



# Bushfire Survival Plan

At the recent forum given by Peter Middleton from the Tasmania Fire Service a lot of valuable information on Bushfire Alerts was given.

- Know your risk
- Understand your environment and options
- Check the TFS website ([www.fire.tas.gov.au](http://www.fire.tas.gov.au))
- Prepare a bushfire survival plan
- Create a defensible space
- Even if it is not a day of Total Fire Ban, think of the weather conditions and use common sense when doing anything that could start a fire
- If you see anything suspicious, immediately call the Tasmania Police (000)
- Focus on nearby safer places, exit routes, communications, bushfire safety information, radio frequency, TFS home page
- Extreme and Catastrophic Fire Danger Ratings - don't stay to protect a property. Spot fires will move quickly and come from many directions, up to 20 kilometres ahead of the fire
- Emergency Warning – to take action immediately
- If you have chosen to leave your home if it is threatened by bushfire, you should leave early, hours before the fire reaches your home. Many people who die in bushfires do so because they leave just before the fire arrives.
- You should ensure that you have taken with you important documents and other valuable items and memorabilia

## The Tasmania Fire Service operational priorities when a fire is burning out of control are:

1. Issue warnings
2. Protect vulnerable people – older people, kids, mobility issues
3. Protect valuable community assets
4. Stop building to building ignitions
5. Protecting other community assets - bridges
6. Fight the fire

**Staying to defend** a well prepared property during a bushfire always carries the risk of injury or death. However, defending your home is a reasonable choice if:

- Your home is well prepared
- You have access to at least 10,000 lt of water for firefighting purposes
- You are physically fit and emotionally prepared
- Fire conditions are less than extreme

## Prepare your fire fighting equipment

- A fire fighting pump, hose and nozzle
- Fire fighting water supply (not just mains water)
- Ladder – for access to roof gutters and into roof space
- Garden hose and fittings
- Rake and strong bucket
- A wet mop for putting out embers and small fires



L-R Peter Middleton and Brett Patterson.

# Do you realise that Business East can assist you establish a viable Business?

## **Janita Preshaw – Beautiful Flowers Gifts and Garden**

Roughly six years ago I approached John Beard from Business East to ask for some advice regarding a new florist business I wanted to open on the Eastern Shore. I had been familiar with Business East through other businesses I had worked for in the past and, given I had never owned my own business before, I wanted to make sure that my plans and research were heading me in the right direction. John was very helpful throughout this initial stage of planning.

At the end of this month, my business will have been open for six years and I have to say that the staff at Business East have been a big support through this journey. The regular forums and networking opportunities organised on a regular basis by Business East have been beneficial to the ongoing growth of my shop as well as putting me in contact with other like-minded business owners and businesses that I didn't even know existed.

One of my favourite events are the Enterprising Women's dinners held throughout the year. We always have a good laugh and walk away at the end of the night with more contacts, more good advice and more knowledge about running a business successfully.

I am very grateful for the help, advice and support I have received from all the caring Business East staff over the years and I will continue to support them and make use of their wonderful service for years to come.

## **Sharee Minnikin-Smith – Endless Waves Hairdressing Dunalley**

I started my journey of being a business owner and a proud mum to my first child 20 years ago. I am now a mother of four gorgeous children and still productively running my own business in an industry that I am passionate about.

John Beard has supported and encouraged me to reach and achieve many goals throughout my career. There has been opportunities for me I never thought would be possible. John never hesitates to answer any questions or provide me with resources and information I may need. Tracey Jordan is always happy to help.

Running a business certainly has had its challenges but with John's influence and knowledge of all aspects of business he has successfully contributed to my very positive business journey. Nothing is ever any trouble and John is always punctual and efficient.

Business East is a professional service which has certainly helped my business and myself personally with networking, marketing, managing and facilitating ideas.

I firmly believe that participating in being an active member with Business East would be beneficial to yourself and your business.

I am forever thankful to John, Tracey, and the Business East team.

I am celebrating 20 years in business and membership with Business East.

## **Emma Henderson – Hair Magix**

At the young age of 23 I had all the ambitions in the world to start my own business, but lacked any knowledge of how to get started and the legalities involved in running a business. Business East's support and guidance helped me through all the red tape including; Clarence City Council, ASIC, ATO, insurances, accounting, payroll, record keeping, business planning and much more of the behind the scenes running of my business.

I am forever grateful for Business East's support with starting my own business. I truly believe I wouldn't be where I am today without Business East and recommend anyone needing business guidance and support to reach out to Business East for the fantastic service they provide.

## **Pauline Stanton – Access2Choice Tasmania Pty. Ltd.**

I spoke to John Beard of Business East in 2016 after using the internet to research starting a business. My research found that having a mentor and someone who believed in your business dream was a good idea. It gave me more confidence than when I started my previous business. I had been in business over 25 years ago in a completely different industry. I had no mentor, and was completely inexperienced in the area of being the sole proprietor of a small business. It was a learning curve and journey I had never experienced. There was no internet to do any research in those days, just my skill, hope and faith.

