



# *Facilitation FOCUS*

## FEATURE ARTICLE

### *Slander In Business*

Slander in Business .....	2
How to Market in a Regional Town .....	4
Business Accountability .....	5
Judgement .....	6
What's Holding You Back .....	7
Marketing Expresses Your Company's Attitude .....	8
Meet Bernadetts O'Connor MAIBEF .....	9
Master of Business & Enterprise Facilitation .....	10
About The Institute .....	11

*Pic from Istock*

# SLANDER IN BUSINESS

Put simply, slander is a legal term used to describe defamation or the act of harming a person or business's reputation. It generally falls into two categories: "[\*Malicious Slander\*](#)" and/or "[\*Character Slander\*](#)" and happens by telling one or more people something that is untrue and/or damaging about them.

## What is character slander?

Defamation of character is an act that occurs when someone's reputation and integrity are tarnished or damaged because of malicious or spiteful intent by another party. You may have heard the terms libel and slander. Slander is orally defaming someone else, while libel is written defamation.

Defamation laws - *which include Libel and Slander* - protect people's right to privacy in a number of ways. Article 8 of the [European Convention on Human Rights](#) ('the Convention') protects a person's right to "respect for his private and family life, his home and his correspondence".

[Aitken Whyte Lawyers](#) define Defamation as: "Defamation occurs when an individual communicates to a third person, a matter which unfavourably affects the reputation of another. It is a type of tort which protects a person's reputation or business— **including loss of key clients and staff, loss of revenue and more.** It is not concerned with the hurt feelings of the aggrieved. Therefore, you do not defame someone only by insulting another. For defamation to be found, there must be a communication to at least one other person, whose opinion of those defamed will have been reduced, that damages the reputation of the aggrieved in the opinion of a reasonable person."



## What is defamatory?

A defamatory statement is one that is likely to lead to a reasonable person to think less of the person about who the statement is made. What is relevant is the opinion of those to whom the statement or statements are made of those who have been defamed.

Whether or not a statement will be considered defamatory depends very much on the context in which the statement was made. A statement that relates to a person's profession or trade can also be considered to be defamatory. While a variety of different causes of action may be relevant to a complaint about a person's business or private life, including harassment and defamation, **the primary cause of action is misuse of private information.**

For businesses, corporations and companies, [injurious falsehood](#) is likely to apply. Injurious falsehood refers to statements that may cause reputational damage, however, it usually refers to the reputation of a business and not an individual.

Slander may be difficult to prove in court. The burden of proof rests on the complainant. As noted above, aggrieved parties must be able to prove, beyond a reasonable doubt, that slanderous statements were made with malice to a third party and that they were made with malice. Complainants must also prove that the party committing the act of slander believed they were conveying a fact.

This is often very difficult to do.

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Public figures may have a harder time proving slander than private individuals because these people have to prove actual malice existed when the statement(s) was made. This means the complainant must prove clearly and effectively that the slanderer must have known that the statement(s) was false and did so in a reckless manner. You may have a cause of action against the person responsible for defaming you, and you can also sue anyone involved in publishing the false information (for example a publisher or a newspaper). If a cause of action is successful, you may be awarded money to compensate you for damage to your reputation, your hurt feelings and any economic loss you have suffered because of the defamation.

## How Slander Works



[Adam Hayes](#) explains it like this: While everyone has (or should have) a fundamental right to freely speak their minds, your freedom of expression is not absolute. In fact, most legal systems set limits on what you can say especially if you make claims about someone that are not true. Slander represents any form of defamation that is communicated verbally. Defamation occurs when someone's words cause harm to another person's reputation or livelihood. A statement must be presented as fact, not opinion, in order to be considered slander. The statement must be made to a [third party](#).

There are consequences for making statements that you know are untrue. Defamation falls under [tort law](#), which is the branch of law that deals with civil matters. It aims to address wrongdoing against parties and may award them with monetary compensation. As such, anyone who is the subject of slanderous statements, whether verbal or written, may be able to present their case in civil court. If you are found guilty of committing slander, you could be ordered to pay [compensatory damages](#) to the complainant.



[Michael Pelly](#), legal editor for the [Financial Review](#) claims that *“Australia has become the defamation capital of the world, with twice as many libel claims as the United Kingdom despite having well under half its population”*.

In Australia, there were 577 references for over 25 million people. More than half (312) came from NSW with a population of about 7.5 million. It's interesting to note that 48% of these claims related to business claims, and 63% of these were malicious or character slander cases.

