

September 2026



BUSINESS

Magazine

BEYOND TRADITIONAL NETWORKING: WHERE ESTABLISHED OWNERS GO NEXT

LEADERSHIP

THE LEADER WHO NEVER
CRACKS IS THE ONE I
WORRY ABOUT MOST

GROWTH

ALIGN, PIVOT, GROW: THE
CYCLE EVERY UNSTOPPABLE
BUSINESS RUNS ON

BUSINESS

SURROUND YOURSELF WITH
PEOPLE WHO UNDERSTAND
THE JOURNEY



PROUDLY BROUGHT TO YOU BY:



BUSINESSNETWORK
THE POWER OF CONNECTION

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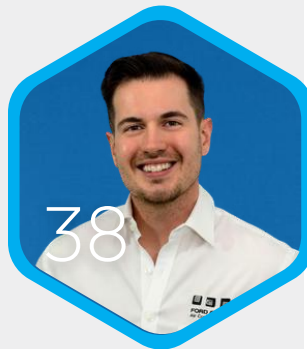


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Beyond Traditional Networking: Where Established Owners Go Next

There's a point most business owners reach, usually a few years in, where the way they used to network is no longer serving the business they've built.

Early on, networking is about volume: meeting people, testing the market, finding the first clients and referral partners willing to take a chance on someone new. It works, and it should, as this is a good way to learn who's who.

But as a business matures, the question stops being *"who can I meet?"* and becomes *"who should I be spending my time with?"* and *"Where are my people?"*

The need to be with other business owners who have built something similar, who ask the harder questions, and who see challenges looming that could derail you.

This is the gap D32's Impact and Influence Forums fill. These Forums have experienced business owners who meet to think harder, make better decisions, and hold each other to a higher standard. The value comes from the perspective, accountability, and challenges the Forum brings to the business itself.

Business owners such as...

John Finnegan, founder of Finness Advisory



John joined one of D32's Circle groups in 2020, soon after starting his business, when he needed growth and skills beyond his own expertise. His only prior networking experience had been a few groups that felt transactional and pressured, built around referral counts. In contrast, John found that D32 gave him space to build trust at his own pace.

After seven years in a Circle group, John knew he needed a bigger challenge to keep growing, so he moved to Impact. The move upward has paid off. Finness Advisory has grown from a team of two to five, with a senior advisory hire now in progress.

John estimates that roughly 20% of his annual sales trace back to D32 relationships, including one client now worth \$36,000 a year. This relationship was built the same way most valuable relationships in the network are: organically, over time, and with no hard sell attached.

What John values most, though, is harder to put a figure on. D32 is where he goes first when he needs a trusted recommendation, whether that's a service provider or a second opinion on a business decision.

Sally Bowes - Edge Learning Services

Sally reached a similar point from a different direction. As a CEO doing it all, she found herself without anyone to bounce ideas off, one of the most common, and loneliest, dilemmas in business. She'd been a D32 member for some time, but as her business grew, she realised traditional networking wasn't enough. She wanted mentoring, accountability, and a table of people dealing with the same problems she was. She joined Impact.

The proof came quickly. Sally had been weighing a classic growth decision: hire someone to bring in new work, or someone to manage what she already had. Talking it through with her Impact group helped her land on new work first. After one conversation with the right people in the Forum, Sally had the clarity to make her hiring decision.



Both stories have a similar pattern. Relationships that started as introductions become something closer to a trusted sounding board.

Conversations that started as networking become decisions made with better information, with outcomes measured over the life of a relationship.

D32 has always been about connecting business owners. What changes, for those who reach this stage, is the depth of what happens once they're in the Forum.

For owners past the early growth phase, the question worth considering is whether the people they're currently meeting with still match the business they're becoming.

Member Testimonials

From Struggling to \$1M

"Transformed from a small, two-person operation into a thriving company generating over \$1 million in revenue."



Jon Cahill
Zero41 Software



\$0 → 7 figures in 18 months

"50% of all clients now come from D32. Team scaled to 100+ outsourced."



Nick Vague
Leap Virtual Team



120+ new clients through members

"Left a competing networking group after 8 months. There is no comparison."



Rob Heldoorn
Aria Telco Management



Significant share of revenue from D32

"Trusted referral partnerships. Even hired our new Marketing Manager through the group."



