



Facilitation Focus

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OUTSOURCING OFFSHORE IS GENERATING GROWTH AND JOBS



The Bottom Line

In its report ["Beyond Borders"](#) [Microsourcing](#) states: *"Offshore outsourcing is generating onshore jobs, not stripping them away: Around 80% of enterprises have retained or increased staff numbers in their onshore business Increases are at an average rate of 200%"*.

Offshore outsourcing is seen a strategic business tool, not just for cost saving: More than 64% of firms choose to use more affordable staff from overseas in order to expand their overall team.

Firms desire specialist knowledge, improved focus on their core business and extended global reach

Offshore outsourcing is fueling business growth for SMEs and leading them to invest more in their onshore and offshore teams Three-quarters of firms report positive results These firms have already boosted their offshore solution by an average of 328% in their full-time equivalent (FTE) headcount 60% of firms predict an increase in their current FTE over the next 12 months.

The Big Picture

Offshore outsourcing has taken a new direction. Following hot on the heels of the success of Business Process Outsourcing (BPO) and the improvement in offshore providers' offerings, companies are now outsourcing core processes that require higher specialised skills in a phenomenon known as Knowledge Process Outsourcing (KPO).

In the traditional BPO model, outsourcing core processes requiring competitive knowledge was considered somewhat risky.

Today, however, companies are confidently outsourcing human resources, accounting and payroll, marketing, creative services, web development and many more 'knowledge processes' to offshore partners, indicating a decisive shift in opinion.

KPO opens the door to a talented pool of resources with advanced analytical and technical knowledge as well as a high degree of specialist expertise – resources that Australian enterprises especially may not be able to access or afford closer to home.

This goes some way to explain why KPO is not the exclusive domain of larger organisations, but is embraced by businesses of all sizes, from enterprises with just ten employees to blue-chip firms.

Offshore outsourcing of both business processes and knowledge is on the rise. Gartner reports that the outsourcing of business services to other countries shows no signs of abating, with Australia amongst the larger economies that will see the most growth.

Traditionally organisations have looked to their internal operations as a source of competitive advantage. Today offshore outsourcing opens up a whole world of new sources of competitive advantage – provided you choose the right partner.

The reasons behind a firm's choice

of offshore outsourcing provider are particularly pertinent given their desire to access certain knowledge. The better the match, the better a firm can fill its skills gaps and improve its business performance. The choice of provider also has a huge role to play in reducing the perceived risks of outsourcing, such as loss of control and impact on quality.

As one respondent commented: "We set out to find good people, even if we had to pay a small premium. This undoubtedly de-risked the venture for us making it a positive experience."

The survey highlighted five top reasons behind the respondents choice of provider:

1. **Professionalism:** First and foremost, the provider's professional attitude gives businesses more confidence when embarking on offshore outsourcing.
2. **Services Offered:** A range of services packaged to meet the firm's business goals and needs gives the flexibility and transparency they need in their offshore operations.
3. **Referral:** Referrals from existing clients attest to a provider's positive delivery performance.
4. **Quality of Facilities:** Firms look for a quality of facilities that mirror global corporate standards, and their own standards.
5. **Competitive Value:** Strong perceived value is important in the overall package, especially as cost savings are the number one driver. ■



Do You Have To Register Your Copyright?



Do You Have To Register Your Copyright?

The short answer is “No”

Copyright is free and automatic, and exists the moment you express your creation in ‘material form’. For example: When you draw a sketch on paper, or paint a picture on canvas, or record a video on your smartphone or recorder.

There is no requirement to register your copyright in Australia, pay any money, or have it signed and/or witnessed by a lawyer.

Beware of the Scammers: There are many websites that offer to register copyright in Australia for a fee.

These websites are based outside of Australia and should be avoided, as registrations and/or payment are not required for copyright protection in Australia.

[The Copyright Council of Australia](#) provide a free fact sheet which provides an entry level overview of copyright in Australia, focusing on copyright as free and automatic protection, the limits of protections, how copyright law is enshrined and how it operates to protect a wide variety of works. You can download if you click [HERE](#).

What is copyright?

Copyright is a form of intellectual property law. It grants exclusive rights to the copyright owner to enable them to determine how their work can be used. Copyright protects the expression of ideas and information in material form,

e.g. written down, recorded as an image or sound.

