

# Business Focus

October 2014



## The spirit of enterprise



**BankSA**



**PHSIYOGA**  
A good idea.

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Sixth generation innovation.

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A long line of innovators.

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# Nick Reade

## Chief Executive

BankSA is proud to be a foundation partner of the Shaping the Future of South Australia program, established earlier this year in response to a widespread desire to see economic transformation in South Australia.

With low economic growth rates, high unemployment and further expected pressure on our manufacturing sector, this challenging environment calls for practical, action-oriented outcomes that will add to the State's economic vibrancy.

We have worked with top business, academic and community leaders to help build a plan - which ranges from the big picture ideas, to simple steps designed to improve productivity and the competitiveness of South Australia and its business community.

The Program released a series of 10 recommendations and BankSA is looking closely at the recommendation to "Unlock funding to grow South Australian Businesses". We are involved in a taskforce comprising government and the finance industry, to develop and implement an alternative financing program, such as a

partial guarantee scheme, to facilitate greater lending to the small business sector.

We, like other Program foundation partners, want to see actions that can, with proper political support and energy, be quickly implemented and make a real difference to both established businesses and innovators. There are, of course, longer term actions that need to be considered outside of the scope of Shaping the Future of South Australia's initial report.

Innovation and entrepreneurship are concepts rooted in our State's earliest foundations - we were established as a new idea that was developed by early English reformists during the 1830s.

The latest BankSA State Monitor shows a widespread feeling among consumers and businesses that we must support our existing and potential entrepreneurs to stop them moving interstate.

The survey results show that eight out of 10 South Australians, whether in business or not, believe we would benefit from





# Lindsay Hick

## General Manager Commercial and Business Banking

having a stronger culture of entrepreneurial encouragement and believe that being an entrepreneur is a key quality for a successful start-up.

In the interests of supporting our innovators and realising an array of economic opportunities, as a community we need to be regularly reviewing how we do things and identifying opportunities to improve.

What matters to South Australians matters to us at BankSA. Our reputation for strong local knowledge and expertise has crossed our State's borders, but it's South Australians we really want to help and fund to grow the State's prosperity.

At BankSA this year, we have been working on a new strategy to be rolled out in coming months. Key elements include:

- Creating a new and more progressive brand proposition for BankSA;
- Taking part in jobs growth initiatives by hiring more bankers, in particular in the areas of home lending and small business banking;

- Supporting youth unemployment with targeted initiatives;
- Upgrading the look and feel of our branch network and adding Business Connect video conferencing technology to a number of branches; and
- Helping small and large businesses access capital and, where we can't help, leading from the front with the Unlocking Capital for Jobs Program.

In South Australia we deserve to be positive about what we have and can do. Negativity is self-fulfilling behaviour, and negative public discussion simply discourages entrepreneurs and leads them to believe they need to leave the State in order to achieve their dreams.

This edition of BankSA's Business Focus looks at a variety of local businesses that show an entrepreneurial spirit, including Renmark's start-up, hand-crafted coffee roaster Arrosto; sixth generation Freeling farmers Corbin and Leighton Schuster; and the Chaffey Brothers Wine Company.

Each business profiled in this edition started with an idea, either in the distant past - in the case of the Schusters - where the latest generation is doing things a little differently; or in more recent years, as is the case with Callum Benda and his fiancé Lauren Scott, who decided to source and craft their own coffee beans after they struggled to find a really good brew locally.

We look forward to working with all levels of government, business, industry and community to help realise the potential of South Australia.



**Nick Reade, Chief Executive**



**Lindsay Hick, General Manager  
Commercial and Business Banking**

# Nurturing an entrepreneurial culture.

“What is clear today is that the cold, mechanistic, rationalistic models that economists have used to describe our world – and to prescribe cures for its ills – are not sufficient. Things like culture matter. Community matters. Trust matters. Dreams matter.”

So writes Victor Hwang, venture capitalist, entrepreneur and author in his book *The Rainforest: The Secret to Building the Next Silicon Valley*.

Hwang, whose firm grows start-ups and assists the development of innovation economies worldwide, is a believer in creating a culture that encourages business entrepreneurs and leverages connections to foster innovation.

An entrepreneurial spirit is something that's been at the core of South Australia since its earliest days as a free and experimental new colony and it's something we continue to value as a community.

