June 2026

BUSINESS Magazine

D32 GOES GLOBAL

THREE STATES, EIGHT DAYS

Lorraine Garvie

LEADERSHIP

HOW STRONG LEADERS CREATE OPPORTUNITY IN CHALLENGING TIMES

GROWTH

WHY BEING THE SMARTEST PERSON IN A FORUM IS SLOWING YOUR GROWTH

BUSINESS

BUILD A BUSINESS WORTH BUYING

WHAT IS BRAND STRATEGY, AND WHY DOES IT MATTER FOR ALL BUSINESSES?

PROUDLY BROUGHT TO YOU BY: BUSINESSNETWORK THE POWER OF CONNECTION

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20 City Expansion Through India – October Launch in Mumbai

Lorraine's 8 Days That Got Us There

How a trip across three Indian states turned our national master franchise partnership into a 20-city commitment and a new chapter for D32.

When I boarded the flight to Ahmedabad earlier this month, I knew the trip would be a big one. Three states, eight days, multiple partner meetings, a two-day expo in Delhi, and a franchise launch in Chandigarh.

What I didn't expect was that I'd come home with a commitment to introduce D32 to 20 cities across India and a National Growth Partner appointed to deliver it.

Franchise India is our master franchise partner in India and the Middle East, and this trip is where the partnership stepped up a gear. D32 was built on a simple idea: business is easier when you're in the right room with the right people. India, with 1.4 billion people, a thriving entrepreneurial class and a culture built around relationships, was always going to be a natural fit - what's surprised me is the speed.

Our first Indian partners, Pritesh Thakker and Rachit Anklesaria, signed in Gujarat in December 2025.

The India Plan at a Glance

- Master franchise partner: Franchise India
- National Growth Partner: Daman Deep Singh
- Managing Director (Franchise India): Satyam Garg
- Target: 20 cities across India in 12–18 months
- Partners appointed:
  - Guajarat Dec 2025
  - Chandigarh May 2026
- Official PR launch: October 2026, Mumbai
- Multiple additional cities currently in negotiation

They launched in February and by the time I arrived in May, they were running IMPACT meetings, attracting new members, and ready to introduce IGNITE to a room of 25 prospective business owners.

Across eight days I visited Gujarat, attended the national franchise expo in Delhi, and witnessed the soft launch of D32 Chandigarh under our new partners Hitesh and Janardan Malik, a father-and-son team who signed up 15 new members on day one.

By the end of the trip, Franchise India had committed to bringing D32 to 20 Indian cities over the next 12 to 18 months and appointed Daman Deep Singh as National Growth Partner to deliver it.

This is the story of how it happened, and what India taught me along the way.

GUJARAT · STATE ONE

The First Chapter

Where the journey began and the model proved itself.

Pritesh Thakker and Rachit Anklesaria became D32's first franchise partners in India when they signed as area developers for Gujarat in December 2025. By February, they were live with IMPACT, and by May, they were launching a new IGNITE circle.

When I landed at Ahmedabad airport at 10pm, they were waiting for me with flowers which set the tone for the whole trip.

At their office the next day, they introduced me to the IMPACT members who had joined since launch. We shared a Gujarati thali - an amazing way to experience food. Pritesh's wife gave me a beautiful gift, and the team welcomed me the way you welcome family. Socialising plays an important part in business in India.

The next evening we ran an IGNITE information session for 25 prospective business owners. You can tell when a model is landing in a room: people stop checking their phones and the energy lifts - that's what I saw in Ahmedabad.

The session ran on schedule, the pitches were enthusiastic, and by the end of it, I was confident D32 has product–market fit in India.

> *"Pritesh and Rachit were living the model."*

After the session, they insisted on taking me to the Statue of Unity, the 182-metre bronze tribute to Sardar Vallabhbhai Patel, the politician who unified hundreds of princely states into the India we know today. It's the tallest statue in the world, and a piece of history I learned about that day.

Looking back, the day wasn't really about the statue - Pritesh and Rachit had run a launch, sold memberships, introduced me to their members, hosted a CEO from the other side of the world, and still made time to show me something they thought I should see.

That generosity of time and attention is exactly what D32 is built on. Our time is our most generous gift.

Ahmedabad is the first circle live in India and it won't be the last, but it has definitely set the bar.

DELHI · STATE TWO

From Agreement to Acceleration

How a two-day expo turned our national master franchise partnership into momentum on the ground.

Delhi was where the trip pivoted from local areas to national strategy.

For two days, D32 had a booth at the Franchise India Expo, the country's largest gathering of franchise businesses, investors and prospective partners. Our brand champion at Franchise India is a young woman named Mayuri who has been representing D32 inside their organisation since the partnership began to take shape.

I watched her run the booth like it was her own business - she knew the model, the tiers, and how IGNITE, IMPACT and INFLUENCE differ. She fielded questions in English and Hindi, switched between conversations without missing a beat, and walked partner after partner over to introduce them.

What I hadn't expected was how quickly the rest of the D32 network mobilised to support the booth.

Janardan Malik arrived from Chandigarh - we'd only ever met on Zoom - to introduce himself in person and represent his upcoming circle. Pritesh and Rachit flew in from Gujarat to help cover the language barrier with Hindi-speaking prospects and answer questions from their own lived experience.

> *"You can't manufacture that kind of network behaviour. It's either there or it isn't."*

For me, that alone was worth the trip. The power of connection.

The expo produced exciting partner conversations. By the end of day two, our partnership with Franchise India had visibly moved into a new phase.

Franchise India is the country's leading franchise consultancy. They've placed hundreds of brands into the Indian market over the past two decades including Action Coach.

Their Managing Director, Satyam Garg, backs D32 personally, and he made that clear during my trip.

The official PR launch will run in Mumbai in October, once we have more partners signed and a stronger member base across multiple cities. The structure and the 20-city commitment is in place. Satyam has appointed Daman Deep Singh, also of Franchise India, as National Growth Partner for D32 across India - the executive responsible for delivering those launches over the next 12 to 18 months.

CHANDIGARH · STATE THREE

A Launch. A Signal.

A New Standard.

And what India taught me about the power of connection.

The day after the expo wrapped, I travelled with Satyam Garg and Mayuri from Delhi to Chandigarh. That the Managing Director of Franchise India flew with me personally to an area launch is, on its own, is a sign of commitment.

I met Hitesh Malik and his son Janardan Malik, the new D32 franchise partners in Chandigarh. They had organised a soft launch at the Hyatt for the same day. No expense was spared. There was media coverage and a room full of business owners they had personally invited with 72 hours notice.

By the end of the day, 15 new members had signed on. For a soft launch, that is a statement!

We signed the franchise partnership papers in the room. We did the official pinning ceremony, myself and Janardan, photographed for the local press. We presented the model and welcomed every new member, and once again I was given a beautiful gift by Hitesh's wife. Guests are treated like Gods in India.

Then I flew back to Delhi, and the next day home to Perth.

I haven't stopped thinking about the trip since I got off the plane or about what it taught me.

What India Taught Me

I've run a business networking organisation for more than 10 years. I thought I understood the power of connection. India showed it to me at a scale I hadn't seen before.

Hospitality has no limits. Nobody I met was too tired to make a meeting happen, nothing was ever too much trouble. The flowers, the meals, the gifts, the road trips - every touch was welcomed. It has made me look again at how D32 welcomes new members at every level, and whether the standard we have set is the standard we should be setting.

Entrepreneurial spirit moves at a different pace. Almost every business owner I met was running two or three businesses. They weren't "thinking about" their next venture; they were running it. The willingness to act on an opportunity, the speed of decision-making, the absence of "let me get back to you" - in a country of 1.4 billion people, that pace compounds. It is no wonder India is currently the fastest-growing major economy in the world.

Collaboration beats competition. I watched partners from different circles fly across the country to support each other at the expo. I saw business owners hold alliances with multiple brands and feel no contradiction in doing so. A network doesn't need to shrink to grow - it needs a bigger room!

The power of connection is not a slogan. It is a way of doing business, and India lives it.

I came home convinced D32 has something the world needs, and that the way to scale it is not to dilute the model but to find partners who already live the values and let them carry it into their markets.