In simpler terms, copyright is the **right to copy**. This means that the original creators of products, and anyone they give authorization to, are the only ones with the exclusive right to reproduce the work.

The definition of copyright is in the word itself. It describes the legal rights of the owner of Intellectual Property. The person who owns the copyright to work, such as song lyrics or an original drawing, is the only person who can copy that work or grant permission to someone else to copy it.

If you are not the owner of copyright, you risk infringing copyright if you perform one of these exclusive acts without obtaining the permission of the copyright owner.

You must consider copyright when you obtain or create copies of items from the Library's collection to re-use them in some public way.

The period of copyright protection in Australia is generally 70 years, but when this starts depends on the details of the work.

The duration of copyright depends on whether or not:

1. the creator is known
2. the work was made public during the creator's lifetime.

Once this is ascertained, copyright duration is calculated based on either the death date of the creator, the date of the work's creation, or

the date the work was first made public, depending on the circumstances.

When the duration of copyright ends, a work is referred to as 'out of copyright' or 'in the public domain'.

What are the rights of the copyright owner?

Copyright law provides copyright owners with the following exclusive rights:

1. Reproduce the work in copies or phonorecords.
2. Prepare derivative works based upon the work.
3. Distribute copies or phonorecords of the work to the public by sale or other transfer of ownership or by rental, lease, or lending.

[Sprintlaw](#) says that there are four types of Intellectual Property: Intellectual Property (IP) isn't always about getting something registered. It's often about understanding which intangible assets of your business can be protected, and how. Generally speaking, there are 4 types of intellectual property:

- trademarks,
- patents,
- copyright and
- confidential information.

It's essential you're aware of the various IP assets your business possesses and how to go about protecting them.





Something To Say?



Promote Yourself and Your Business At No Cost

As a member of our LinkedIn Group [Business Facilitator's FOCUS](#), or the [Australasian Institute of Business and Enterprise Facilitators](#) (AIBEF) you are a recipient of the AIBEF's monthly publication "Facilitation Focus".

You are invited to submit articles that are relevant and interesting to both business facilitators as well as business entrepreneurs and we will publish them in "Facilitation Focus".

Ideally the format should be in Word, Times New Roman font size 12 Maximum of 600 words, and a photo of yourself should be included and also contact numbers for you, and Deadline is the 20th of each month

Focus is electronically distributed to all members of [Business Facilitator's FOCUS](#) and the [Australasian Institute of Business and Enterprise Facilitators](#), as well as a number of other LinkedIn Groups. These groups total over 22,000 individual members who all receive "Focus."

It is also sent out to over 3,450 businesses and community organisations throughout Australia. Interested?

For further information please contact Dennis Chiron:

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Flexible Working Means Looking Beyond Terms & Conditions

The workplace is experiencing a multiplicity of changes, including a new industrial relations regime, restructuring and increased competition.

So vast and diverse are these changes that business owners are experiencing increased pressure to deliver more productive, less stressful working environments that require reduced hours of work and reduced workloads.

[Work Safe Australia](#) raises some of the potential risks of working from home: *"The COVID-19 pandemic is a stressful and uncertain time for all Australians. Working from home, particularly for the first time, can create additional risks to mental health."*

The WHS duties apply to both physical health and mental health. This means that employers must, so far as is reasonably practicable, ensure the mental health of their workers and protect their workers from psychosocial risks while they are at work.

Working from home can have psychosocial risks that are different to the risks in an office or your regular workplace. A psychosocial hazard is anything in the design or management of work that causes stress. Stress in itself is not an injury, but if prolonged or severe it can cause both psychological and physical injuries. Some psychosocial hazards that may impact a worker's mental health while working from home include:

- being isolated from managers, colleagues and support networks
- less support, for example workers may feel they don't have the normal support they receive from their supervisor or manager
- changes to work demand, for example the impacts of the COVID-19 pandemic and a move

to working at home may create higher workloads for some workers and reduced workloads for others

- low job control
- not having clear boundaries between home-life and work-life fatigue
- poor environmental conditions, for example an ergonomically unsound work station or high noise levels, and
- poor organisational change management, for example workers may feel they haven't been consulted about the changes to their work.

Working from home may also impact a worker's mental health in other ways, such as from changed family demands. For example, home schooling school-aged children who are learning from home, relationship strain or family and domestic violence.