## Can a company sue for defamation?

Small businesses and not-for-profit companies can sometimes sue for defamation, but larger companies usually can't. Under the uniform defamation legislation which applies in every State and Territory, a corporation can't sue for defamation unless it is an “excluded corporation”. An excluded corporation includes a not for profit or a company which employs fewer than 10 people.

Even if a company can't sue in defamation, it may still be able to sue for an injurious falsehood. However, it is often harder to prove an injurious falsehood than defamation, for two main reasons. First, the plaintiff has to prove that the defendant made the statement maliciously, i.e. with the intention to do harm to the plaintiff. Second, the plaintiff has to prove that the statement caused actual damage, such as a loss in sales or a noted decrease in customers and/or income.. These thresholds can be difficult to meet, depending on the facts of the case. If you represent a company whose reputation has been damaged by the publications of a third party, you should get independent legal advice to determine whether you can take legal action of this nature.



[STEVE BRAMBLEY](#)

## HOW TO MARKET IN A REGIONAL TOWN

(Using Coffs Harbour as an Example)

An excerpt from [Coffs Harbour.biz](#)

If you've got a small business that could benefit from some marketing love, here are a few tips on increasing its reach. After all, getting lost in the crowd is easy when you work online. However, the good news is that heaps of great techniques can help your business stand out from the rest and build an audience of loyal customers. So, if you're a Coffs Harbour-based small business with an online presence, here are some of the best ways to boost your regional town marketing efforts.

**KNOW YOUR CUSTOMERS:** The first step in successful regional town marketing is to know your customers. You need to understand what they want, what they need and who they are. Moreover, the more you know about your customer's demographics (age, gender and location), the better you can target them with online campaigns that speak directly to their needs. Behavioural data is also helpful because it tells us how people interact with a brand: what websites do they visit regularly? How often do they buy products from this particular retailer?

**REGIONAL TOWN MARKETING LOCALISED SEO:** Localised SEO is one of the best ways to market your business in a regional town like Coffs Harbour. So, to rank highly in Google's organic results, you need to use the right keywords. Keywords are words and phrases people type into search engines for information about a particular product or service. Then, incorporate those keywords into your online content. Ultimately, if you get the right local keywords, you'll appear higher on search engine rankings pages (SERPs). So, for example, if you're a hairdresser in Coffs Harbour who offers men's haircuts, in your content and marketing, include phrases such as 'Coffs Harbour Men's Hairdressers' and Men's hairdresser in Coffs Harbour. It's simple; this way, people searching for men's hair salons will be more likely to find yours!

The trick here is [finding relevant keywords](#) and creating valuable content around them. As a result, users stay engaged with what they're reading long enough to get curious about what else this business might offer.

**ESTABLISH A VIBRANT ORGANIC SOCIAL MEDIA PRESENCE:** Social Media can be a fantastic way to improve your regional town marketing. Some of the most effective include:

- Present company and employee news and events online. Events might include new products or services, office openings, or awards won by employees. This will help build relationships with customers who are interested in what you have to offer.
- Create content that resonates with your target audience. The goal is not just to post something but to create engaging posts that people want to share with their friends on Facebook, Twitter (or whatever platform they use).

**REGIONAL TOWN MARKETING PHOTOGRAPHY AND VIDEOGRAPHY:** To market your business in a regional town, consider the local [photography and videography](#) businesses. The benefits of using local professionals include the following:

- They know the area well, which means they can capture images that reflect the true essence of your location, brand and its products or services
- They'll provide a better value offering
- You'll have access to creative talent passionate about their work and the town they live in.

**USE A [LOCAL DIGITAL MARKETING AGENCY](#) TO BENEFIT FROM LOCAL KNOWLEDGE AND CROSS-PROMOTION WITH OTHER LOCAL BUSINESSES.**

**[STEVE BRAMBLEY](#):** Steve is quite old. In fact, over 5 decades old. But, they say, with age comes experience, wisdom, and wit. He's lived in and around Coffs Harbour for the last 15 years and is an experienced local businessman. Since leaving Blighty in 2004, he's enjoyed past success by creating two corporate event companies. Companies that thrived on enhancing communication between employees, management, and customers. With this in mind, starting '[Corporate Copywriting](#)' some 4 years ago and becoming a busy SEO Content Writer has been a natural transition. When not writing, Steve enjoys playing piano and guitar, renovating his old cottage in Dorrigo with his wife, and enjoying the country town lifestyle.