> *"20 cities in 18 months across India is ambitious. After eight days on the ground, I don't see it as a dream anymore. I see it as where we start."*

— Lorraine Garvie
Co-Founder & CEO, D32 Business Network

What this means for D32 Members

1. Global brand equity you can leverage in your own sales
2. Future international introductions
3. The model that worked here is the one already working for you

With Thanks To

- Pritesh Thakker & Rachit Anklesaria — D32 Gujarat franchise partners
- Hitesh Malik & Janardan Malik — D32 Chandigarh franchise partners
- Satyam Garg — Managing Director, Franchise India
- Daman Deep Singh — National Growth Partner, D32 India
- Mayuri — Franchise India brand champion for D32
- The teams across each circle who made every step possible

Lorraine Garvie
1300 55 22 93
lorraine@d32businessnetwork.com.au
www.d32businessnetwork.com.au

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Business is easier when you're in the right room, with the right people.
chandigarh@d32businessnetwork.in
d32businessnetwork.com.au/chandigarh
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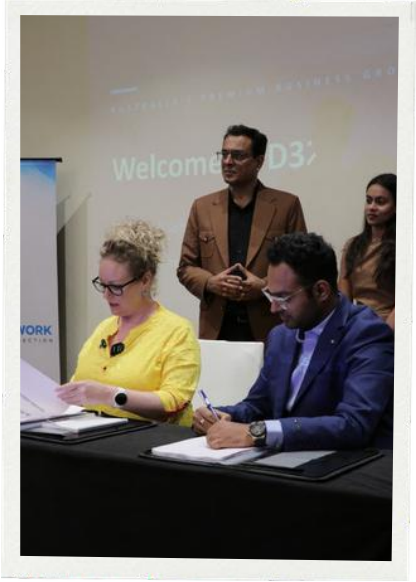

Welcome D3

BUSINESSNETWORK

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 →

ESSENTIAL READ

Stuck Somewhere Between $500K and $1M?

...then you'll find this useful

Bad Meetings Cost Money, Morale and Momentum

20

As an owner-operator, you're drowning in low-value meetings that distract from strategic work. Discover how to reclaim 10+ hours per week while actually improving decision-making across your organization.

TIME MANAGEMENT | LEADERSHIP

When Accountability Depends on the Day

26

The "everything depends on me" ceiling is the invisible barrier keeping you stuck. Learn how to build systems that don't collapse when you step back, and how to delegate with genuine confidence.

DELEGATION | OPERATIONS

The Profit Leak Most Owners Never See Until It's Too Late

32

Margin erosion at the $500K-$1M wall is predictable and preventable. We break down exactly where your money is disappearing and how to build sustainable profitability at this critical stage.

PROFITABILITY | FINANCIAL

HERE'S YOUR PATHWAY FORWARD →

Why Being the Smartest Person in a Forum is Slowing Your Growth

Comfort Slows Progress

As business owners, there comes a point where experience begins to feel comfortable. You know your industry, you've learned lessons through years of trial and error, and people often turn to you for advice because you've already walked the road they're travelling.

Yet there's a question worth asking yourself from time to time: Who's helping you grow?

When we spend too much time in forums where we already know the answers, growth plateaus. Conversations feel familiar, and challenges feel repetitive.

Growth Happens Around People Who Stretch You

Growth has a way of accelerating when we intentionally place ourselves in environments that expand our thinking.

Think back to moments where your perspective shifted. Chances are, someone shared an idea, challenged your thinking, or gave you insight that helped you move through something faster than you could have on your own.

Being around people who are a few steps ahead shortens the learning curve. They have often solved the problems you're facing, made the mistakes you're trying to avoid, and gained lessons that can save you valuable time and energy.

A Better Forum Changes More Than Strategy

The right environment raises your standards. When you spend time around people who think bigger, act boldly, and approach challenges differently, you begin seeing possibilities you may not have considered before.

You also stop feeling like you need to figure everything out on your own. Having access to people who understand the pressures of business makes the journey feel lighter.

How to Know if You're in the Right Forum

Being part of a good group leaves you energised, with fresh ideas and a sense of momentum. Conversations challenge you in a healthy way and inspire action rather than comparison.

Your Next Level May Be One Forum Away

Choosing a better group simply means making space for environments that encourage your next season of growth. One meaningful conversation can change your perspective, one relationship can open doors, and one room filled with the right people can completely reshape what feels possible.

The goal is to keep learning, growing, and surrounding yourself with people who inspire you to become even better.

Designed for business owners who are serious about growth, IMPACT brings together driven leaders who value meaningful connections, smarter conversations, and real momentum.

READY TO GROW DIFFERENTLY?

GROW WITH IMPACT!

New Members

KATRINA RYNKIEWICZ

WA CELLAR DOOR DOUBLEVIEW
Awesome Wines, Awesome Prices!
Awesome Craft Beers
P: 9204 5853 | L: 257 Scarborough Beach Rd, Doubleview
E: doubleview@wacellars.com.au
Follow us: @wacellardoordoubleview

LJ HOOKER HARRISDALE

STUDIO RISE

Online Strategy Co

SINCERE IT
In Trust we Succeed

supercar insurance.com.au

BAAS
BOOSTING BEHAVIOUR

Loan Market

RUSHE
BUILDING INSPECTIONS

DARBY BUSINESS GROUP

grow and expand

STELLAR
PROPERTY FINANCE

LEZLY KAYE

The Marketing CLUB

Peri Peri ELECTRICAL
EC11825

A1 ASSET FINANCE

ENVISION Forensics
Business Strategy | Expert Witness | Valuations

HELEN'S HEALTHY CLEANING SERVICES

clarke energy

Positive People Leadership & Refer a Friend

Driving Miss Daisy
We're There For You

GREENLEAF INGREDIENTS

Gold Coast Pool Inspections

FINANCIAL MANAGEMENT 101

Finwise
LEADERSHIP

THE COHERENCE PRACTICE

JOEL STRICKLAND MEDIA

Reubens Media Productions

Perth propertyX

VATA Holdings

ARBONNE

AppliQ
TECHNOLOGIES

PROVIDENT
LENDING & BUSINESS SOLUTIONS

DuoGrowth
CONFIDENCE. CLARITY. SUCCESS.

Travelglobe

GENERATIVE LIFE

Costless Payment Solutions

QUESTLEGAL
Growing with you

Monika Bal
BREATHWORK

PUNK FOX

loan mall
Your loan, your way

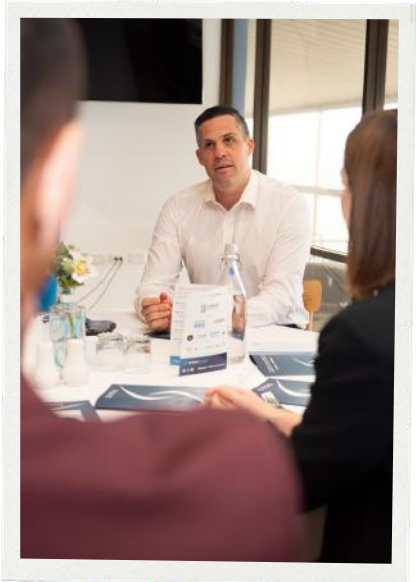
ANDY K
DRAW. DESIGN. BRAND.
Design better. Brand smarter.

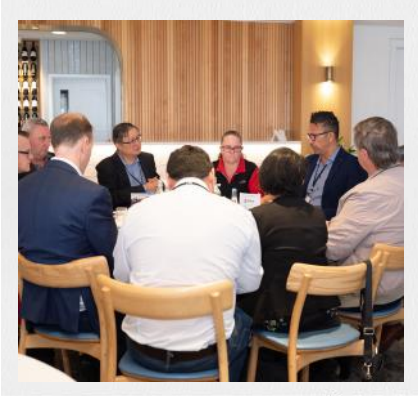
Special Offer!