Juan Perez
Quest Legal



DISCOVER HOW D32 MEMBERS
ARE GROWING FASTER →

New Members



DB Graphics

Palm Vision Pty Ltd



Jayez Taxis



BARRATT
— COMMERCIAL LAW

Minesafe Resources

Prestige Vending Services (AUS) Pty Ltd



**E&L Accounting Solutions
Pty Ltd**



PENINSULA



Zone Technology



Studio Rise



NetAdept
Intelligent Restaurant Systems

Perth Healthcare Centre



**SUPERCHARGED
TRADIES**

— HL —
HEBDEN LEGAL



**BLUEWATER
HOUSE FINANCE**



SAIKRISHNAN ASSOCIATES

Surround Yourself with People Who Understand the Journey

Running a business can be one of the most rewarding experiences you'll ever have. It can also be one of the loneliest.

As your business grows, so do the decisions, responsibilities and expectations that are placed on you. You're leading your team, supporting your clients, solving problems and planning for what's next. From the outside, it can look like you've got everything under control.

But behind the scenes, many business owners are asking themselves the same questions.

- *Am I making the right decision?*
- *What options have I not considered yet?*
- *Who can I talk to that truly understands what's involved?*

If you're aware there's a lot you don't know, but need to know, and you don't know who to ask, then this journey is for you.

The reality is that not everyone around you can relate to the challenges of running a business. Family and friends care about your success, but they may not understand the pressure of managing cash flow, leading people, navigating uncertainty or making decisions that affect everyone who relies on your business.

That's why the people you surround yourself with matter.

There's something grounding about sitting across the table from another business owner who gets it. You don't need to explain why a difficult client kept you awake at night, why hiring the right person feels like such a big decision or why growth can be exciting and overwhelming at the same time. They've been there too.

These conversations don't just provide reassurance; they bring perspective.

Sometimes another business owner will ask the question you've been avoiding.

Sometimes they'll share an experience that helps you avoid a costly mistake.

Other times, they'll simply remind you that you're not facing the journey alone.

Over time, these relationships become far more valuable than a collection of business cards or a list of LinkedIn connections. They become trusted sounding boards, collaborators, referral partners and people who genuinely want to see you succeed.

Business growth is about who you have beside you as you navigate the journey.

The most successful business owners understand that they don't have all the answers, and they don't need to. They intentionally build a network of people who challenge their thinking, celebrate their wins, hold them accountable, and help them see opportunities they might otherwise miss.

At D32, we believe businesses grow through relationships. Not transactional networking or one-off introductions, but genuine relationships built over time through shared experiences, honest conversations and a willingness to help one another succeed.

When you find the right people, something changes. You make better decisions because you've gained new perspectives. You move forward with greater confidence because you're supported by people who've walked a similar path. Growth becomes more intentional because you're no longer trying to do it all on your own.

Because business was never meant to be a solo journey.

Ready to join people on the same journey?
Join the next IMPACT event [here](#).

Better Business. Better Life.

Elevate your thinking.

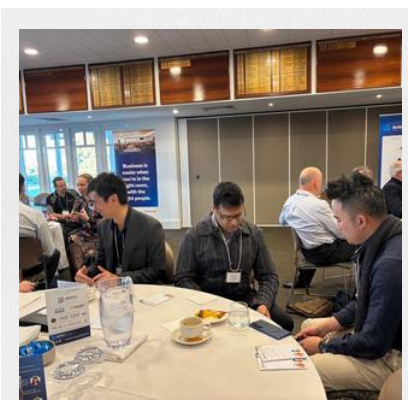
Grow your business.

Find your people.



Lorraine Garvie

Dean Keating



Special Offer!

**Be Seen. Make
Connections.**

**Try D32 today for
just \$99!**

GET STARTED HERE!

Align, Pivot, Grow: The Cycle Every Unstoppable Business Runs On

In order to grow our business, most business owners believe that we just need to get the strategy right and work hard enough, and the results will come. But in many cases, we implement a strategy or a solution, and it doesn't give us the outcome we want. This is the moment we hit what I call a **pivot point**: a part of your business stops working the way it used to, or your strategy doesn't work the way you planned. What most owners tend to do is treat it as a crisis to survive, head down, pushing through, waiting for it to pass. What works is treating it as a signal, identifying exactly which part of the business needs attention, and the root cause behind it.

If any of that sounds familiar, you're not doing it wrong. Business growth was never a project you complete once and move on from. It's a cycle: **Align, Pivot, Grow**. And the businesses that become genuinely unstoppable are the ones that learn to run that cycle on purpose, again and again.