Eight out of ten South Australians, whether in business or not, believe that South Australia would benefit from having a stronger culture of business entrepreneurship, the latest BankSA State Monitor survey shows.

Results show that both consumers and business owners believe entrepreneurship is one of the most important contributors to new business start-ups and having a strong small business sector is critical to South Australia's economic future.

The September 2014 BankSA State Monitor is the 55th in a series that has tracked consumer and business confidence in South Australia for more than 15 years.

Entrepreneurship ranks equal first in importance among business owners, and is listed in consumers' top three most important catalysts for new business start-ups.

Results also show that 80% of consumers, and 79% of small business owners believe that more needs to be done to encourage new business start-ups in South Australia.

Small businesses believe the top three most effective ways to build a more entrepreneurial culture are: low-cost start-up loans for new business ventures; more State Government support to help new businesses get established and grow; and training for those showing entrepreneurial qualities to start their own businesses.

The monitor results also show that consumers and business owners believe entrepreneurship is not an innate or inherited quality possessed by only a few. Instead, they believe that it can be nurtured via a combination of: formal education, starting at school level and extending into University/TAFE; mentoring; learning from other entrepreneurs; seed funding; innovation hubs and attracting entrepreneurs to South Australia as role models.

Both consumers and small business owners believe that entrepreneurship is important to establish a business, but not enough to sustain and grow a business.

The traditional '4 Ps' are also seen as important: good service and staff (People); good products and services (Product); good communications and selling skills (Promotion) and competitive offerings (Price).

However, the survey shows that consumers and small business owners believe established businesses must continue to innovate in order to grow, indicating that entrepreneurship is not just important at the start-up phase, but is also important to drive change, modernisation and adaptation as markets and competition change.

Both consumers and small business owners agree that an entrepreneurial approach to business requires several key factors:

- New ideas, combined with an ability to commercialise those ideas into saleable products and services.
- Plenty of energy and hard work.
- A 'can-do' attitude, and refusing to let obstacles and set-backs get in the way of achieving goals.
- Listening, learning, observing, taking advice.
- A desire to be better than, and different from, competitors in the same industry.
- Never losing sight of the importance of the customer experience.
- 'Rubbing shoulders' with successful entrepreneurs to understand the basis of their success.

The State Monitor results also show our small businesses believe that some of the most effective ways to build a more entrepreneurial culture are:

- Low-cost start-up loans for new business ventures.
- Training more South Australians to be entrepreneurial and start-up their own businesses.



- Having a strong mentoring program linking successful business leaders with young entrepreneurs.
- Having successful business entrepreneurs show how it is done.
- Teaching entrepreneurship in school and at TAFE and university.
- Creating innovation and entrepreneurship hubs like Silicon Valley, but in South Australia such as at the old Mitsubishi site at Tonsley Park.
- Teaching school students how to run a small business.

Supporting business growth has been at the heart of this year's Shaping the Future of South Australia program.

BankSA Chief Executive Nick Reade is a foundation member of the group which comprises top South Australian business leaders, academics and public servants, and which has developed a blueprint for action to drive the economy in a new direction.

"BankSA is a passionate stakeholder in the prosperity of this State," Mr Reade said.

"Recently we welcomed Premier Weatherill's announcement of \$50 million of funds to be used for partial guarantees on business loans which would be aimed at the engine room of jobs growth – small business and those who are looking at expanding or a start up with a sound business plan, but little security."

Mr Reade has also said recently that BankSA wants to play a bigger role than simply providing financial services to business and community.

"Youth employment is an area where we really want to make a difference and stimulate thinking among other local business leaders," he said.

BankSA plans to reintroduce its branch-based youth training scheme and the trial of a job-share arrangement which will see a mature-age banker matched with a university graduate.

The bank also wants to foster an entrepreneurial community and make a real difference to the State. Steps towards this are exercising its leadership in three main areas – as a thought leader, supporter of the community and via its banking operations.

Tim Waterhouse, mentor at South Australian Government-sponsored MEGA, a program to develop entrepreneurial skills and start-up businesses in the web and mobile device applications said the benefits of encouraging an entrepreneurial community were wide ranging.