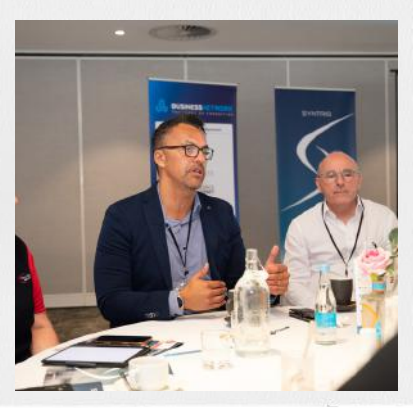
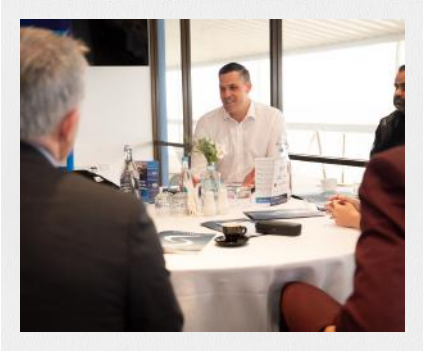
Be Seen. Make Connections.

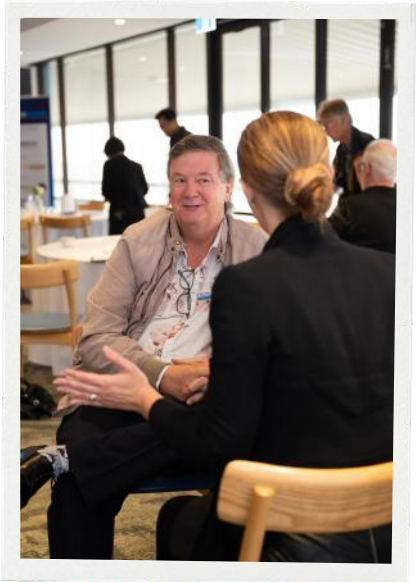
Try D32 today for just $99!

GET STARTED HERE!



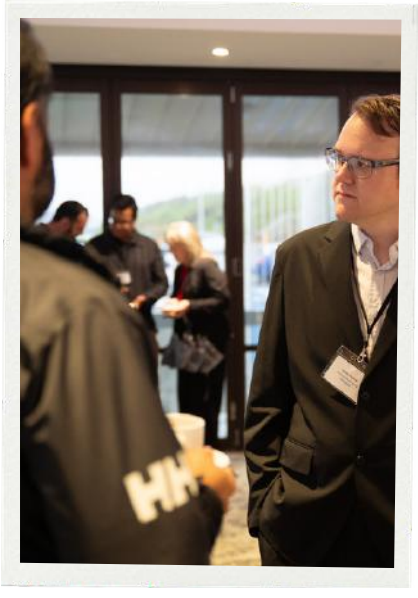




SYNTRIO
THE MOST EXCITING TIME

SYNTRIO



Bad Meetings Cost Money, Morale and Momentum

It's 9am. Eight people file into a meeting room. Nobody's quite sure why they're there. Someone fires up a PowerPoint. Someone else arrives late and asks to be *"brought up to speed."* The discussion wanders from the budget to Brian's holiday to whether the kitchen bins are being emptied often enough. Ninety minutes later, everyone shuffles out having made no decisions.

Sound familiar?

I've been studying, chairing, facilitating, and fixing meetings for over 35 years. And I can tell you this with absolute confidence: bad meetings are not an accident. They're a habit. And like all bad habits, they can be broken.

Survey after survey delivers the same verdict. Meetings rank as the single most disliked activity in the working day. Too many. Too long. Too little achieved. Yet we keep having them.

We wouldn't tolerate a piece of machinery that consistently breaks down, wasted resources, and a demoralised team. We'd fix it. So why do we shrug our shoulders at broken meetings?

The three culprits

When I walk into an organisation to do a meeting diagnostic, I nearly always find the same three problems sitting at the table like uninvited guests.

First: No clear agenda.

... or a vague one sent out ten minutes beforehand. When people don't know what decisions need to be made, they can't prepare. When they can't prepare, they waffle. When they waffle, nothing gets decided. And when nothing gets decided, it all gets deferred to the next meeting. This is the cycle of broken meetings, spinning like a wheel stuck in the mud.

Second: The wrong people are in the room.

I call this the *"the more the merrier myth"* - the belief that everyone needs to be there, just in case. What it produces is a room full of people half-engaged, or less, checking their phones, contributing nothing. A meeting is not a team photo.

Third: No effective chair.

A meeting without a strong chair is like a flight without a pilot - the passengers that are going nowhere, hoping someone knows where the controls are. The chair is not a note-taker, nor a timekeeper. The chair is the leader of the room, responsible for keeping discussion on track, drawing out quieter voices, shutting down the serial talkers, and driving the group toward clear decisions.

The good news

Broken meetings are fixable. Not with a new app. Not with "stand-up meetings". And not with AI, but with skills, discipline, and a willingness to do things differently.

Start with a proper agenda, sent in advance, with clear outcomes for each item. Not "discuss marketing budget." Rather, "decide on the Q3 marketing budget allocation."

Invite only the people essential to the decisions being made. Everyone else gets the minutes.

And end every meeting with a clear action list:- who is doing what, by when. No action list means no accountability. No accountability means no change.

The bottom line

Your meetings are either adding value or draining it. There is no neutral ground. Every hour spent in an unproductive meeting is an hour not spent on work that moves your organisation forward.

Bad meetings cost you money, they cost you morale, and they affect momentum.

The best leaders I know run tight, purposeful, outcome-focused meetings; not because they have magic powers, but because they've mastered the skills that make it possible.

If your meetings are broken, get them fixed.

It really is that simple.

David Price

0418 888 018

david@davidprice.com

www.davidprice.com

David Julian Price

5 Biggest Marketing Changes Businesses Can't Ignore in 2026

In 2026, marketing is no longer just about visibility; it's about recognition, trust, and connection in an AI-driven world.

With AI reshaping how people discover, engage, and make decisions, businesses that rely purely on tactics will struggle to keep up. The brands that do well will be those with a clear identity, consistent voice, and strong emotional connection.

Here's Five of the Biggest Marketing Changes Businesses Need to Know:

1. Generative Engine Optimisation (GEO) layers - Traditional SEO

When AI delivers answers directly, users may never visit your website. That means your brand must be strong enough to be remembered without a click. If people see your name in an AI-generated response, will they recognise and trust it?

2. Localised Customer Experience Generates Leads & Loyalty

65% of consumers stay loyal to brands that deliver personalised experiences, with a high repetition of retention. Gen Z, especially, expect brands to "know them" but only trust brands that feel authentic, consistent, and human.

In fact, 86% of Gen Z value authenticity and realness above everything else. On-site experiences and tailored activations that are memorable are rewarded through word of mouth and digital endorsements.

This is shifting at a rapid rate as consumers seek real and tangible experiences away from the digital ad space.

3. Your potential reach is expanding beyond traditional platforms

Gone are the days when we need to rely only on Facebook or Instagram.

Platforms like Reddit and Quora reward authenticity and authority and have a large reach and audience. Community conversations have the power to shift mindsets and spark curiosity.

A strong brand voice gives people a trust element in conversations; not just ads they scroll past.

4. Short-Form Video Dominates Attention

You have less than 3 seconds to stop the scroll.

A recognisable brand - visually and emotionally - helps people instantly connect before they even process the content.

5. AI + Human Creativity is Essential

AI can generate content, but it cannot replicate human insight, storytelling, and emotion.

Your brand is the expression of that human element; it's what makes your business relatable, memorable, and different. Tell the world your story.

Many businesses struggle not because they lack tools, but because they lack clarity and how to use these tools.

A strong brand strategy acts as your:

- Compass (guiding every marketing decision)
- Filter (ensuring consistency across platforms and campaigns)
- Multiplier (making every tactic more effective)

In a world where AI is doing more of the talking, a clear brand strategy allows you to focus on what truly matters - connecting with your audience.

Your brand is what makes people listen, remember, and trust. It goes beyond marketing; it defines how your business is understood.

Technology will continue to evolve, but a strong brand is what keeps your business consistent, relevant, and on point.

Shauna Samuels - Dunbar
SSD Brand Services - STRATEGY, STORY & DESIGN
info@ssdbrandservices.com.au
sssdbrandservices.com.au

What Is Brand Strategy, and Why Does It Matter for All Businesses?

Without brand strategy, you're essentially flying blind. It's like getting into an aircraft with no coordinates, no mapped route, and no clear destination. You may eventually get somewhere, but whether it's the right place and whether you get there efficiently is another question entirely.

This is how many businesses operate when branding is approached without strategy. Graphic designers create visuals, web developers build websites, social media managers produce content, and signage companies deliver assets. Each piece may be well executed in isolation but without a unifying direction, the result is fragmented. There is no cohesion, no consistency, and no clear sense of identity guiding the business forward.