If you hit a pivot point, the first thing you need to do is stop. Then you take the first step of the growth cycle:

1. Align

Every business result is controlled by three groups of people: customers control revenue, employees control profit, owners control direction. This is where you evaluate your exit strategy, your business structure, your product offering, your messaging, and your own life goals and current short-term goals, because all of them impact the next phase. Alignment isn't a one-off workshop. It's a system.

2. Pivot

Pivot is where you act on what you identified in Align: implementing the strategy needed to address the root cause. This is the working period, where the plan becomes action. It's demanding, hands-on, and where most of the hard changes happen: new structures get built, decisions get executed, and the direction chosen in Align gets tested in the real world.

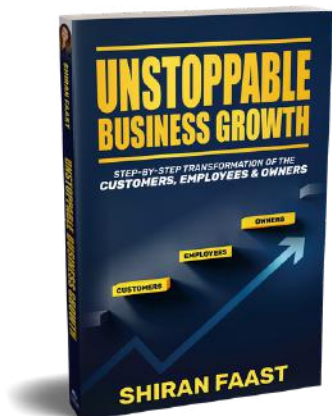
3. Grow

Grow is the outcome of Align and Pivot, and this is where you leverage it: with PR, with celebrations, with seizing the moment and the opportunities that open up because of the work you just did. This is not the moment to go back to the drawing board but the moment to leverage what you've built, and keep leveraging it, until you get the next signal of a pivot point, and then you run the cycle again.

Why This Matters Now

We're living in an era of endless solutions, with everyone selling us the fix that promises the outcome we want. If you choose one before doing the alignment work, you often solve the wrong problem or amplify the one you already have. Recognising your pivot points and running this cycle deliberately is what turns a business from merely successful into unstoppable. It's a system you can learn, and I cover it fully in my book.

Want a tailored read on what's most urgent to align first in your business? Take the audit on my website. It maps exactly where your misalignment is coming from, the strategy to fix it, and the KPIs to track as you grow.



Shiran Faast is an award-winning business transformation expert and two-time #1 Amazon bestselling author of *Unstoppable Business Growth* and *Life by Design*. She was named Business Speaker of the Year by the International Speakers Association in 2026 and is the founder of the C.E.O. Transformation Method® and *Cruising In Business*.

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SHIRAN FAAST
Align. Pivot. Grow



The Leader Who Never Cracks is the One I Worry About Most

We have been sold the wrong version of resilience. Here's what lasts under pressure.

A founder came to work with me after she burned out. By every account, she had been the one everyone relied on. She always seemed calm, solid, and was never outwardly rattled. Through cash flow scares, difficult staff exits, and months where the business felt like it was held together with sheer willpower, she never let anyone see it touch her and never let any of it in. Not with her team, not with the people closest to her, and not with herself either.

When we started working together, she said: *"I thought being strong meant not letting anyone see how hard it was. I didn't realise I was hiding it from myself too."*

From the outside, many watching her face her challenges would have called her resilient. But what she had been doing was not resilience but performance. And the two things look almost identical, right up until they don't.

The myth that's costing you more than you think

Most founders, when they picture a resilient leader, picture her. The unbreakable one who absorbs everything and never shows strain. According to leadership researchers, it's one of the most dangerous ideas in business today.

It's referred to as toxic resilience: the unspoken expectation that leaders should simply tough out unsustainable pressure, forever, without complaint.

Here's the problem - leaders who seem invulnerable don't dodge burnout; they just hide it until there's nothing left to hide.

Your business runs on your thinking. Your team takes its emotional cues from your state of performance. And there's often no one above you to notice what's happening before it becomes a crisis.

What resilience means

The Australian Psychological Society defines resilience as the process of adapting well in the face of adversity and stress. Not performing fine and not suppressing the impact.

Because it's a process, it means that it is not fixed and it is not something you either have or don't have. It is built, practised, and shaped by your circumstances and your skill.

The unbreakable rock is not the model, and it never was. Yet we glorify it amongst each other, as though the passion for our business alone should be enough to sustain us.

What steady is and what steady looks like

The phrase I use instead of "resilient leadership" is steady leadership. Not because it sounds gentler, but because it's more accurate about what high-performing founders do.

When something difficult occurs, a steady leader feels it. They sit with the weight of it, name it honestly, and then respond from that honest place. They do not perform calm. They find it by facing what's in front of them and returning themselves to a grounded and clear place.

The founder in my story went straight from feeling the pressure to managing how it looked. She was never actually processing it but carried it until one day, she could not anymore.

An unsteady leader tends to either grip tighter, overcontrol, and refuse to revisit anything, or quietly step back, avoiding the difficult conversations and hoping the situation resolves on its own. Both happen when pressure outruns capacity.