They include:

- Economic growth – a diverse small business community is more sustainable, as it is less subject to the vagaries of labour costs, currency shifts, disruptive market shifts and global industry restructuring. South Australia is already principally a small business state and we should build on that.
- Employment growth – in a high cost location like Australia, the most sustainable jobs are those where there is value adding by smaller teams of smart and creative people to create

unique and premium products. The 2013 PWC/Google study on the "Startup Economy" identified that 540,000 jobs could be created in this sector in Australia by 2033.

As a parent, Business SA Policy Director Rick Cairney has built on some advice his own father gave him.

"My father told me to get a good education and then get a good job," Mr Cairney said. "I've also advised my children to do the same thing, but I added 'and start a business'."

Entrepreneurship and business is something, he personally, and Business SA would like to see integrated into the school curriculum. Business SA already fosters young entrepreneurs through its SA Young Entrepreneurs Scheme and its more recent 360 mentoring program.

But, Mr Cairney said, there are many good young people with innovative ideas and a lot of entrepreneurship and passion behind them, but they just don't know where to go in terms of bringing their ideas to life.

"If we're going to create jobs in the future, it's in small business and we have to get it into school so that they understand what it's all about and we encourage innovation and creativity and generation that 'gets it'," he said.

"It's also about supporting start-ups, growing existing business, creating jobs and growing exports."



# A good idea that wouldn't be ignored.

Physiotherapist Emily Smith spent two years trying to ignore a nagging and recurring business development idea before surrendering to the concept of combining physio, yoga and pilates into one practise.

The move gave rise to her popular Strathalbyn-based Physiyoga in 2011.

Her innovation and entrepreneurship were recognised in the Business SA 2012 South Australia Young Entrepreneurs of the Year Awards and The Advertiser Business Planning Award.

After graduating from UniSA in 2006, Emily was selected to take part in the 12-month Business SA South Australian Young Entrepreneur Scheme (SAYES), which helped hone important skills to develop and implement her business ideas.

"I'd been working in Strathalbyn for a while as a physio and then started thinking about offering yoga and pilates as well," Emily said. "I spent a lot of time thinking about it and trying not to do it, but it just wouldn't go away. It was always in the back of my mind."

After graduating, Emily worked for a year and then travelled to Nepal to do some volunteering.

"From there, I continued on to India for nearly five months, training at the internationally recognised yoga school Yoga India and I've since returned to India for further training," she said.

"I really believe in continuing to learn at every opportunity."

Since opening in 2011, Physiyoga has gone from strength to strength, expanding from a single room for treatments and a hired space in the local community hall for classes, to now having its own location with two treatment rooms and a fully equipped space for group yoga and pilates classes, which opened last year.

"I went on maternity leave and clients were asking me when I was coming back to work and so eventually I did and that idea was still there and we've been busy ever since."

Working with two other physiotherapists, Emily said Physiyoga aimed to offer a holistic and exercise therapy approach to health.

She said the two sides of the business fed off each other, with clients coming for physiotherapy and continuing on to take pilates and, or yoga classes.

Emily said parenthood, combined with starting, managing and growing a business made for a busy life, but she said she wouldn't change anything.

"Everything I've done has given me not only the right foundation to practice physiotherapy but also a passion for lifelong learning.

"It's also given me the drive to pursue further study and the ability to be resourceful and seek out new learning opportunities."

Emily said she hopes to keep building her skills and would like to work with elite athletes in the future, and offer yoga and pilates workshops and retreats.

"That's what I'd like to see in the future, but building my team in the past year has been a big focus and I want to expand at a manageable pace, and I also want to build my skills as a business person and a business manager."



**How BankSA  
has helped...**



Emily has been banking with BankSA since she was a school student and said it made sense to continue the relationship. “My business manager is really supportive and is really good at keeping in touch,” she said.





L-R: Corbin and Leighton Schuster.



**How BankSA  
has helped...**



# Sixth generation farmers keeping up with innovation.

Corbin Schuster's family has been cultivating the same piece of farmland in Freeling since the 1870s, and while some farming traditions remained the same since his German ancestors bought the first 80 hectares, plenty of others have changed.

Corbin and his younger brother Leighton are part of a new generation bringing a fresh approach to land management and production, and they are keen to share information and keep themselves on top of latest developments in the industry.