A more grounded analogy is building a home without a blueprint. Tradespeople arrive and begin their work; plumbing, electrical, tiling but no one is overseeing the process with a clear plan. The outcome is unlikely to resemble the home you had in mind. In business, the same principle applies. Without a strategic foundation, your brand becomes a collection of disconnected outputs rather than a deliberate, structured asset.

Brand strategy provides that structure. It is the architecture behind your brand. It is the thinking and planning that define what your business stands for and how it should be experienced. It requires stepping back from day-to-day execution and asking more fundamental questions. What is the vision for the business? What kind of culture are you building? Who are your ideal clients, and what do they value? What experiences do you want to deliver, and how do you want people to feel after interacting with your brand?

Answering these questions forms the basis of a structured approach. One effective way to navigate this is through a simple four-stage framework.

The first stage is **Discovery**. This is where you unpack the core of the business, its purpose, direction, values, and market position. It also involves assessing competitors and understanding where you want to sit within your industry. Discovery creates clarity around what the business is trying to achieve and the environment it operates in.

The second stage is **Definition**. Once there is clarity, you can begin to articulate the brand. This includes developing the language, tone of voice, key messaging, and overall narrative. It also entails naming the identity, tagline and core positioning statements development and effectively building the core storylines that shape the essence of the business. At this point, the brand starts to take shape conceptually, with clear guidelines around how it should communicate.

The third stage is **Design**. With a defined strategy in place, visual elements can now be created with purpose. Logo design, colour palettes, typography, imagery, and broader visual systems are developed to align with the brand's defined identity. Design is no longer subjective or purely aesthetic. It is informed by strategy and built to reinforce it.

The final stage is **Deployment**. This is where the brand is brought to life across all touchpoints including websites, brochureware, signage, advertising, video, social media, and beyond. Because the earlier stages have been done thoroughly, deployment becomes more straightforward. There's a clear framework to follow, ensuring consistency across every interaction.

When this process is applied, the benefits extend well beyond aesthetics. Marketing becomes more efficient because decisions are guided by an established framework. Costs are reduced over time, as there's less rework and fewer inconsistencies to correct. Internally, teams have greater clarity, and hiring becomes more aligned with the culture you're building. Externally, your audience experiences a brand that feels cohesive, intentional, and distinct.

Ultimately, brand strategy is about moving from reactive activity to deliberate action. It ensures that every element of your business is working towards the same objective, creating a consistent and meaningful experience. Rather than blending into the market with a generic presence, you establish a clear, authentic identity one that is recognisable, relevant, and built to endure.

The result is a brand that is easier to recognise and recall, and one that builds a profile and presence that create value and goodwill far beyonds of the products or services it supplies. This is known as the 'goodwill' factor, and it's what creates true value and profitability for businesses.

Martin Purcell
Founder and Managing Director
One Brand
0412 057 338
onebrand.com.au
mpurcell@onebrand.com.au

ONEBRAND

When Accountability Depends on the Day

Why inconsistency, not capability, is often the real issue, and what to do about it

There's a leadership pattern that shows in organisations of all sizes. It's rarely talked about directly, but many people experience it. Standards change, expectations are unclear, and follow-through is uneven. In simple terms, accountability depends on the day.

In large organisations, this problem often exists beneath well-designed systems. KPIs, performance frameworks, and behaviour standards are in place, but they're not always applied the same way. Some leaders address issues early, while others delay. Some behaviours are challenged, while others are ignored. On paper, everything looks clear, but people experience it differently.

In small businesses, the issue shows up without formal systems. Expectations are often assumed instead of clearly explained. Accountability may change depending on workload, relationships, or urgency. What's acceptable becomes unclear, not because standards do not exist, but because they're not applied consistently.

It's often blamed on lack of skill or motivation. However, in many cases, the real issue is simpler and more widespread: **inconsistency in how accountability is led.**

There are clear signs to look for. Leaders may feel like they're repeating the same messages. Teams may face the same problems again. High performers may quietly take on more work than others. There may also be a general feeling that standards slowly slip over time.

The impact builds up. Inconsistent accountability weakens ownership and reduces trust. It also creates extra work for leaders. Over time, teams learn to wait, test limits, or rely on reminders instead of taking responsibility themselves.

The question, then, is what to do about it.

A helpful first step is to stop thinking of accountability as a personality trait; something people either have or do not have. Instead, it should be treated as a leadership system that can be improved.

In practice, this comes down to three areas.

1. Make expectations clear and visible. Unclear standards lead to confusion. Strong leaders explain what "good" looks like in everyday behaviour, not just results. This includes being clear about ownership, communication, and follow-through. When expectations are easy to see and understand, they are easier to apply consistently.

2. Use a consistent follow-through process, Accountability is not about one-off conversations. It's about patterns over time. Effective leaders address issues early, reinforce expectations regularly, and avoid letting small problems build up. Consistency does not mean being harsh. It means being predictable. When people know what will happen if standards are not met, behaviour becomes more stable.

3. Hold the line, even when it's uncomfortable. This is where inconsistency often starts. Leaders make reasonable short-term trade-offs, such as avoiding a difficult conversation, fixing a problem themselves, or letting something slide when under pressure. Each choice may feel justified, but repeated exceptions send a clear message that standards are flexible. Rebuilding accountability means following through even when it would be easier not to.

These steps are practical, but they rely on one important factor: **Awareness.**

Most leaders aren't intentionally inconsistent, they're balancing pressure, priorities, and team dynamics. But this can create a gap between intent and how their actions are experienced.

For referral partners, that's an opportunity. A simple conversation can highlight where accountability is slipping and open the door to deeper insight.

Our free Leadership Impact Report helps leaders see how their behaviours affect team performance, especially consistency in accountability, and where to focus.

If you're noticing this in clients or your own business, address it early. It's rarely about willingness more often, expectations are unclear or inconsistent.

And that's something leaders can change.

Natalie Lincolne
1300 553 932
natalie@incrediblepeople.com.au
www.incrediblepeople.com.au

IncredIblePeople
Incredible Leaders ~ Incredible Results

Intentional AI

AI has embedded itself into everything. It's part of every conversation, every business plan, and every headline. We're immersed in it. But most of us are still figuring out how to actually use it well. And like anything that moves this fast, there's a temptation to rush in without really understanding what you're doing. That's where businesses get into trouble.

The quiet panic

For a lot of businesses, AI hasn't just presented an opportunity; it's created urgency. Competitors are talking about it. The headlines won't stop. There's this quiet panic: we need to be using AI… now.

That pressure has pushed plenty of organisations to adopt tools without a clear plan, without understanding how they fit into the business, and without thinking about what happens next. It rarely ends well.

AI isn't plug and play

AI won't transform your business just because you've switched it on. When it's implemented without intent, it creates fragmentation, introduces risk, and can actually slow things down.

The better approach? Be deliberate, thoughtful, and intentional. Before you bring AI into your business, step back and ask one question: where does this actually create value?

Not where it looks impressive. Where it meaningfully improves how you work, how you make decisions, or how your customers experience your business. AI works best when it's applied to clearly defined processes, not scattered randomly across departments. It should support your business, not throw it sideways.

What this looks like in practice

One of our clients was spending hours every week researching prospects online, manually entering information into their CRM, then compiling reports and proposals after meetings. Repetitive, time-consuming work that pulled them away from what mattered.

We mapped that entire workflow, from initial contact through to onboarding, and designed an AI solution with automation around it. The research, data capture, and document preparation now happen automatically, with human checkpoints at key stages.

The result? A massive time saving every week, with more consistent and professional output across the board.

Removing the heavy lifting

This is where AI delivers real power. Not replacing people but removing the grind. The admin burden, the information gathering, the repetitive tasks that eat up time and energy. When those things are handled well, your team is free to focus on strategic thinking, building relationships, and growing the business.

Consistency matters

One of the most overlooked parts of AI adoption is getting everyone on the same page. Your teams need to be trained properly, working together, and using the same platforms and tools. Without that, you end up with fragmented approaches, duplicated effort, and inconsistent results. AI should bring cohesion to your business, not complexity.