The encouraging part is that this capacity is not fixed. It's built in the calmer, grounded moments: in how you practise thinking when the stakes are lower, and in the support structures you put around yourself before you need them.

And it's also built in the habit of sitting with difficulty rather than managing how it looks.

Steady leadership is not the absence of pressure. It's arriving at a hard moment having already told yourself the truth about it and then bringing yourself back to a calm and clear state so that you move forward with clarity.

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Why Do You Keep Forgetting Things?

We're still trying to run our lives on memory alone, and our brains simply weren't built for the volume we're asking them to hold. Too many inputs, too many sources, too much competing for the same small amount of space.

Let's talk about your cognitive capacity, also known as your mental bandwidth: the resource behind your thinking, your decisions, your ability to process information. Have you checked in on it lately? Is it working the way it used to, or has it had better days?

Every day your brain is bombarded with emails, conversations, ideas, reminders, requests and interruptions. And in the middle of all that, we still expect ourselves to remember who we promised to call, what we were halfway through writing before someone interrupted us, or that brilliant idea we had on the drive to work. No wonder so many of us end the day thinking: I know I've forgotten something... I just don't know what.

The problem isn't your memory. It's that you're asking your brain to do a job it was never designed to do.

"To have, not to hold" is the key...

Productivity expert David Allen put it best: ***"Your mind is for having ideas, not holding them."***

David's concept of "open loops" explains why this feels so exhausting; every unfinished commitment sits in your head, taking up space, until it's either done or captured somewhere else. Your brain doesn't rank these by importance either. Preparing a board presentation and remembering to buy milk compete for the same mental real estate.

Mental real estate is a thing...

Psychologists Evan Risko and Sam Gilbert call this cognitive offloading: our natural instinct to move mental tasks out of our heads and into notes, calendars, reminders, checklists; anywhere but our memory. It's not a sign you're forgetful. It's what frees up your working memory to actually think.

Airline pilots don't rely on memory before take-off. Surgeons run through checklists before they pick up a scalpel, and NASA's Apollo astronauts are all among the most rigorously trained people who've ever lived.

They worked from detailed procedures at every stage of a mission. None of these people built systems because they were forgetful. They built them because they understood exactly where human memory falls short.

Structures will help you catch this information...

In my book **Cognitive Capacity**, I call these systems cognitive nets. These are external structures that catch information before it slips through the cracks, the same way a fishing net catches what would otherwise drift away. Yours might include:

- A trusted task management system
- A notebook that captures ideas the moment they arrive
- Voice notes while driving
- A whiteboard for current priorities
- Calendar reminders
- End-of-day brain dumps
- Team checklists and standard operating procedures

The tool matters less than the principle behind it: don't trust your memory when a system can remember for you instead. Save your cognitive capacity - which has a real, tangible limit - for the thinking and tasks in front of you, not for holding onto things you'll need later.

One more thing, and it matters: be kind to other people's brains too. Don't hijack your partner's or colleague's memory the way you've been hijacking your own. **"Can you remind me tomorrow to do XYZ?"** outsources your open loop onto someone else's mental load. Build your own system instead and let them build theirs.

So, where do you start? Pick one system you'll stick to. You probably already have the beginnings of one, even if you haven't trusted it fully yet. Then use it every time, without exception, especially the moment something distracts you. Consistency is what turns a system into a habit, and a habit into peace of mind.

When you stop using your brain as a storage device, it gets to go back to doing what it's actually good at: thinking, connecting ideas, solving problems, making good decisions. Instead of scanning the background for everything you might have forgotten, your mind is free to focus on what's right in front of you.

If you'd like help managing information overload, get in touch:

<https://evebroenland.com/book-a-call/>

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Did You Know a 'Fractional AI Officer' Can Save Your Business a Lot of Time and Money?

You've probably heard of a fractional CFO (part-time Chief Financial Officer) a few days a month, without the full-time salary. Meet the Fractional AI Officer (FAO). Same idea, applied to the technology changing every industry at once. Why does this role suddenly exist?

Because every business is being sold AI, and almost nobody is responsible for it.



Here's what the role owns:

1. Clarifying the strategy

Tools are easy to buy and easy to shelve. An AI Officer starts with your business, not the tech.

Where would one saved hour, or one extra converted lead, show up in profit? Two or three well-chosen moves beat twenty subscriptions every time.

