAPPERSON

Managing Director, Rick Mapperson Associates, personal insurance brokerage

In 2011, I will regularly set aside time to work on my business rather than only working in it. This is going to involve smarter marketing. For example, over 85 percent of my clients are extremely happy with my business, so next year I am going to encourage more referrals.

I will also eliminate waste and will take more time to think and dream. This year I launched Project Life, a promise that for every new policy I will donate 25 percent to helping people in developing nations. I'm really excited about my plans to give even more next year.



RUSLAN KOGAN,

CEO and founder of Kogan and CEO and co-founder (with Dean Ramler) of Milan Direct

I don't believe in New Year's resolutions. I make resolutions on a daily basis. I think every day of the year is as important and significant as NYE, and a business that fails to innovate on a daily basis is missing out on opportunities to catapult them to the front of their industry.

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SAMANTHA WILLS

Designer, Samantha Wills Jewellery

To ensure our customers get the Samantha Wills experience in every area of our business. We have a lot of touch points to our consumer, so it is a key goal for us to ensure all channels continue to exceed our already high standards.



JANNA FIKH

Principal, Fletcher Tax Accountants

My resolutions are to ensure full IT systems integration, as well as automate certain administrative tasks; increase delegation of administrative tasks; improve and build on my CRM system and ensure marketing of my business is consistent throughout the year.



SHARON WILLIAMS

CEO, Taurus Marketing

My New Year's resolutions are to break through a new revenue growth phase while maintaining profit, bed down our two new trademarked product offerings, finish my book, launch my TaurusFastrack program for young people, launch our new website, invest in my current team, hire new specialists and find a new business mentor. I also want to create more time for fun in the office and not be quite so serious with my three children. 2011 is my year! **DB**