Don't ignore safety

You're dealing with sensitive information, intellectual property, and confidential client data. Bringing in AI without clear governance can expose that data in ways you won't always see straight away. You need to understand how your tools manage data, where it's stored, and who has access. Guardrails, policies, and internal discipline aren't optional; they're essential.

You don't need to become a technologist

Here's something important: you don't need to become deeply technical in AI. Chasing every new tool can distract from running your business. A better approach is working with experts who understand both the tech and your commercial reality, so you can identify where AI truly adds value and integrate it seamlessly into how you already operate.

Move with purpose, not panic

AI isn't something to fear or adopt blindly. Used with clarity and intent, it becomes a powerful part of your business: improving efficiency, sharpening targeting, and enhancing client experience.

The real advantage goes to those who apply it with purpose; measured, meaningful, and aligned to growth.

Matiu Rudolph
matiurudolph@gmail.com
www.syntriqai.com

SYNTRIQ

NAVIGATING UNCERTAINTY:

How Strong Leaders Create Opportunity in Challenging Times

From September 11 to the Global Financial Crisis, the coronavirus pandemic, and today's cost-of-living pressures, one thing remains constant: uncertainty is part of business.

Yet, some leaders consistently find a way not just to survive these periods, but to grow.

What sets them apart is not that they have all the answers. Instead, they focus on asking better questions.

For more than 25 years, Kate has worked alongside business leaders to help them stay accountable for results, even when external factors are beyond their control. Through this work, a clear pattern has emerged—high-performing leaders create clarity by asking structured, purposeful questions that guide decision-making and team alignment.

This insight led to the development of the KOKO Matrix in 2011, a collaborative framework designed to help leaders and teams navigate complexity, reduce conflict, and stay focused on outcomes.

At its core, the framework is built on a simple principle: when teams are guided through the right sequence of questions, they can move beyond opinion and assumption and instead align around shared accountability.

However, leadership effectiveness is not purely transactional.

Experience has shown that combining structured thinking with human-centred leadership, particularly empathy, trust-building, and clear communication, significantly improves results. Teams not only perform better but also experience greater engagement and workplace satisfaction.

For leaders facing challenges such as:

- Difficulty developing or empowering teams
- Hesitation around delegation
- Misalignment between business success and personal goals

... a more structured and reflective approach to leadership can make a measurable difference.

In practice, this means creating space for:

- Clear expectations and accountability
- Open and constructive dialogue
- Consistent reflection on both performance and behaviour

One Practical Step to Get Started

Set aside 30 minutes with your team this week and ask just three questions:

1. What is the most important outcome we need to achieve right now?
2. What is currently getting in the way of that outcome?
3. What is one action each of us can take this week to move closer to it?

Keep the discussion focused, ensure every voice is heard, and document the agreed actions.

This simple exercise creates immediate clarity, builds accountability, and encourages a more aligned and proactive team environment.

Kate Osborne
0412 651 206
kate@kokomatrix.com
www.kokomatrix.com

KOKO Matrix

The Profit Leak Most Business Owners Never See Until It's Too Late

In football, the scoreboard only tells part of the story. You can dominate possession, create opportunities, and still lose the game because of a few small mistakes, a missed mark, a lapse in concentration, or a gap in defence that gets exploited.

Business works the same way.

On the surface, everything can look fine. Revenue is coming in. The team is busy. The numbers appear solid. But underneath, small errors can quietly compound and over time, they can cost far more than most business owners realise.

One of the most common, and most overlooked, of these is inventory inaccuracy.

Your Profit and Loss statement is only as reliable as the data feeding into it. If your stock levels are even slightly off, it impacts margins, pricing decisions, and ultimately profitability. The reality is, most businesses are off. They just do not know by how much.

In our experience at Associated Stocktaking, businesses with significant stock issues almost always fall into one of two categories.

The first, and most common, is straightforward. Systems, processes, or people are no longer adequate for the scale or complexity of the business. Outdated systems, weak controls, or reliance on informal knowledge allow small errors to build over time. A miscount here, a delay in updating records there. Stock written off without being tracked. Individually minor, but collectively significant.

The second category is less common, but more serious. In some cases, **stock records** are deliberately distorted, whether to conceal theft, hide losses, or inflate results tied to performance incentives. Where this occurs, it almost always reflects deeper issues around controls, oversight, and accountability.

While the causes differ, the outcome is the same. Unreliable stock data, distorted financial reporting, and profit quietly leaking from the business.

This is why inventory problems are rarely just stock issues. They're systems and control issues.

Much like in football, these problems do not usually show up as one obvious failure. They build gradually. Small gaps appear, and without structure, those gaps widen. As businesses grow, more products, more movement, more people, complexity increases. Without clear processes and consistent checks, accuracy becomes harder to maintain.

Over time, this creates what can only be described as a profit leak.

It often shows up as:

- Cash tied up in excess or obsolete stock
- Missed sales due to stock shortages
- Inconsistent margins and unreliable reporting
- Ongoing frustration as numbers do not quite reconcile

What makes this particularly challenging is that it sits below the surface. Many business owners sense something is not right, margins are not where they should be, or stock levels do not align with expectations, but cannot pinpoint the cause.

And so, the problem continues.

A simple way to sense-check your own business is to ask:

- Do I fully trust my stock numbers?
- Would two different team members arrive at the same result?
- Do my margins consistently match expectations?
- Am I relying on one or two key people to know how it all works?

If there is hesitation around any of these, it's worth taking a closer look. Like in football, small, unnoticed mistakes often change the outcome of the game.

The good news is when inventory is accurate and systems are working, everything becomes clearer. Financials are reliable, decisions are easier, cash flow improves, and the business runs with greater confidence and control.

Most business owners focus on growing revenue. But often, the fastest way to increase profit is by finding what's already being lost and closing the gaps.

The most expensive business problems are rarely obvious—they stay hidden until someone uncovers them.

Stephen Moore
1300 559 004
stephen@associatedstocktaking.com.au
www.associatedstocktaking.com.au
Associated Stocktaking
Serving Australian businesses for over 30 years

A PRACTICAL 4-STEP PLAYBOOK:

Maximise Your Exit Strategy

Most owners plan to exit "one day". The problem is that buyers, banks, and successors pay for certainty, not hope. Without a clear plan, value leaks through owner dependence, weak reporting, and avoidable risk. Worse, an unexpected trigger (health, partner conflict, burnout, or a market shift) can force a discounted deal. Doing nothing quietly taxes your valuation every year you wait longer.

After reading this, you should be able to:

- Know your real value, and the gap between today and what it could be.
- Build a business that can run, grow, and sell without you.
- Choose an exit pathway and execute it on a timeline that protects your wealth.

1. Measure the value gap

Start with a proper valuation and a diagnostic of the key drivers that determine price: profit quality, customer concentration, leadership depth, and systems. Then quantify the uplift available if you fix the top three value blockers. Our value gap assessment tool is designed specifically for this.

2. Make the business transferable

Buyers pay higher multiples for businesses with repeatable delivery, documented processes, and a leadership team that owns outcomes. Reduce key-person risk (especially owner dependence) , tighten financial reporting, and build recurring revenue where possible.

3. Engineer the exit

The best exits are designed. Align the owner's goals, the business structure, and the money plan. Map options early (sale, management succession, family transfer, or employee ownership) and run a 90-day execution rhythm to turn intentions into proof.

4. Follow the 21 step Business Succession and exit planning process used by over 900 firms in Australia in the next page.

BUSINESS SUCCESSION AND EXIT PLAN

Stage One: Identify Value	STEP 1:	Goals and Outcomes
	STEP 2:	Fact Find
	STEP 3:	Business Insights Report
Stage Two: Protect Value	STEP 4:	Financial Planning
	STEP 5:	Unplanned Events
	STEP 6:	De-risking
Stage Three: Maximise Value	STEP 7:	Exit Options
	STEP 8:	Strategic Planning Business Model
	STEP 9:	Strategic Financials
	STEP 10:	Systems and Procedures
	STEP 11:	Marketing and Sales
	STEP 12:	Corporate Governance
	STEP 13:	Ownership Mindset
	STEP 14:	Peak Performance Trust
	STEP 15:	Management Succession
Stage Four: Extract Value	STEP 16:	Tax Planning
	STEP 17:	Documentation
	STEP 18:	Liquidity Event
Stage Five: Manage Value	STEP 19:	Ongoing Investment Planning
	STEP 20:	Asset Protection
	STEP 21:	Estate Planning

The benefit of starting now is simple: more choices, higher value, and a cleaner transition when the time is right.

