



New machines harnessed to remain competitive

Brendale-based electrical wire manufacturer Harnex is working hard to remain a significant operator in a tightening industry.

Managed by brother and sister Brett and Hayley Cooper, who are third generation automotive specialists, the company has about 40 skilled employees who produce more than one million units per year from 8,000 different product lines.

Ms Cooper said many manufacturing companies both within Australia and abroad used Harnex's electrical wiring harnesses and looms.

Harnex specialises in the manufacture of custom design products, working with customers from concept to commission

from single wire assemblies to complete electrical kits for advanced applications.

"We manufacture for a number of different industries including automotive, agricultural, IT and communications, medical, audio and visual, high and low voltage markets and many more," Ms Cooper said.

"Over the past 12 months we have commissioned a number of new automated machines to increase manufacturing capabilities and ensure we remain viable in Australia and price competitive with overseas manufacturers," she said.

For more information visit www.harnex.com.au or call 07 3881 3339.

HARNEX

There's plenty going on Beneath the Surface

Self-managed superannuation funds (SMSFs) are proving a winner for the clients of Ferny Hills-based accountant and tax agent Beneath the Surface.

Owner/operator Rana Jewell said the funds had been particularly beneficial for her small business and self-funded retiree clients.

"Take the story of Sally, who was renting rooms for her professional practice," she said.

"When the rooms came on the market, she set up an SMSF and bought them. Her super fund is now her landlord.

"As such, she gains a tax deduction for her rental payments as well as for her regular self-employed superannuation contributions and at the same time is accumulating additional income in her super fund for further investment."

Ms Jewell said her firm Beneath the Surface, provided more than the average accounting firm, and as such had built up a solid base of regional, Queensland and overseas clientele.

"We welcome questions and pride ourselves on answering them," she said.

Ms Jewell, who is a Queensland councillor of the National Institute of Accountants, is also one of the vice-presidents of The Hills & Districts Chamber of Commerce.

"Many local business owners are members of the chamber," she said.

"It's a great way to network and support various community projects.

"We meet for breakfast on the fourth Tuesday of each month."

To learn more about the chamber please email secretary@hillschamber.org.au or for more information on Beneath the Surface, telephone 3351 4689 or visit www.beneaththesurface.com.au.

Moreton Bay region is home to many business groups. For more information and contact details, visit council's online business directory.

Planning is the key to the success of your business.

By developing an effective business plan you will be better placed to capitalise on current and future business opportunities, minimise the impact of risks and increase your overall profit.

Having the right industry and market information is vital to making informed business planning decisions to start, grow or improve your business.

The Department of Employment, Economic Development and Innovation can prepare a tailored information package, called the PlanSMART kit, to help you with your business planning and market research.

This kit is tailored specifically to your business type and will assist you to gain the right market intelligence to make better, more informed decisions to stay ahead of the game.

The PlanSMART kit includes:

- 7 steps to business success guide
- business planning guide and template
- demographic data to help you assess your business location and customer base
- a tailored guide to help you research your competitors and suppliers.

Depending on your type of business the PlanSMART kit may also include:

- Industry reports – giving you an understanding of Australian market trends, what is driving success in your industry; and the outlook for the industry for the next five years.
- Financial benchmarking – allows you to understand your business expenses and profitability and compare your performance with others in your industry sector.

To discuss your business planning needs contact the Business Resource Centre on 1300 363 711 and choose option 3.



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