# BUSINESS ACCOUNTABILITY

One of the biggest yet least talked about challenges that business face today is **accountability**.

**Accountability** is an acceptance of responsibility for honest and ethical conduct towards others. In the corporate world, a company's accountability extends to its shareholders, employees, and the wider community in which it operates. In a wider sense, accountability implies a willingness to be judged on performance.

It has been discovered that successful businesses take a four-pronged approach to business growth and success: Process; Culture; People and Accountability.

Unfortunately, accountability is the one aspect it seems, that many businesses never talk about. It falls by the wayside and seems to be lost and forgotten in the turmoil of other business activities. However, accountability might be the most important aspect of turning your enterprise from a good business into a thriving, successful company.

The problem of not creating or recognizing accountability is that the business owner has not communicated the expectations to the staff, and the result can be:

- Less than desired performance and results
- More than expected customer complaints
- Lots of expensive rework and replacement
- Undue stress for the owner and production manager
- High employee turnover



[Dr. Ivan Misner](#)

Many SMEs fail to implement good accountability. They often miss a most vital step that assures accountability always occurs and enforced. Establishing **performance criteria** to communicate the expected quality standard for work performed.

Performance measurement might sound like something only reserved for large corporations with vast resources at their disposal. But you do not need a large capital base to discover how the employees in your small business are coping with their tasks.

It is risky for managers of any SME not to know the performance indices for all employees. Performance measurement helps and assists any owner or manager to identify what strategy to sustain or improve in the workplace. Research has shown that businesses investing in performance measurements experience better results, including an upsurge in employee morale.



Despite this, organizations still struggle with accountability. According to author and transformational leader [Anne Loehr](#), 93 percent of employees don't even understand what their organization is trying to accomplish so they can align themselves with that goal. Additionally, 85 percent of leaders aren't defining what their employees should be working on. And 84 percent describe themselves "as 'trying but failing' or 'avoiding' accountability, even when employees know what to fix."



**BABETTE BENSOUSSAN, MBA**

**The Decision-Making Maverick™ at MindShifts®: Life, Leadership & Business Coach, Competition and Strategy Specialist, Author.**

# Judgement

Over the past 12 years of coaching, I have become aware of a common pattern with my coaching clients. Numerous clients are struggling with how they view their circumstances. Either they see their circumstances or situation as good or bad or even begin to imagine something worse. **Making a judgement is the default for most of us.** I firmly believe that we 'feel' first and then 'think' – (look out for a great video I will share in Matters later this month).

**While our values shape our judgements and emotional responses, four other areas will also shape our judgements. I call these our BAILS.**

**B** = Blindspots, biases. Blindspots are those things we never see, which an outsider might be able to provide. Same with biases. For example, your inner **biases** that accept nothing less than perfection.

**A** = Assumptions about people, the world around us and ourselves. For example, your **assumptions** are that you have to be "on" all the time.

**I** = Interpretations – how we see the outside world. For example, Your **interpretations** of a situation frame your judgement, actions, and emotions.

**L** = Limiting beliefs. For example, your **limiting beliefs** are based on fear of failure.

Sometimes our BAILS work against us when trying to achieve particular goals. Either separately or together, these BAILS can make obstacles challenging to overcome and certainly get in the way of us achieving our dreams. Take, for example, money. Our beliefs about money create our reality around money. If your deep-seated assumption is that the only way to make a lot of money is to work hard, that will be your reality.

Or what about the limiting belief that you don't deserve to have a lot of money? Or the bias that there is no such thing as abundance. Recently I read this question – Is there anything we can do to overcome ingrained irrationality? The answer is that if the brain jumps to conclusions out of emotion first, assume that your first decision might not be the most informed.

Don't leap to conclusions. Think about it, and get more information.

**Remember, your feelings and emotional responses are data points only, not directives or handcuffs!**

Just one of these BAILS can prevent us from achieving our true potential – and most of us have all four framed within our values. Isn't it time to give yourself a BAILout so your goals become more attainable? Understanding them better may provide you with the knowledge necessary to move forward to a more fulfilling life. What do you believe is getting in the way of your goals?

## “It’s not what’s in front of you that’s stopping you. It’s what inside of you that’s holding you back”

I just happened to walk into the lounge room the other day and heard this pearl of wisdom in a repeat episode of the inimitable ‘Mork & Mindy’ as Mork was delivering his weekly report to Orson. It struck me how profound the statement was, and how if we all learned from it what a difference it would make to our lives, both business and personal.