Dr Craig West
0418 414 766
cwest@succession.plus
www.succession.plus

SUCCESSION+

The Hidden Cost of Letting Things Slide

Most leaders know when something isn't working.

Performance issues linger. Meetings fill the calendar but don't move anything forward.

We keep talking about the same issues, but they seem to stay with the leader instead of owned by the team.

The real pain comes when accountability feels personal. Feedback feels confrontational. As leaders, we compensate by working harder and stepping in more. Or worse, we avoid the conversation altogether. Does that resonate with you?

When we keep avoiding important conversations, we teach our team that standards are flexible, and complacency can step in. The cost isn't just in performance; it's in relationships too.

There are three shifts leaders experience when they learn to approach feedback and meetings differently.

First, feedback becomes something people work through together, not something done to them. A clear, constructive feedback process gives leaders language and structure. Instead of vague hints or emotional build ups, conversations focus on behaviour, impact, and next steps.

One business leader we work with described the change this way:

"This approach to feedback helps me work with my team to be better, rather than feeling like I'm forcing my view on them. We're seeing real change, and my relationships with the team are stronger because of it."

Second, accountability moves from personality to process. Leaders no longer must rely on charisma, authority, or mood. Expectations are clear and follow-up is normal. Progress is talked about without blame. This reduces defensiveness and builds shared responsibility for results.

As leaders, it's easy to feel intimidated by the need to give feedback. We want to be empathetic and supportive, to get the conversation right, but we also need to see change.

The third shift is when we create a performance environment that has a clear plan, sets well-defined expectations, and maintains a rhythm of conversations that become part of the day-to-day.

Regular 1:1s provide direction and support. Team meetings that stay focused on the right things. Every meeting has an outcome with an action plan. They're not directionless catch-up conversations.

When we combine a fair and practical feedback process with a meeting rhythm that aligns support and direction with clear expectations, we see a culture shift in the business. Performance conversations become routine, not risky. Accountability feels fair, transparent, and human.

Download a copy of the Pragmatico Constructive Feedback Process **here**.

Download a copy of the Pragmatico Weekly 1:1 Meeting Process **here**.

Mark Pope
0416 111 454
mark@pragmatico.com.au
www.pragmatico.com.au

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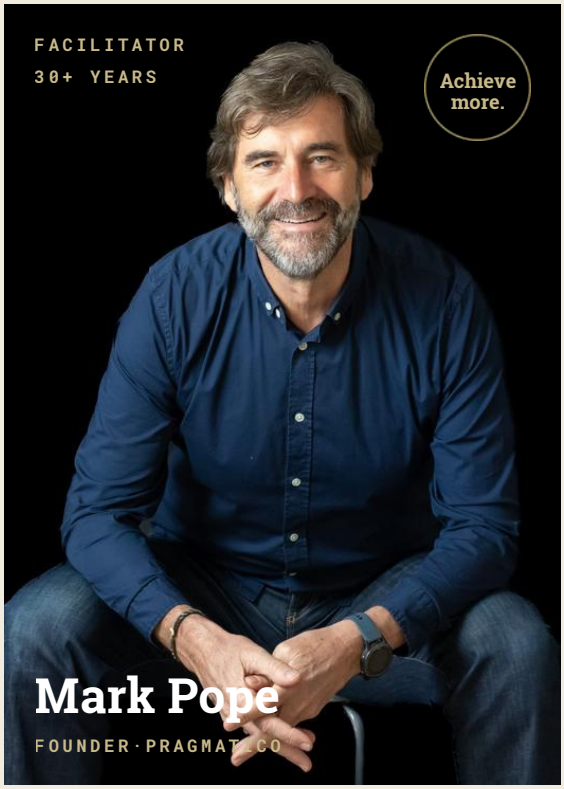
01 — THE LEADERSHIP ODYSSEY

Leading teams is harder than anyone admits.

A six-month leadership experience for middle managers under real pressure. Monthly masterclasses paired with confidential small-group mentoring — so insight becomes habit, and habit becomes how your leaders show up every day.

BOOK A 15-MIN CHAT →

DOWNLOAD BROCHURE →



02 / MASTERCLASS

90 MINUTES · MONTHLY · LIVE

Masterclasses

Each session tackles a real leadership challenge with practical tools and frameworks managers can apply the next morning.

- Building trust while driving performance
- Giving feedback without damaging relationships
- Managing underperformance with clarity
- Delegating without losing control
- Leading difficult conversations — up & down

03 / MENTORING

60 MINUTES · MONTHLY · CONFIDENTIAL

Small Group Mentoring

A facilitated, deliberately small cohort where insight turns into action. Talk openly about what you're navigating right now.

- Bring real situations, leave with next steps
- Practise new skills in a safe environment
- Receive guidance, challenge and support
- Stay accountable to your commitments
- Build a peer network of trusted leaders

04 What you will develop

i. Confidence to have difficult conversations

ii. Clear, practical accountability skills

iii. Stronger influence without relying on authority

iv. Trust with teams & credibility with seniors

v. Leadership habits that hold under pressure

"

Mark has not only inspired our team, he has uplifted our team spirit with direction that is positively impacting team dynamics and our organisational outcomes.

NED ZVER
CEO, MEDLOG OCEANIA

WA EVENTS **Premium**

11 JUN 2026

7:00 AM - 10:30 AM

MOUNT LAWLEY GOLF CLUB

BOOK AS A MEMBER

BOOK AS A GUEST

How to Exceed Your Customer's Expectations

with *Rik Baas*

You can have a great product and great people working for you. But it is only when your customers love the entire experience, that they will come back for more. So how do you influence customers to come back?

In this workshop, Rik will show you how to turn a customer into a fan of your business and how you can exceed their expectations. You will learn about the 5 behaviours that directly influence the customer experience. How you can measure these with AI. And I will help you apply them to your own business.

Learnings:

- The key formula to influence customer experience
- Experience how you can meet & exceed basic expectations
- Understand how AI can measure behaviours to help you succeed

WA **IMPACT Forum**

11 JUN 2026

7:00 AM - 10:00 AM

MOUNT LAWLEY GOLF CLUB

BOOK AS A GUEST

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

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 IMPACT as an external leadership team without the cost of hiring staff.

This is for business owners typically:

- Turning over $500k and aiming to reach $1M+
- Ambitious and growth-focused
- Looking for strategic conversations, not casual networking

Important: To protect the quality of the room, each forum table includes unique professions only and places are limited and invitation only.

Experience IMPACT Risk-Free
Backed by a 90-Day Money-Back Guarantee.

What to Expect

✔ Mastermind forums

✔ Networking opportunities; invest in your network

✔ Group mentoring discussion

✔ Deal tables

Take your business to the next level. We are each the sum of the five people we spend most of our time with – who's in your top five? Is it time to increase the quality of your network?

Take your business to the next level. We are each the sum of the five people we spend most of our time with – who's in your top five? Is it time to increase the quality of your network?

Connect with Perth's movers and shakers in this dynamic and unique business growth event, where you'll rub shoulders with like-minded and ambitious business leaders.

D32 provides a business growth platform helping business owners to achieve success and freedom.

✔ Amplified Bottom Line ($)
✔ Fast Track Acumen (Speed)
✔ Uncapped Opportunities (Growth)

WA EVENTS **Maximiser**

25 JUN 2026

7:00 AM - 10:00 AM

MOUNT LAWLEY GOLF CLUB

BOOK AS A MEMBER

BOOK AS A GUEST

BUSINESSNETWORK
THE POWER OF CONNECTION

IMPACT

INTAKE EVENT

FOR BUSINESS OWNERS DOING $500K+ WHO ARE STUCK GETTING TO $1M (AND KNOW THEY'RE THE BOTTLENECK)

WED, 24 JUNE **7:00 - 10:00 AM**

GROW BEYOND $500K. GET TO $1M.

AGENDA

7:00 — **COFFEE AND CONNECT**
Grab a coffee, reflect & connect.

7:20 — **OPEN – CALLING OUT REALITY**
Frustrated, too many hats, can't scale, inconsistent growth, hiring wrong people & no growth structure.