The pair realises that in the interests of the continued and sustainable success of the family's 200-hectare operation, they must network and find new ways of dealing with old problems, Corbin said.

The brothers are also representative of the upcoming cohort of highly connected farmers who have a social and community conscience.

Corbin was one of six young Australians selected to take part in last year's Global Youth Ag Summit, held in Canada, which examined potential agricultural solutions for feeding an increasingly hungry planet.

"It was a great experience to network with people from around the world who share a similar passion," he said. "The shared vision was to increase sustainable

access to nutrient-dense food for worldwide populations," he said.

"We found that sometimes the solution doesn't have to be very complex to be successful."

As fodder producers, the largest part of the business is devoted to its hay production, followed by straw. Their product is sold locally as well as exported to Asia, which is a growing market they want to focus on.

He said the rate of technology-led change that has occurred on-farm in recent years had been enormous, to the point it was difficult to predict what innovation would bring in the next five years.

"The increase in labor productivity in the past few years is incredible and thanks to technology we can optimise output," Corbin said. "You can do more with less."

"It's interesting that technology has helped to increase the longevity of the average farmer – it's no longer all about physical work and long hours. The average farmer in Australia is nearing 60, but thanks to new machinery and technology they can achieve the same productivity and greater profitability as a 30-year-old by working smarter, not harder."

"That's largely down to the smart phone – it

means you can be out in the field, out on your tractor and you have a computer in your hand, a computer that can almost do anything, from keeping abreast of the global grain markets, to checking electronic versions of chemical labels.

"We can use computers to guide management of the farm – everything from your crop rotations, to soil nutrient and water levels. And then there's the machinery that's faster and more efficient."

Keeping abreast of changes and developments is essential to the new breed of farmer who wants to remain in the industry and be successful.

The fact the property had sustained generations of the family was testament not just to hard work, but also to the reliability of the Freeling area, Corbin said.

"We're also lucky to be a good family unit. Working closely with my father, mother and brother means you have other opinions, a new set of eyes and you're all working for your own benefit, to improve the land for now and also for future generations."

"This is a living farm and we want to build up the farm for our children if they want to come home one day and keep it on."

Mr Schuster said BankSA understood their needs and the pressures of farming and their local manager was always accessible. They have been with the bank for the past 30 years and enjoy a positive relationship.





# Core values help young entrepreneur realise outstanding growth.

It's been a busy few years for SA Construct managing director Jarrad Morgan.

In 2008 he graduated with honours from UniSA where he studied Construction Management while also working part-time on the Outer Harbor grain shipping terminal.

Just three years later, in 2011, he started his own business SA Construct which now has 60 employees and has undertaken work on some landmark local and interstate projects.

The firm has worked on a major radio telescope facility, a series of government and private projects and recently won a \$2.5 million contract to clad the new Royal Adelaide Hospital – not a bad effort for someone who is yet to celebrate his 30th birthday.

Topping off his success, 27-year-old Jarrad

received the 2014 SA Young Master Builder of the Year award and the business received the Master Builders Association 2014 award for 'Excellence in Cladding'. This award was for its work on the 101 Pirie Street, Health Partners project which required extensive in-house design using latest 3D drafting.

While he said receiving the awards was a significant personal and professional milestone, he was also quick to acknowledge them as a whole company achievement.

"I can tell you if it wasn't for the hard work and dedication of our employees, we wouldn't be where we are today," he said.

"I always wanted to have a go at running my own business and I decided to give it a go because my drive was to be a building contractor who could complete works in-house

and not have to rely on sub-contractors.

"Over the first year I found my feet and began to specialise in installing external cladding systems which now represents 100% of our business. It's gaining in popularity, there are lots of innovative materials and they give a great look to a project."

Proud of the team he's built, Jarrad said his workforce has grown steadily from 12 in the first year and is now nearing 60. The firm also has a cutting edge, state-of-the-art manufacturing facility at Camden Park, which caters to the size and sophistication of projects it now undertakes.

Jarrad said the first major job he completed was work on the CSIRO's Australia Square Kilometre Array Project, an international radio telescope facility in remote Western Australia,



**How BankSA  
has helped...**





followed by several On the Run projects around Adelaide.

"We're now working on landmark projects across Adelaide in addition to the new hospital, such as the Mayfair Hotel, Ibis Hotel and the Churchill North, Cumberland Park and Brickworks shopping centres.