2. OWN the results, not the hype

AI moves fast with new tools, new models, new promises every single week, and chasing the shiny ones is how money gets wasted. An AI Officer keeps up with the changes so you don't have to, filters the noise, and only brings in what will move your numbers. Then it gets managed like any other employee: trained, reviewed and measured. Most AI experiments die within 90 days because nobody owns the result.

3. Safety: Who's accountable?

AI now touches client data, privacy and decisions about people, and Australian regulators are paying close attention. Someone must own the guard rails: what data goes in, who checks what comes out, and where it all lives.

4. Do you understand all your processes?

AI is more than chatbot assistants; it's about process and automated AI workers. Business processes need to be understood for it to be automated. It rarely fixes a broken process. This role needs to sit outside IT and other departments to bring silos together and steer the company in the same direction.

A full-time Chief AI Officer costs \$200,000 or more, and most businesses don't need one. They need someone wearing the hat: either a capable in-house person, or a fractional expert embedded inside the business.

The ones who will be able to leverage this in the next few years won't be the businesses with the most AI. They'll be the ones where there is clear responsibility, direction, and ownership of outcomes over shiny tech.

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Want To Know What 58,000 Teenagers Taught Me About Building Better Teams?



After working with around 58,000 students last year alone, one pattern showed up again and again: the skills that help a teenager under pressure are the same ones adults rely on at work. The biggest mistake we make is assuming grown-ups have outgrown them. We just get better at hiding it, and that silence is what costs businesses their best people.

I've watched young people discover strengths they never knew they had.

Here's what it's taught me about your team:

1. Resilience is built before you need it. We don't wait until a teenager is in crisis to teach it, and workplaces shouldn't wait until someone burns out to build it into culture.
2. Name it to tame it. We teach young people to put words to what they feel. Leaders who do the same defuse tension before it becomes conflict, resentment or turnover.
3. Belonging beats pressure. People perform when they feel safe and seen. Often, they don't leave because the work is hard. They leave because they don't feel safe being honest.



Resilience isn't just about preventing burnout. It's what lets people adapt, collaborate, solve problems and perform under pressure.

Those principles now underpin everything we do, from school programs and camps to workplaces that want stronger teams and healthier cultures.

D32 Business Network runs on the power of connection, and resilience underpins every strong relationship. If you'd like to build a more resilient team or support the next generation to do the same, I'd love to connect.

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Are You Surcharge Ready?

As of September 30, 2026, the long-standing practice of adding a separate checkout fee for card payments is ending.

Starting October 1, 2026, the Reserve Bank of Australia (RBA) is officially banning card surcharges across major domestic networks. This historic shift means the price you see on the tag must be the final price you pay at checkout.

Here's what consumers and business owners need to know about the new regulations before the clock strikes midnight on 30 September 2026.

What's Banned?

Card Surcharges: Extra percentage additions or flat terminal fees are completely prohibited at checkout.

Impacted Networks: The ban covers all Eftpos, Mastercard, and Visa debit, credit, or prepaid transactions.

Omnichannel Scope: The rules apply equally across standard in-store terminals, online checkouts, and mobile invoice apps.

Consumer vs. Business Impact

Features for Consumers & Businesses

Checkout Price: What you see is exactly what you pay. No final-second fee surprises. Standard processing costs from providers like Square or local banks still apply.

Pricing Strategy: The changes are expected to save consumers a collective estimated \$1.6 billion annually in hidden fees.

Businesses must transition to absorbing costs or building them into the overall base item pricing.

Card Rewards: Major banks are cutting points perks and increasing annual credit fees. The RBA is lowering domestic wholesale interchange fee caps to soften the financial blow.

Final Countdown Checklist for Businesses

Update POS Systems: Reach out to terminal suppliers to ensure automated surcharge rules are deactivated before October 1.

Review Menu Pricing: Recalculate your profit margins to build the necessary merchant processing fees into your listed prices.

Train Frontline Staff: Prepare your service team to answer customer questions regarding uniform pricing adjustments.

How is your business preparing for the surcharge-free era? We can help you with this transition.

Contact us if you need help recalculating your margins or updating your pricing strategy to stay compliant and profitable!

Mark Grant

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www.costlesspaymentsolutions.com



THE FORUM

10

SEP

2026

7:00 AM - 10:00 AM

MOUNT LAWLEY
GOLF CLUB

[BOOK AS A MEMBER](#)

Building the Machine

with *Peter Butler*



Most businesses don't have a marketing problem - they have a machine with parts that don't touch each other. Website, CRM, follow-up, referrals: all working, none connected. Peter maps the whole growth system on one page, shows you the five places growth quietly leaks out, and the order you actually fix them in. No software sell...