John Beard was the listening ear that I needed to pursue my idea that I've had since 2013.

Our business is about standing up for what we believe in. A social conscious is nice to have, it's whether you are prepared to practise it, is what makes the difference. The disability industry is being turned upside down by the NDIS. NDIS is the biggest social reform to hit Australia since Medicare back in the seventies, and having a social conscious is paramount.

John, who was initially hesitant, but later encouraging, made the pathway clearer for the business to become a reality. Thanks to John, my idea has been transformed into an amazing reality.

I have no hesitation in recommending John and the Business East community.

## **Kieran Frampton – Glebe Hill Family Practice**

Business East plays a broad and important role in supporting Eastern Shore businesses. For those people with a new business concept, Business East can provide an effective sounding board and can assist or direct you to others who can help you move your business from concept to reality. For established businesses, Business East provides invaluable opportunities for networking, recognition

of business and staff performance, as well as informative and appropriate business workshops. Personally, I wish I'd known about Business East earlier in the process of starting a new business. Lost in the rhetoric of Federal and State Governments saying that they supported new business when, in reality, I found nothing but the contrary, I then approached Business East. I found John Beard and his team to be very approachable, professional and resourceful in assisting to get our business off the ground.

## **Judy Livingston – Eye See Personalised Tours**

Some years back I was starting up my business. I wasn't sure where to begin and someone steered me in the direction of John at Business East.

Over successive Monday mornings, John was patient and helped me navigate the intricacies of getting my business "off the ground".

There were many cups of coffee and John was never too busy to talk to me and offer support. I thoroughly enjoyed my association with Business East and the networking opportunities that were offered.

I have gone on to win many Awards, which shows that being given a solid start can pay dividends later on. That was 14 years ago.

Thanks John for your support.

## **Michael Chung & Diane White - Oceana B&B**

Oceana B&B is a small, but quality Bed and Breakfast located in Howrah and has only recently become a member of Business East Inc as the business itself is only a new business.

During the very short time of our membership we have found John Beard and Tracey to be extremely accommodating and the services, networking opportunities, business forums and training opportunities have been extremely valuable to our business. Also, John's assistance with our Australian Tourism Awards submission has been greatly appreciated.

Oceana B&B has become a very active member attending many of the events that have arisen since we joined. In summary, we greatly value our relationship with Business East.

## **Clare Dean – Port Arthur Lavender**

I first came into contact with Business East around 9 years ago when I was trying to put together my first business plan. John from Business East came to our property and I went through what I wanted to achieve with our lavender plantings.

He advised me on the best way to start creating a business plan and looking at the business idea from a realistic point view and not one through rose coloured glasses.

Having that contact over the next 9 years whilst developing our vision should not be underestimated. Knowing that you have resources to draw on and that no large consultancy fees were attached made the daunting process of starting a new business a little less stressful at a time when every dollar counts towards your success.

When looking at 'the bottom line' with these things, I really believe that the real benefit should be measured not just by what the costs are to the community to keep these people employed and able to do their job. It should be measured by the

economic benefit that is created when someone that they have helped and guided launch a business and generates economic growth in the area through employment, taxes and general economic stimulation. I am certain once these figures are looked at the odds are firmly in Business East's favour.

In our case we started our business in October 2014 from nothing, we have gone on to create 18 new jobs in a regional area, substantial economic benefits to local community, a new visitor experience, GST and Tax revenue that simply didn't exist prior to this time.

This is just one case, and I have no doubt that there are many more examples similar to what we have achieved. In the beginning it can be quite daunting and would be far easier for ideas to remain dreams. Having some guidance along the way can make the difference with having the confidence to follow those dreams and turn them into a reality.

We are very thankful for being able to access the services offered by this dedicated and passionate team.



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Email [business east@bigpond.com](mailto:business east@bigpond.com)  
or phone 6244 8005



You are welcome to enquire about becoming a member of Business East Inc.. The membership packages available are Bronze, Silver or Premium. You will receive worthwhile benefits from either of the levels in the form of discounts offered by a number of business houses, promotion of your business, mentoring and networking at workshops and functions that are organised by Business East Inc.

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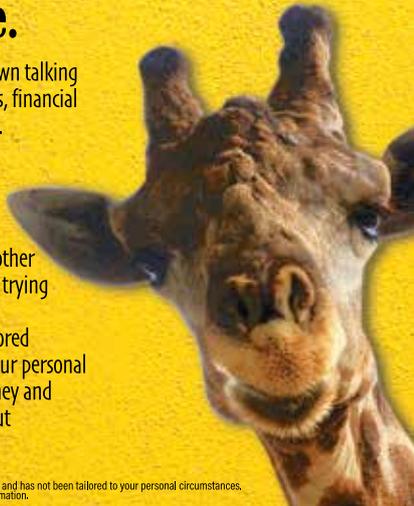
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\*Any advice in this publication is of a general nature only and has not been tailored to your personal circumstances. Please seek personal advice prior to acting on this information.

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Business East Inc. continues to provide "Free and Confidential" premium small business guidance and advice to potential and existing businesses. **For further information please contact:**

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