"And the good news is that South Australia has a lot of exciting programs coming up and there will be plenty ahead in the CBD."

Jarrad said he owes his success to a combination of the quality, loyalty and professionalism of his employees as well as his own entrepreneurial qualities, enthusiasm for continual learning and passion for the construction industry.

"Many employees have been with me since

the start and several have grown with the company and stepped up to management positions," he said.

"A good company is a team. A good company is a group of people reaching a common goal. By having a happy team that values their position and values the company, we've been able to expand at a rapid pace.

"My approach is to be the easy-going, fresh, active and innovative company and use it to my advantage over the older companies that have their old set ways of business which can sometimes develop into stubbornness for change."

Revenue has mushroomed as a result of this approach, although he admits that cash flow has been a challenge at times, as it is for many businesses.

"You are often dealing with large sums of money and large payment terms that are never paid on time," he explains. "Further to this, the industry has a large Christmas shut-down period where no money comes in but a lot of wages go out. This pushed me to the edge in my first year."

But by sticking to its core business objectives: providing outstanding service to clients; producing high quality products that meet client needs and functions, and providing safe systems and achieving occupational health and safety goals, growth has been not only possible, but also impressive.

"BankSA has helped our business by providing necessary equipment finance, overdrafts, offshore transfers and bank guarantee facilities, in addition to the day-to-day support and general trading." – Jarrad Morgan



A portrait of a man with short brown hair, wearing a blue crewneck sweater over a blue and white striped collared shirt. He is looking directly at the camera with a slight smile. The background is a solid blue color with a few out-of-focus white lights in the upper right corner.

**Communication**  
is part of any  
good relationship.

L-R: Ben Chapman and Sam Clarke



**How BankSA  
has helped...**



# igateway

Growing up in Adelaide in the 1990s, Chris Marciano showed the entrepreneurial spirit early on.

"I started doing freelance IT support while still at school," he said. "I was doing what seemed to be at the time pretty complicated stuff, but I had a knack for it and it was something I was really interested in."

When he left school, Chris started working with an internet service provider in a business that was eventually bought out by a larger carrier.

Several clients Chris had been working closely with asked to stay with him and his internet service provider, Access Digital Networks, was created on that foundation.

"We had a business that worked overnight," he said.

Once Access Digital Networks was established and operating successfully, Chris turned his attention to growing his IT consulting business, Interactive Gateway Australia.

"Interactive Gateway Australia has seen very steady growth since about 2001," he said. "We have 12 employees and an office in Melbourne. Every customer we bring online in one business, in one way,

shape or form also uses the products and services that the other business offers.

"The single largest difference between our two businesses and others in our field, is that we operate a service provider arm in a true wholesale/retail service provider sense, while still operating an IT and communications consulting business."

Both businesses are currently experiencing significant growth and have employed new staff in recent months.

"The IT consulting side has been the main focus and there's a lot going on, including voice-over IP and bleeding edge phone systems – the very newest systems, virtualisation and cloud/hosted services.

"I definitely see this as a growth industry. It's always interesting, there's always something happening, changing, getting better, no one day the same as the other."

In addition to passion and ability in your chosen field, Chris believes several other key ingredients are critical to creating and sustaining a new business.

No matter what field you work in, he said, hard work and persistence were critical.

"An entrepreneurial spirit is important, but you also need to get the right people on board – that's a key. In my field it's

hard to find someone with broad industry knowledge who can also communicate well with clients and who can explain things in a non-technical way – you have to get away from the jargon.

"You also need to be flexible, and I also see the building and maintaining of relationships as vital. You have to understand what your clients need – sometimes before they do and the importance of pre-sales engineering to ensure the delivery of a particular service is even possible and can be met and to the customers satisfaction is absolutely vital to the growth of the businesses."

Time management is an important factor and something Chris says he's had to refine with the recent arrival of his first child.

"There's a lot to keep on top of when you have your own business and you need good people around you," he said.

"This is a great industry and a great time for our two businesses and the team."

The fast-paced and ever-changing world of IT&C provides a wealth of opportunities for anyone with a passion for keeping abreast of rapid change and an ability to apply solutions to customer needs, he said.