What to Expect:

- A one-page map of your own growth machine.
- The five places growth leaks out of a business, plus a personal diagnostic that tells you which leak is costing you the most right now.
- The right order of operations and why automating before you simplify just makes you consistently wrong, at scale, without supervision.



Doing well in business but frustrated with the speed of growth?

Many business owners reach a stage where the business is working, revenue is coming in, but progress feels slower than it should. The biggest decisions are often made alone, and it's not always clear what the next move should be.

The Forum brings ambitious business owners together to challenge ideas, share real business challenges, and gain strategic perspective from experienced peers.

The Forum is structured to sharpen thinking, accelerate decisions, and create meaningful business relationships.

Inside the Forum

- Real business challenges discussed openly in a confidential environment
- Strategic input from experienced business owners
- Different perspectives that reveal opportunities you may not see yourself
- Accountability that drives action between sessions
- Relationships that lead to genuine commercial opportunities

Many members describe **THE FORUM** as an external leadership team without the cost of hiring staff.



SUNDOWNER

17

SEP

2026

5.30 PM - 7.30 PM

WEMBLEY HOTEL IN
THE LANEWAY

[BOOK AS A MEMBER](#)

[BOOK AS A GUEST](#)

Celebrate networking success with good food, great conversation, and like-minded business owners looking to nurture relationships and create enviable business achievements.

Pizza's on us. Drinks are yours to order.

Join us for a relaxed Sundowner with great conversations, new connections, and plenty of pizza.

D32 Business Sundowners give you the chance to build strong relationships, expand your network, and create valuable alliances.

If you haven't attended one of our events, book now and we'll make sure you're welcomed and introduced to members when you arrive. It's not what you know that counts in business but who you get to know to build a bulletproof network.

Mingle with your D32 mates in this upbeat urban alley known as the Laneway Space at the Wembley Hotel (since 1932).

The Laneway has a partially open rooftop and offers a unique semi-alfresco setting, while still being protected from the elements.

Parking Instructions:

Free parking at the Hotel, plus there are other local car parks in the area close by.



Deal Tables



HOSTED BY

Dean & Lorraine

D32 FOUNDERS

What to Expect

- Deal Tables and Momentum with Dean Keating and Lorraine Garvie; invest in yourself
- Networking opportunities; invest in your network
- Morning tea and lunch

Join us at the next D32 Business Maximiser for three movements to grow your business:

Speed networking: three fast, focused conversations to meet the people you should know.

Group mentoring tables: real challenges, real advice around a table of ambitious business owners - choose your table.

The Deal Table (new): the fun begins. Owners work the table to make genuine introductions and deals for each other - every time an opportunity is made, the bell rings. Generosity in action.

MAXIMISER

24

SEP

2026

10:00 AM - 1:00 PM
MARMION ANGLING
AND AQUATIC CLUB

[BOOK AS A MEMBER](#)

[BOOK AS A GUEST](#)



What Actually Needs To Change for a Business To Grow to \$1 Million?

Usually, it's not more marketing ...

It's the people around you, the opportunities you have access to, the quality of your conversations and learning from people who have already built what you're trying to build.

On 30 September, D32 is bringing together a carefully selected forum of business owners working towards the \$1M mark - and building the team, structure, and capability we need to get there.

It's by application only, and the morning lets you experience **four ways D32 helps business owners reach the \$1M mark.**

1. **Connections – your network is your net worth.** Meet business owners operating at a similar level, facing similar growth challenges and looking for meaningful commercial relationships.
2. **Deal Tables – create opportunities.** We find out who you need to meet, what opportunities you're looking for and what an ideal referral partner looks like - then actively curate introductions and opportunities at the table.
3. **Mastermind Forum – work as a team to grow.** One business owner brings a real issue or opportunity to the group. The forum becomes their advisory board - different perspectives, experience and ideas they wouldn't necessarily reach on their own.
4. **The Growth Constraint Triangle - learn from someone who has done it.** Andy Ford of Ford and Doonan has been in business for 40 years and today generates more than \$100M in annual revenue – he'll share with us the common constraints, traps and decisions that prevent businesses from reaching their next level AND the one thing to focus on.

[We invite you to apply](#) - experience what happens when you put the right people, opportunities, conversations and experience around a growing business.

IMPACT

30

SEP

2026

7:00 AM - 10:30 AM

**MT. LAWLEY GOLF
CLUB**

[APPLY NOW](#)

The Growth Plateau

with *Andy Ford*



You've already built a solid business with consistent revenue and a lot of hard work behind it, but like many business owners, you may still feel like something is holding you back from reaching the next level.