7:40 — **WHY YOU'LL NEVER OUTGROW YOUR CURRENT LEVEL WITHOUT CHANGING WHO YOU ARE**

8:00 —

ANDY FORD
"WHAT ACTUALLY GETS A BUSINESS FROM $500K TO $1M+ (AND WHY MOST DON'T MAKE IT)"

1. The reality of scaling
2. What actually works
3. Mistakes owners make
4. Why he's backing D32

8:30 — **STRUCTURED CONVERSATIONS**
Biggest bottleneck, cost to business & what worked/hasn't worked.

9:00 — **IMPACT SOLUTION**
Accountability, structured conversations, growth focus & deep connections.

9:30 — **OFFER: INCLUDES MONTHLY GROUP MENTORING**
Exclusive access to monthly mentoring with Andy Ford.

10:00 — **CLOSE**
Next steps & final words.

LIMITED SPACES - THIS EVENT IS BY INVITATION ONLY.
BOOK YOUR SPOT NOW.

REGISTER TODAY!

Step Up. Stand Out.

BECOME A D32 COMMUNITY EXPERT

Visibility and Recognition • Increased Brand Exposure • Knowledge Sharing
Increased Expert Credibility • Influence and Impact

Peter Butler DIGITAL MARKETING

Lorraine Garvie MINDSET & PERSONAL GROWTH

Nick Vague OUTSOURCING

Elisia Coetzee HR

Jeremy Hills SALES & MINDSET

Paul Claessen RECRUITING A-PLAYER TALENT

Kosala Aravinda AI

Adam Weaver INSURANCE & RISK MANAGEMENT

Donna West RESILIENCE

Petch Folvig IT

CONTACT US!

1

Design & Deliver a Winning Elevator Pitch

David Price

2

How Monster SMS Built a Self-Sufficient AI Organ

Kosy Aravinda

3

How to Subsidise Projects for the Home and the Business

Dave Sothern

4

The Psychology of Sales Conversations That Actually Convert

Jeremy Hills

5

The HR Mistakes Most Small Businesses Don't Mean to Make

Elisia Coetzee

6

How Smart Automation Helps You Win and Keep More Clients

Peter Butler

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From Tourism to Sun Protection: How Sunbella Built a Brand Women Love

D32 Business Network

What happens when a nurse sees a growing problem and a marketer sees an opportunity? In this episode of the District 32 Business Insight Show, Michael Worthington speaks with Kasey...

May 13 • 28 min 3 sec

How AI Can Save You Hours Every Week in Business | Christopher Murphy

D32 Business Network

What if the tasks taking you hours could be done in minutes? In this episode of the D32 Business Insights Show, Michael Worthington chats with Christopher Murphy from C-Solutions about th...

May 13 • 28 min 27 sec

From Bullied to Building Resilience: Turning Pain Into Purpose | Adam Przylula

D32 Business Network

What happens when childhood bullying, anxiety, and emotional trauma become the catalyst for building a movement that changes lives? In this powerful conversation, Adam Przylula shares...

May 13 • 27 min 29 sec

Scaling Through Acquisition: Lessons from Xceed Real Estate | Jonathan Marlowe

D32 Business Network

Jonathan Marlowe, co-founder of Xceed Real Estate, shares the realities of scaling a business through acquisitions, building culture, and evolving from a high-performing salesperson into a...

May 13 • 20 min 16 sec

LISTEN TO MORE EPISODES ON SPOTIFY

SPEED NETWORKING

ONLINE

05
JUN
7:30 - 8:30 AM AWST
9:30 - 10:30 AM AEST

09
JUN
1:00 - 2:00 PM AWST
3:00 - 4:00 PM AEST

19
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21
JUL
1:00 - 2:00 PM AWST
3:00 - 4:00 PM AEST

REGISTER NOW!

The Four Numbers That Changed How I See Websites

I was not born a web guy. I was a landscaper.

Like most business owners, I just wanted a simple website that would bring in enquiries while I got on with the real work. So, I hired the experts.

Three times.

And three times, I got it wrong.

Each version looked fine. Modern. Professional. Ticked all the design boxes. But none of them produced consistent leads. I spent thousands of dollars and had nothing to show for it.

That experience forced me to learn something most business owners never do. If you do not know your numbers, your website is guessing. And guessing is expensive.

There are four numbers that tell you whether your website is earning its keep or quietly costing you clients.

1. Total Visitors

If no one is landing on your site, you do not have a website problem. You have a traffic problem. It is like owning a shop with no foot traffic. Before you change colours or layouts, you need to know whether anyone is walking in.

2. Clicks on Calls to Action

How many people click your phone number? Open your chat? Start filling out a form? This shows interest. Many websites lose people right here because the next step is unclear.

3. Actual Conversions

Of the people who show interest, how many complete the action? This is where the truth lives. If visitors are starting but not finishing, something is breaking trust or creating friction.

4. Engagement Rate

How many people engage, as in take an action, such as clicking on a CTA (call to action), visit another page or do they leave without doing anything? (use to be called a bounce). A low engagement rate usually means your message does not match what they expected to find.

Most business owners do not track these numbers. I did not either. And that is why so many websites quietly underperform.

Clarity beats cleverness. Every time.

Your website needs clear entry points for different buyers. Some are ready to call, others want to chat or learn more. One option loses the rest.

Messaging matters more than design. If your words are vague, people won't act. Be specific, reduce friction, and speak to real concerns.

Then test and adjust. Small changes like a better headline or fewer form fields can lift conversions significantly.

I've seen this firsthand. One client had a visually strong site that produced zero leads. We simplified it, clarified the calls to action, and added a lead magnet.

Within weeks, enquiries returned, leading to a $270,000 long-term partnership. The site didn't get prettier. It became purposeful.

Don't rebuild your website until you understand what's happening inside it. Track, refine, and improve step by step.

A good-looking site that doesn't convert is a dead weight. A website that works as a system becomes powerful, steady, and reliable.

If you would like to understand what your website is really doing and where the opportunities might be, I am always happy to have a straightforward conversation about it.

Book a scoping session now.

Peter Butler
0481 613 997
peter@smarterwebsites.com.au
www.smarterwebsites.com.au

SMARTER WEBSITES
WEB SEO CRM

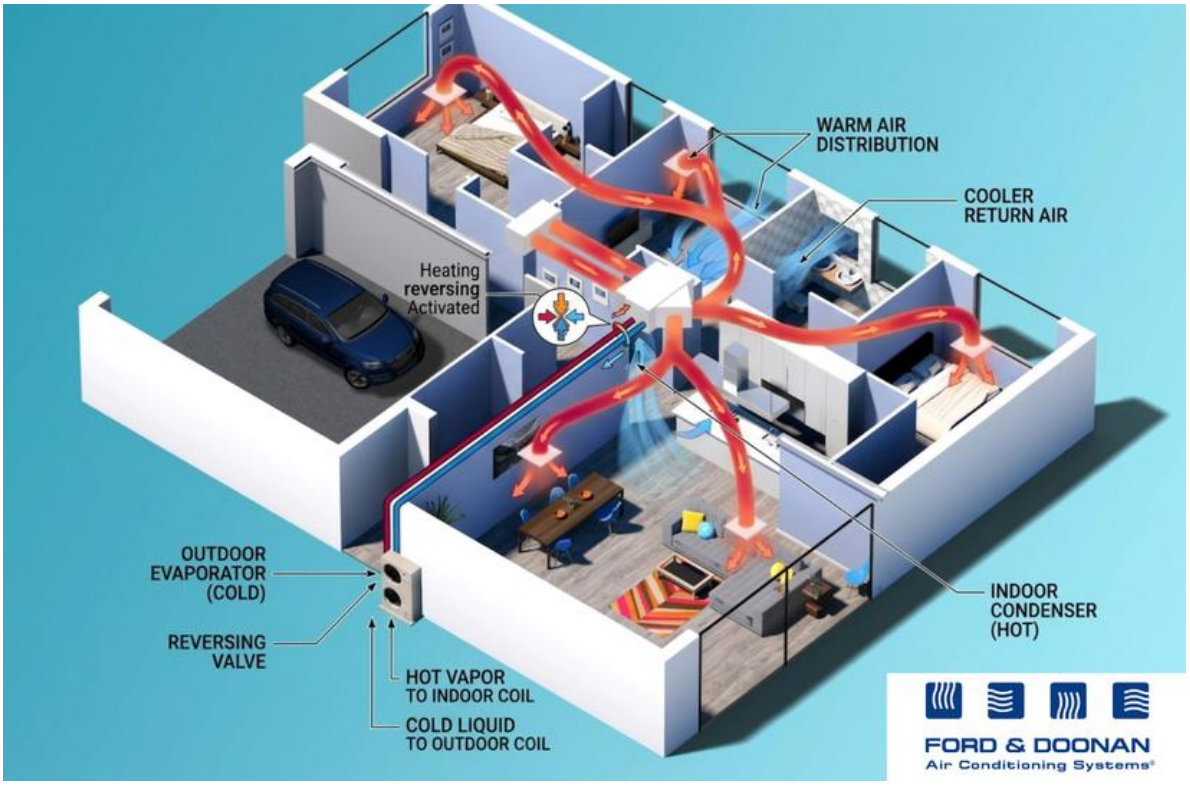
Why Your Air Conditioner Takes Time to Heat, and Why That's a Good Thing