You see it’s a researched fact that the biggest cost to business has nothing to do with the economy, our team or any external factor. It all comes down to three little letters: ‘F.T.I’ or ‘Failure to implement’.

We all spend a great deal of time and money planning how we want our businesses and lives to be, but then end up just sliding back to do pretty much what we have always done. It’s not that we don’t want to make the changes, but when things start getting difficult we just tend to slide back into our comfort zone.

One of my favourite management gurus, who actually left school at 14 and became a pastry cook is Tom O’Toole, the infamous Beechworth Baker. I really like Tom because he is not an academic but a person with more common sense than most, and one of my favourite quotes of his is ‘You will never find what you’re looking for in your comfort zone.’ If you haven’t seen Tom (sometimes called John Cleese on Speed) do yourself a favour and Google him or get hold of one of his books.

When it comes to business, my experience is that the management of change, and the art of communication are actually the major factors that affect the long term success of any venture. In essence, having developed a strong set of future objectives and strategies to support them, communicating the change and building belief (including your own) is the first step in successful change management. Then there are three critical stages to implementing change. Of course each of these can be broken down into a number of smaller steps, but essentially they are:

**The first is to unfreeze the present.** This involves consciously and conscientiously letting go of the existing situation and readying the business for change. This is a very tense time for all if not well managed, and there will be a need for strong leadership and support of all involved to ensure they have the necessary human, physical and financial resources to make the change;



**The second is to make the change.** Now having built the rapport and confidence it is time to make the planned change using detailed planned and measureable objectives, along with delegations and accountabilities for all involved; then

**Lastly, and most importantly, it’s time to refreeze at the new reality.** My experience is this is where most businesses fail in the process no matter whether if it’s a major change management process or something relatively minor.

You see if you don’t spend sufficient time refreezing at the new situation the first time things start to get tough or unexpected issues arise, the easy option is to slide back to where you started from and all the effort and evolution will be wasted. You’ll just end up doing what you have always done.

This is a very simplified description of change management and in the end it will all depend on your internal self- belief. Change is hard, and doing nothing is nearly always an easy, if somewhat uninspiring option. But remember fair weather never made a great sailor, and we need to constantly challenge ourselves and our team to overcome our self-limiting beliefs.

No successful person ever had it easy, but they had a gut full of determination and an unfailing belief in their ability to achieve, and were able to convince the right people to join them on the journey.

## MARKETING EXPRESSES YOUR COMPANY'S ATTITUDE

Although it seems like an oversimplification, the truth still is that 90% of life is attitude. Two people may have a lot in common, but one is always miserable and other always upbeat. The usual reason: **Attitude**. Two companies may be similar in every way but one has a constant parade of new customers and the other is hurting for customers. Again, it's **Attitude**.

You might offer award-winning quality and super service, but if your company is hesitant about marketing, your attitude may not be conveying your excellence. Since your attitude is probably the first way you'll be noticed, it's crucial to have attitude, but do your customers know it? By far and away, your most potent method of communicating your attitude is through your marketing. If you don't do much marketing, people will be unaware of your attitude no matter what it is. A private attitude is not going to make you profitable. You've got to go public with your attitude.

Begin by putting into writing your company's identity -- who you really are and what you really stand for. Your customers will pick up on the fact that you're proud of your company, that you really mean business, that you're trying hard and that you're a key player in your field.

That aggressive attitude will be clearly communicated through the visibility you gain with your marketing -- in the mass media, in the direct media and online. If people see or hear of you all over the place, they can't help but notice you and be aware of your attitude. When it's time to make a purchase, they'll be drawn to companies with an attitude far more than invisible companies that don't express theirs.

Your attitude is also expressed by the professionalism of your marketing materials. If they look shabby, that shabbiness will become part of your attitude. If they look exciting and inspire confidence, that too will become part of your attitude. Each marketing weapon you employ will either contribute to or detract from that attitude. None are too insignificant to take anything but seriously.

Your commitment to your marketing program also conveys your attitude. Your consistency does, too. If you keep switching around your media and your message, people will be unclear about your attitude other than thinking that you're not sure of yourself. If you are consistent with your format and your identity, people will figure that you know what you're all about -- and that generates confidence. We all know that confidence in a seller influences a buyer more than any other factor.

Your attitude comes across by means of your offers, headlines, copy, graphics, typestyle, media selection and the execution of your marketing strategy. If people continue seeing and hearing about you, they will know your attitude. If you fade into the woodwork because you're pulling back on your marketing, they forget your attitude. People forget marketing lightning fast and if you don't stay at the forefront of their minds, somebody else will -- somebody who realizes the power of attitude.