Growing beyond where you are comes from clarity, thinking differently, and surrounding yourself with people who can help you see opportunities and challenges from a new perspective... not working harder!!!

That's what the IMPACT event is designed to do.



SPEED

ONLINE

NETWORKING

Make meaningful connections.

Fast conversations. Real opportunities.

11

SEP

7:30 - 8:30 AM AWST

9:30 - 10:30 AM AEST

15

SEP

1:00 - 2:00 PM AWST

3:00 - 4:00 PM AEST

GLOBAL SPEED NETWORKING

24

SEP

4:30 PM - 5:30 PM AWST

6:30 PM - 7:30 PM AEST

29

SEP

1:00 - 2:00 PM AWST

3:00 - 4:00 PM AEST

09

OCT

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How Much Is NOT Automating Your CRM Costing You?

Be honest. Are you actually using your CRM properly, or is it just sitting there like an overpriced address book?

Most business owners only scratch the surface. They keep things manual, forget to follow up, and waste hours on admin that could've been automated. They don't realise how much it costs them.

I've seen it in my own business. A single automated follow-up email brought in \$35,000 worth of work in 24 hours, from two leads I'd already written off as dead. If I'd left it to memory or manual follow-up, that money would've been gone.

I've seen it with many clients too. One told me straight up: *"I don't think we need our CRM anymore; we're not even logging in that often."* But the numbers told a different story. That same CRM had saved them 73 hours in three months, which was worth nearly \$4K in wages, handling repetitive admin in the background. They thought they weren't using it, when in fact, it was their hardest-working employee!

That's what you're leaving on the table. Here are five reasons you can't afford not to automate.

Reason #1: Leads Don't Wait Around

Up to 78% of customers buy from the first responder. If you take too long, they've already moved to the next business on Google. With automation, your CRM responds within seconds, even at midnight or when you're on a job site. That stops leads slipping away while you sleep.

Reason #2: Admin Time Is Dead Time

Logging details, updating spreadsheets and manually sending reminders might feel like work, but none of it generates revenue. A CRM can automatically capture leads, sync with your calendar, and assign tasks to the right person. There's no double handling or chasing leads. Multiply that across a month and you've freed up serious time to run your business.

Reason #3: Follow-Ups Fail Without Consistency

80% of sales take at least five follow-ups. Most businesses stop after one. Not because they don't care, but because life gets in the way. Automation runs consistent nurture sequences: reminders, testimonials, and a friendly check-in. It keeps the conversation alive and stops you dropping leads after the first "no."

Reason #4: Growth Without Automation Hits a Ceiling

When everything's manual, every extra client means extra admin. That's why so many businesses feel stuck: they can't scale without hiring more staff. Automation removes the ceiling. With the right system, you can onboard 10 clients in the time it used to take to handle two. Contracts, appointments and updates run in the background while you focus on what matters.

Reason #5: Referrals Slip Through the Cracks

Referrals are gold, but only if you nurture them. If someone recommends you and you don't follow up, you risk embarrassing both yourself and the referrer. A CRM sends an instant thank-you, triggers a status update, and reminds you to check back in. That protects relationships worth tens of thousands.

Not Automating Isn't Saving You Time. It's Costing You Clients.

A CRM that isn't automated is just an expensive address book. Every day you stay manual, you're paying for it in wasted wages, missed opportunities, and clients you'll never know you lost.

Not all CRMs are created equally. The wrong system will frustrate your team and keep you stuck. The right one becomes your hardest-working employee, handling follow-ups, automating the admin, and helping you win more clients with less effort.

I've put together a free guide: [How to Choose the Perfect CRM for Your Business](#). Inside: the three mistakes most businesses make, the features that will actually save you time, and how to avoid paying for a tool your team won't use. [Grab your free copy here](#)

Ready to jump straight into a session? Scan the QR code or book below:



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From Washing Vans to Building a Brand: My Marketing Journey at Ford & Doonan

Having grown up around the family business, it was no surprise to slowly begin working my way through the business. As a kid on school holidays, my main job was washing the company work vans, organising the main reception area and making coffee.

As time went on, my life experience and business experience grew, as did the roles and responsibilities. As I moved into university (completing a Bachelor of Commerce majoring in Management and Marketing at Curtin University), I began my marketing career for a food manufacturing company here in Perth. After moving back to Ford & Doonan in 2019 to resume a Marketing role, I began taking on more tasks.