There is a misconception that long working hours are a sign of a productive employee. In fact this belief causes men and more often women, to work longer hours in an attempt to maintain their roles under current socio-economic conditions.

The focus on personnel should be on their effectiveness, the quality of their output and the achievement of objectives, rather than on physical presence in the workplace.

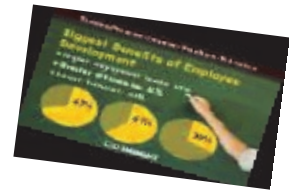
The need to satisfy customers, meet organisational objectives and have fulfilled employees is of far greater importance and of much higher value to the organisation.

Good communication with your workers is especially important when they are working from home.





Implementing an Employee Training & Development Program



Training is the backbone of workplace success, safety, and performance which serve as the catalyst for employee skills improvement and development. Instituting a concrete and comprehensive workplace training program will provide any company with charted results and measurable success.

As an employer, you have certain obligations in relation to training your staff. You need to ensure that staff are trained to do their jobs safely and, in certain industries, you may be legally obliged to provide staff with specific training.

Businesses with a culture of training are seen as quality organisations. To develop a strong training culture, you must understand the benefits of training.

This knowledge will help you make informed decisions, and will support members of staff who will be responsible for managing the training.

In addition to these precepts, a workplace training program raises and solidifies standards and also aids in quality assurance and best business practices. These initiatives often bolster productivity, efficiency and profitability.

To implement the right training for your business, you need to identify your business and employee training needs.

You can do this yourself, or you can recruit a human resources (HR) consultant or training organisation to help you assess your training needs and advise on training options.

Who is responsible for employee training and development?

Employee training is the

responsibility of the organization. Employee development is a shared responsibility of management and the individual employee.

The responsibility of management is to provide the right resources and an environment that supports the growth and development needs of the individual employee.

Work911.com states: For employee training and development to be successful, management should:

- Provide a well-crafted job description - it is the foundation upon which employee training and development activities are built
- Provide training required by employees to meet the basic competencies for the job. This is usually the supervisor's responsibility
- Develop a good understanding of the knowledge, skills and abilities that the organization will need in the future. What are the long-term goals of the organization and what are the implications of these goals for employee development? Share this knowledge with staff
- Look for learning opportunities in every-day activity. Was there an incident with a client that everyone could learn from? Is there a new government report with implications for the organization?
- Explain the employee development process and encourage staff to develop individual development plans
- Support staff when they identify learning activities that make them an asset to your organization both now and in the future

For employee development to be a success, the individual employee should:

- Look for learning opportunities in everyday activities
- Identify goals and activities for development and prepare an

individual development plan

The individual development planning process

An individual development plan is prepared by the employee in partnership with his or her supervisor. The plan is based upon the needs of the employee, the position and the organization.

A good individual development plan will be interesting, achievable, practical and realistic. It is implemented with the approval of the employee's supervisor.

IDPs are an excellent tool that employers and supervisors can use to develop and motivate their staff. By encouraging a focused approach to each individual's training/developmental needs, employers can help their employees enhance their job skills and become more effective and productive.

Employers who promote the use of IDPs also send a clear message to their charges that they view each person's professional development as a priority. If done properly (i.e. with sincerity and follow-through) this tends to be a good motivator for most employees.

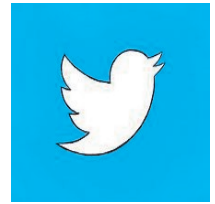
Individual Development Plans (IDPs) have long been used in government and larger companies as a tool to help employees develop their skills, further their office's mission, and achieve their career goals.

Some organisations require all employees to prepare IDPs, while others rarely use them at all. All employers, however, have the option of using IDPs--even in organisations where IDPs are not common.



New High Court decision affects all not-for-profit organisations that use social media

From an article by [NFP LAW](#)



Social media provides an exciting opportunity for many NFP community **organisations** because it has the potential to allow an **organisation** to reach a huge audience to promote its aims and activities.

However, **social media use** also poses a number of risks that your **organisation** should consider.

What is social media? Social media refers to any form of internet site or app that allows for social networking. It includes sites and apps such as Facebook, Twitter, Instagram and Snapchat.

This article focuses on Facebook and Twitter (the two most popular forms of social media) however, the risks identified and recommendations made to minimise these risks apply to other sites and apps that may be used by community organisations.