You sure can't succeed on attitude only. You've also got to have something to back it up. Many product category leaders succeed with attitude more than excellence, with attitude more than low price, with attitude more than lavish spending. All automobiles can get you from point A to point B, but some do it with a more stylish attitude.

Your attitude must come shining through in all of your marketing. Your attitude comes across by what you say, how you say it, where you say it and how frequently you say it. Even the world's best attitude will lead to little but frustration if you aren't out there communicating it. That's why guerrillas rarely are out of their public's eye. They go for impact with their marketing, but they also go for awareness. They know good and well that a share of mind leads to a share of market. They make up in a big attitude what they lack in a big marketing budget. And they are aware that the more they market, the better they are conveying their attitude.

The Marketing Mindset





## MEET BERNADETTE MAIBEF



**Bernadette O'Connor**  
MAIBEF

Bernadette formed Management Governance Australia Pty Ltd in 2014 with the purpose of assisting business and community to navigate the rapidly changing work environment.

Bernadette draws on over 20 years experience in leading companies (Victoria & NSW) specializing in education and training (RTOs), employment services, apprenticeship services and disability services. She also has extensive in designing and managing the delivery of local responses to the development needs of business and individuals. In addition to her CEO roles, Bernadette has extensive governance experience and contributes to strategic discussions and national forums.

Bernadette holds a Masters in Public Policy and Management; a Graduate Diploma in Education (Mathematics); a Bachelor of Applied Science (Mathematics); an Associate Degree in Applied Science (Amenity Horticulture); an Associate Diploma in Applied Science (Therapy Radiography); a Diploma in Frontline Management; and a TAE 40110 Certificate IV in Training & Assessment.

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**Knowledge— Skills—Experience – Qualified – Accredited - Integrity**

Are you looking for expert business assistance with your business? AIBEF and our network of qualified and skilled members offer expert counseling and training across Australia (and beyond).

All of our members are accredited and qualified experienced Business and Enterprise Facilitators, and have been required to achieve a designated standard of training, achieve the required level of qualifications set down by the AIBEF. They have delivered many hundreds of hours of business support and advice to business owners and their teams across Australia.

Part of the role of AIBEF is to provide ongoing Continuing Professional Development (CPD) for all of our members. This ongoing activity ensures that our members can constantly stay up to date and well-informed in their profession.

All of our members operate under a Code of Ethics, which includes attributes of:

\*Confidentiality \*Professional Competence \*Professional Behavior \*Objectivity \*Integrity

Many of our members are experienced specialists in specific areas of business, and all of our members are “generalists” with a wide and diverse range of skills and knowledge.

Look for the AIBEF Accreditation with your Advisor, and you know that you have an experienced Professional who is a qualified expert in their industry.

*Over the coming months, AIBEF will be featuring some of our members and profiling their skills and experience on our website and also in our monthly newsletter.*

### AIBEF

*Maintaining Accreditation, Integrity and Knowledge for Business Advisors*

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## Certified Master Business and Enterprise Facilitator



The title **Certified Master Business and Enterprise Facilitator** is the hallmark of excellence in Business and Enterprise Facilitation.

It illustrates to the world, that you are the consummate professional, and that you have achieved the premier National qualification and certification available to professionals in the industry.

The assessment process evaluates your skills and knowledge and your overall competencies, and once obtained, this certification will set you apart from all other facilitators.

This certification will illustrate to your clients your exceptional competence, and they will know that you will provide integrity, skills, knowledge and trust in all your business and enterprise relations.

If you are already a member or Associate member of the **Australasian Institute of Business and Enterprise Facilitators Inc.** ([AIBEF](http://AIBEF)), it is acknowledged that you already have all of the skills and competencies required.

However, by undertaking this **Certified Master Business and Enterprise Facilitator** program, you can not only proudly display to the world that you are a Master in your role and in your industry, but it will entitle you to use the post nominals *MBEF (Certified)*.

This title truly reflects the role of a Business and Enterprise Facilitator who not only is the complete and total professional in their industry, but one who also applies knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts.

Facilitators at this level display initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. They use solid communication skills to support both their clients and their own teams to meet goals and organisational or enterprise requirements.

**For an Information Pack please email [info@aibef.org.au](mailto:info@aibef.org.au)**





### **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.

Ph: +61 0410 082 201

## **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 and business 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***

Web: [www.aibef.org.au](http://www.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 Haley  
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.

For more information please contact:

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