One key success during my time was the appointment of our very first brand ambassador, Dean Clairs. Having been the voice of 96FM in Perth for years, and prior to that Mix 94.5, Dean 'Clairsy' Clairs was a Perth local like us, a perfect match.





However, the role goes beyond marketing. More recently, I've lent a hand with our installation team completing a few installations as a trade assistant to better understand the on-site challenges the company faces daily. Additionally, I've spent time getting firsthand sales experience with our Design Consultants, learning everything needed to complete an in-person sales quote for a reverse cycle ducted air conditioner.



In closing, my biggest lesson or tip in business: You have two ears and one mouth, use them accordingly.

Looking back as that kid washing the vans and sweeping the warehouse, I couldn't predict this. But growing up around the family business is intoxicating and now, here I am.

Christian Ford

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christian.ford@fordanddoonan.com.au

www.fordanddoonan.com.au



Why Print is Not Dead!



For more than a decade, commentators have predicted the "*death of print*," yet global data tells a different story. According to the Print Industry Trends Report, commercial print revenue grew by over 3.5% worldwide, driven by packaging, signage, and short-run digital work. Walk through any shopping centre or café in Perth, and you'll see why. Print remains the backbone of how businesses communicate in the real world.

Print's staying power comes from its physicality. A well-crafted brochure or menu doesn't just inform; it creates a sensory experience. Research from Temple University found that people engage more deeply with printed materials, showing stronger emotional responses and better recall compared to digital ads. That's why brands like Mecca, JB Hi-Fi, and Bunnings still invest heavily in catalogues, since customers keep them, circle items, and bring them in-store.

Print also offers a lasting impression. Digital content disappears in seconds, but print stays put. Think of the iconic yellow RAC roadside signs or the bold event posters lining the streets during a Festival. These aren't just advertisements; they're part of the city's visual identity. They anchor brands in the physical world, creating familiarity and trust.

And print has evolved. Modern digital presses allow businesses to produce short-run, personalised materials with minimal waste. Eco-friendly stocks, soy-based inks, and recyclable substrates are now standard options. QR codes and augmented reality have transformed print into a hybrid medium. Scan a postcard and suddenly you're watching a video, booking an appointment, or unlocking a discount.

At **Digital Printing Pty Ltd**, I see this evolution every day. Businesses aren't abandoning print; they're using it smarter.

Print isn't old-fashioned, it's enduring, adaptable, and deeply human. In a piercing digital world, print remains the medium that people remember.

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Mike is a qualified CIMA Accountant from the UK and set up his own consulting CFO "Chief Financial Officer" in 2017. Working in a number of various industries with companies varying from \$5m to \$2B turnover, Mike has supported directors, entrepreneurs and business owners in companies from boat building to chemical manufacture.

Being a consultant helping to provide information and scenarios that management can make decisions from is extremely rewarding. Providing a P&L based on the strategy and company requirements allowing others to see what the potential result will be and seeing it developed gives me a satisfied outcome.

Clients request varying different requirements, Strategy reviews, sales deck slides, Profit and Loss improvement, key reporting to name but a few.

As each company is different Mike looks to tailor specific reports or strategy to fit the request. Having over 20 years of business experience Mike would look to support you and your business.

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Who we are

Industry-certified experts with over 15 years of experience. We ensure clients receive more than just services—they gain partners they can trust. With our personalized approach, we ensure clarity, precision, and a deep commitment to understanding and valuing every business we assist.

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Solutions that Empower

D32 Supports Charlie's Hope

Charlie, a 13-year-old diagnosed with Duchenne Muscular Dystrophy (DMD) in November 2017, faces a progressive and ultimately fatal condition due to the absence of dystrophin protein. DMD gradually weakens every muscle in his body, including those vital for breathing and heart function, with an average life expectancy of 26 years. Additionally, Charlie deals with visual challenges, including a second cataract and Persistent Hyperplastic Primary Vitreous (PHPV), which severely impairs vision in one eye.

Despite these challenges, Charlie's family is committed to raising awareness about DMD and PHPV through their initiative, Charlie's Hope. They use social media and networking efforts in Perth and globally to share Charlie's story and advocate for greater understanding and support for these conditions. Their mission emphasizes themes of diversity, inclusion, disability resilience, strength, hope, and courage.

For more information, you can follow Charlie's journey on social media under the handle @fightingforcharlie or contact Barry Mone, Charlie's dad and the Social Media and PR Manager for Charlie's Hope, at 0427 785 339 or Charlieshope@westnet.com.au.



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of every D32
member,
we mark the
occasion by
planting a tree.**



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