The High Court has made an important decision about the 'comments section' on social media posts. It confirms that an organisation can be legally responsible for defamatory comments posted by others on its social media pages.

What do you need to know about the case?

The court case was started by Dylan Voller who was **abused and mistreated in the NT's Don Dale Juvenile Detention Centre**.

Mr Voller has sued three media companies who covered his story.

He argues that they are responsible for allowing Facebook users to leave insulting comments on news articles posted on the companies' Facebook pages.

The court did not decide if the comments were **defamatory** (ie. whether they damaged Mr Voller's reputation), or whether the media companies are entitled to a defence under the law.

However, it did make an initial decision that the media companies were responsible for 'publishing' the comments – even though they didn't write the comments, approve them or read them before they were posted.

What does this mean for your not-for-profit?

This decision affects any person or organisation that runs a social media page or publishes a post on social media, including on popular platforms such as Facebook, Instagram and Twitter.

Essentially, if your not-for-profit operates a social media page, it is responsible under defamation law for everything that everyone posts on that page.

It doesn't matter if your not-for-profit disagrees with a defamatory comment or is even unaware that someone has posted a comment.

Every not-for-profit that operates a social media page should put measures in place to ensure that posts or comments made by others are not defamatory.

This might include:

- setting up systems to actively monitor and moderate comments
- disabling comments if it is not possible to moderate them using various tools offered by social media platforms, for example to **block keywords and profanities**, **hide offensive comments**, or **restrict who can reply to your posts**, and documenting agreed strategies in a social media policy.

A social media account is an excellent way for your charity or not for profit (NFP) to reach a larger audience and get your message out there. However, as an organisation, using social media properly and lawfully is important. You need to make sure you manage your social media presence well.

How can you learn more?

To learn more about managing the risks relating to social media, including defamation risks, tune in to our updated **Social Media & the Law webinar** on 9 November 2021.

In the meantime, we also have a number of handy resources about **defamation** and **social media** on our website.

If you require legal advice on this issue and are eligible to receive assistance from our service, **apply for free legal help**.





AIBEF Code of Conduct

All AIBEF members are obliged to maintain professional standards and ensure the legitimate interests of their clients are paramount. They must ensure that any conflicts of interests are avoided and confidentiality maintained. Members are required to adhere to the highest standards of facilitation, advice, referral, information provision, support and client care through undertaking ongoing professional development

The Process of Becoming an AIBEF Accredited Facilitator

To be an accredited Member of AIBEF, simply submit your application to the AIBEF Secretariat.

The AIBEF Accreditation Committee then assesses your experience and qualifications and will advise you of the Institute's decision.

Often this decision is partly based on Recognition of Prior Learning (RPL) where the Committee takes into account the equivalent experience of the candidate. The new AIBEF Member is then provided with a certificate of Membership and is invited to have their name listed on the Institute's website, and can immediately use the post nominal *M.A.I.B.E.F.* after their name.

Whether it is a concern about business start-up or growth, a marketing issue, HR or financial issue, a member of the AIBEF can provide effective guidance and support to entrepreneurs, business owners, communities or organisations.

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About the Institute

Benefits of Membership **Some benefits include:**

Recognition of the professional qualifications of Member of the Institute of Business and Enterprise Facilitators (MAIBEF) and Fellow of the Institute of Business and Enterprise Facilitators (FAIBEF) in Australia and New Zealand.

The ability to use the post-nominals, MAIBEF and FAIBEF in promoting their activities and achieve:

- credibility/validation as an enterprise facilitator
- a premium for services
- client confidence and direct benefits to their business secure and regular employment/use as a business facilitator and enhanced market/business opportunities

Personal confidence and increasing business:

- through business support organisations including training providers and centres increasingly requiring counsellors/advisers to be professionally trained and experienced facilitators
- achieved through the formal recognition of practitioner skills
- by becoming preferred contractors.

The sharing of knowledge and skills and growth of new business through:

- peer networking and interchange of ideas with other Members and Fellows



- peer mentoring of other Members and potential Members
- enabling contacts (formal and informal) with peer organisations and alliances

Regular electronic Newsletters and communications that:

- disseminate news of major developments in the business support industry
- notify Members of relevant conferences and events
- keep Members up to date with current issues
- notify Members about opportunities in professional development

Development of business facilitation skills and knowledge through the provision of:

- notification of opportunities to participate in ongoing targeted and specific professional development
- access to professional development in recommended training courses
- the best and most up to date information on business and training/facilitation.