When customers call us during a cold Perth winter's morning to say their air conditioner isn't heating, one of the first things we ask is: "How long have you given it to heat?" If it's been less than 10-15 minutes, we say "Just let it run its course and please be patient." And here's why we say this:

It's one of the most common misconceptions we encounter at Ford & Doonan, and I understand why. When you're cold, you want heat... NOW!

A more traditional gas flued heater, or a cheaper electric plug-in floor heater, provides heat very quickly. So why does reverse cycle air conditioning take longer?

A reverse cycle air conditioner doesn't generate heat the same way, it moves heat. In heating mode, the system extracts heat energy from the outdoor air - yes, even cold air contains some heat energy — and transfers it inside your home. It's a remarkably efficient process, but it takes time to build, and this takes longer the colder the morning is (or may never heat if the ambient temperature is close to or at 0°C).



When you first switch on the air conditioner, the refrigerant needs to circulate, the compressor needs to reach operating pressure, and the system needs to accumulate enough warmth before the indoor fan activates. Most quality systems have a built-in delay of three to ten minutes before air begins flowing into the room. This isn't a fault. It's the system working exactly as designed, protecting you from a cold blast while it prepares to deliver genuine, sustained warmth.

My biggest tip? Use the timer function. Set your system to begin warming your home 20 to 30 minutes before you need it. Work with the technology, not against it and it will rarely let you down.

Christian Ford
0413 585 169 | 9331 8800
christian.ford@fordanddoonan.com.au
www.fordanddoonan.com.au
FORD & DOONAN
Air Conditioning Systems®

The Power of Large Format Print

In an age where digital ads flicker past in seconds, large format print holds a kind of staying power that businesses can't afford to overlook. It's bold, it's physical, and it captures attention where you want to be seen. From banners to window graphics to vehicle branding, these larger-than-life visuals do more than decorate a space; they anchor your brand in people's memory.

Banners are one of the most versatile tools in the print world. Whether they're promoting a sale, marking an event, or simply reinforcing your brand presence, they offer high visibility at a low cost. Their size and placement make them impossible to ignore, and their durability means they keep working for you long after the initial investment.

Window Signage transforms your shopfront into a storytelling space. It's prime real estate, showcasing your brand identity, highlighting your services, or creating a sense of professional presence before a customer even steps inside. Good window graphics don't just inform; they invite you in.

Then there's Vehicle Branding. Mobile marketing at its best! Every drive becomes an opportunity for exposure. Every parked moment becomes a silent introduction to potential clients. It's one of the most cost-effective ways to build recognition through repetition.

Behind every banner, window decal, or vehicle magnet is someone who genuinely cares about how your business is seen. That's where I come in. As the person behind Digital Printing Pty Ltd, I'm hands on with every project, making sure your large format print not only looks sharp but feels true to who you are. I love helping businesses turn blank spaces into brand moments that are memorable, practical, and proudly local.

Large format print isn't just signage. Its presence, impact, and brand identity brought to life. It's your story on display, and I'm here to help you tell it with clarity and confidence.

Ready to make a lasting impression?

Sandy Cream

08 9403 3306

sales@digitalprintingoz.com.au

www.digitalprintingoz.com.au

digital printing

MAKE A LASTING IMPRESSION

Build a Business Worth Buying

You're working hard to grow your business; winning clients, managing your team, keeping cash flow healthy. But here's a question worth stopping for: are you building a business that's genuinely valuable, or one that only works because you're in it every day?

Most owners focus on revenue. It feels like the right measure of progress. Revenue alone, however, doesn't determine what your business is worth. Whether you plan to sell in five years or ten, the value of the business matters more than most people realise until it's too late to do much about it.

Three things worth building into your business now:

A business that runs without you. If everything depends on you, your business carries significant risk for you today and for any future buyer or successor. Strong systems and a capable team free you up to grow and make the business worth far more when the time comes to exit.

Diversified, recurring revenue. Over-reliance on a handful of clients or one-off work makes your business fragile. Spreading that risk builds resilience now and credibility later.

Clean financial statements and a clear growth plan. These aren't just things to tidy up before a sale. They're the foundations of a well-run business at any stage, and the first things a buyer, investor, or successor will look for.

Succession planning isn't just for owners on their way out. The earlier you start thinking about the value you're building, the more options you'll have, and the better the outcome when the time is right to exit.

Tony Monisse
08 6212 7200
tonym@brentnallswa.com.au
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WHAT THEY SAY ABOUT *Derek Ford*

Have you met Derek Ford from Fordsure Insurance? Here is what clients say about him:

'Derek and Beth are extremely helpful and genuinely care. They are fantastic people.'

'We believe Derek is unique in the Insurance landscape. We get so much more value than just our policy from him every year. We have, and will continue, to recommend him.'

'The level of service and advice I receive from Derek, I'd like to share that service recommendation with my network.'

'Always available, answers queries promptly, looks for the best cover for us, personally supportive, friendly, Informative, helpful, cheerful.'

Derek has an in-depth understanding of 'all things insurance' - so when you need support for any of your insurance needs, think of Derek. He really does provide advice you can trust.

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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

Turning Your “Big Idea” Into a Viable Roadmap

Starting a small business can feel like navigating a complex river system. The "pain" of going it alone is the risk of getting stuck in the reeds - facing financial exclusion or losing momentum because you lack a structured map. Without a mentor to guide you through the currents of cash flow and compliance, even the best ideas can struggle to reach the opposite shore.

Many Rivers provides free, long-term business coaching and financial support to help Australians who lack access to traditional business resources start and grow their own micro-businesses. Their services are primarily designed for those who identify as Indigenous, live in low-income households, or are currently receiving government income support.

Core Support Services

1. **Expert Guidance from a Local Leader:** Fiona Burton, the Microenterprise Development Manager for Many Rivers in Perth South in Western Australia, brings over a decade of hands-on experience. As a former small business owner and award-winning sugar artist, she understands the precision and dedication required to scale a venture from a "Big Idea" to a thriving reality.
2. **Bridging the Financial Gap:** Many Rivers offers a unique "rule" for funding: character-based microfinance. If you have the passion but lack the traditional collateral, Fiona can help you access loans based on your capacity and commitment.
3. **Long-Term Mentorship:** You aren't just given a loan and left to drift. The Many Rivers model involves "walking alongside" you for up to three years. Fiona provides the coaching needed to build a sustainable foundation, ensuring your business is "built with intention" and survives the test of time.
4. **Pro Bono Legal Advice:** Clients can access free legal support to ensure their business is compliant and protected.

Fiona Burton

0475 765 954 / 1300 MANY RIVERS (1300 626 974)

fiona.burton@manyrivers.org.au / enquiry@manyrivers.org.au

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Sample half-page ads:

Sample full-page ad:

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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 Hyper-plastic 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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D32 STATS - APR 2026

51,200
DIRECT CONNECTIONS

14,400
DATABASE SME PERTH

SOCIALS

TOTAL FANS/ SUBSCRIBERS	36K
IMPRESSIONS	439K
ENGAGEMENTS	7.3K
CLICKS	4.3K
VIDEO VIEWS	21K

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D32 Business Network

20/50 St Georges Terrace
Perth WA 6000

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