Representation to others (government and non-government) on Members behalf on issues affecting business facilitation.



A.I.B.E.F. Established 24 years

Email: info@aibef.org.au

Web: www.aibef.org.au



You can gain instant formal recognition of your Knowledge, Skills and Experience from the Institute

"The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor or consultant. Business Facilitation and Coaching has copped its fair share of flak in recent years, primarily because the industry has a reputation for attracting spruikers and touts." Denise McNabb, Sydney Morning Herald

- Do you provide Business Advice, Coaching, Consulting, Training, Mentoring or Facilitation Services?
- Are you looking for recognition of your facilitation skills?
- Wanting to give clients the confidence and confirmation of your skills and experience?

The Australasian Institute of Business & Enterprise Facilitators Inc. has recently launched a program to enable business advisors, trainers and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses. If you have the experience and knowledge, and have delivered over 200 hours to clients you could be eligible for Recognised Prior Learning, and be Fast-Tracked for AIBEF Membership, and be entitled to use the Post Nominals MAIBEF



MORE INFORMATION?

Send an email to Dennis Chiron, AIBEF National President at president@aibef.org.au

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The Australasian Institute of Business and Enterprise Facilitators (AIBEF) was founded in 1997 as a result of the recommendations of the Industry Task Force on Leadership and Management Skills.

In their report, entitled *Enterprising Nation*, the taskforce recommended that: “.... a comprehensive accreditation process be established for small business trainers, educators, counsellors, facilitators and advisers so as to upgrade the quality of small business advice.”

It's a fact that, at the moment, the business advice industry in Australia is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, facilitator, trainer or consultant.

Check out Google for instance; there must be a dozen (or more) sites on “*How To Start Your Own Business Consulting Venture*”.

The AIBEF is the Peak Body for Business Facilitators, Coaches and Trainers, and we, the AIBEF Committee, hope to continue the association's great work to further promote the professionalism and quality of our members, and to endeavour to act as a respected voice and advocate for the wider community.

The AIBEF represents a profession that is proud of its independence and confident of the service it provides, committed to continual improvement in the skills and knowledge of our members and Business and Enterprise Facilitators in general, who ably assist in the professional guidance and support of business, enterprise and community development.



Welcome to our Newsletter

Facilitation Focus is an opportunity for Business Facilitators, Coaches, Facilitators, Trainers and Consultants to ask questions, offer answers, and become part of a group where we can all join in peer-to-peer discussions and conversations about challenges, experiences and outcomes. ***It is also worth noting that 'Focus' can be included in your Continuing Professional Development (CPD)***

Facilitation Focus is a publication for a rapidly changing world.

Almost daily, SME's are facing constant changes, and it is vital that the Business and Enterprise Facilitator is current with their expert advice and guidance.

Facilitation Focus has as its main aim to access to a professional network of peers through the AIBEF, and by gaining more insight into business and industry best practices, as well as increasing the focus on the important aspects of their own business, an AIBEF Focus member can accomplish amazing results.



Something To Say?

Thanks for the Info

Just a note to thank you for the helpful information contained in your magazine. I'm a client of one of your members, who sends your magazine onto me. I find it easy to read and some of the ideas in the numerous articles are very useful and valuable.

*Peter Halley
Solar For Life
Coffs Harbour, NSW*

WHO ARE BUSINESS OR ENTERPRISE FACILITATORS?

Virtually any professional, qualified person or organisation involved in assisting entrepreneurs, organisations, or communities to improve their Skills; Knowledge; Business; Staff; and/or Life.

The role of a Business and Enterprise Facilitator is to promote local economic growth by providing support to local entrepreneurs, groups or entire communities wishing to start or expand a small business enterprise or to assist to develop a concept where the community will benefit

The concept of Business and Enterprise Facilitation is a model of development that supports the creation of wealth from within a community by nurturing the resourcefulness of its people.

The Australasian Institute of Business and Enterprise Facilitators is an international not-for-profit institution that works with entrepreneurs, small groups and / or communities to establish sustainable, grassroots enterprise projects.

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