Chris said he joined BankSA 18 months ago because we wanted someone who was local, responsive and who could understand the local climate. "It's great to be able to deal with one person who is local."





**How BankSA  
has helped...**





# Red hot blend of passion and craft.

Riverland foodies Callum Benda and Lauren Scott believe passion, focus and hard work are among the top ingredients needed to create and grow a successful enterprise.

Within three years of starting Arrosto Coffee, Callum and his fiancé Lauren had received accolades at the Australian Golden Bean Coffee Awards, including a silver medal for their single origin espresso.

Their high quality, aromatic hand-crafted blends have attracted not only a loyal local following, but the pair also supplies outlets and cafes around South Australia and are attracting mounting interest interstate.

What makes the couple's growing success even more remarkable is that both still hold down other jobs. Callum is a carpenter and Lauren, a physio, yet they still find the time to develop and grow their Arrosto enterprise.

"I do the roasting and Lauren does the rest," Callum said. "It's busy – but we love it and with the income we make in our other jobs, we put back in to developing the coffee business. When you have a passion for what you do, you

don't mind putting the extra work in."

Arrosto was born out of their shared enjoyment of great coffee, but a lack of reliable local sources.

"For me - my love for good food and coffee - I think, it all started with my parents. They've always been into good food, both are teachers and my dad is Chairman of Food Riverland. Growing up they'd always be taking us out to nice places and we grew up with an appreciation of good food."

In 2011, once Callum and Lauren decided they wanted to take a leap and roast their own coffee, they imported a fire engine red coffee roaster from Turkey and enlisted the help of Adelaide Master Roaster Basil Papas.

"It was important to have input and to learn from an expert like Basil. He worked closely with us to develop and refine our roasting knowledge and skills. It's a real craft and a science. Getting that kind of advice was really important."

The Arrosto roasting facility has been set up at the back of the couple's home, the historic

renovated former local fire station, a fact which has inspired blend names including Firehouse Blend and Ladder 59.

Good coffee, Callum maintains, is like a good wine in many ways.

"Of course taste is crucial, but different areas also have different palates. Riverland customers like a good, strong, clean cup of coffee, while in Melbourne they like floral fruitiness, something a bit lighter."

Buying quality green beans results in a better outcome and Callum strives to buy the best, freshest product possible.

With the Arrosto business experiencing steady success, Callum and Lauren aim to establish a larger roasting and training facility for customers.

Also, in the next few years and in keeping with the region's well established food culture, they hope to cater to an increasingly sophisticated tourism industry by opening a relaxed '100 per cent Riverland' food venue offering the best coffee, roasted on site, craft beers and wood oven pizza.

Callum has banked with BankSA since he was a primary school student. "Our local manager knows us, he knows our business and understands us and what our aims are, and gives us really good advice."





L-R: Daniel Chaffey Hartwig and Theo Engela.



**How BankSA  
has helped...**





# A long line of innovators.

Barossa winemaker Daniel Chaffey Hartwig comes from a long line of entrepreneurs and is keeping the family tradition alive via Chaffey Bros. Wine Co., which he runs with his brother-in-law Theo Engela," he said.

His Canadian-born great great grandfather, William Benjamin (WB) Chaffey, and his brother George arrived in Mildura in 1886, where they established the first irrigation scheme in Australia. Following great success with irrigation in California, the Chaffey brothers were approached by Victorian Premier Alfred Deakin, who was under pressure to open up more land for farming and settlement.

Two years later WB established Chateau Mildara, the cornerstone to what is now Australia's largest wine company Treasury Wine Estates.

During the 1950s Daniel's great uncle Ben started McLaren Vale's Seaview Wines.

"It's definitely in the genes," the Barossa born and bred Daniel said.

He was immersed in the wine business from an early age and spent 11 years working as a wine consultant to some of Australia's leading winemakers.

I started Chaffey Bros. Wine Co. in 2008 – it was a lifelong dream and in 2012 I was joined by my brother-in-law Theo Engela," he said.

"We want to introduce Barossa and Eden Valley wine to a new audience by challenging them through modern wine styles and fun story-telling.

"From a product perspective, we're showing both the masculine and feminine sides of the Barossa by making some elegant and sophisticated red wine styles as well as highlighting the cooler-climate Eden Valley for its unique ability to produce both crisp, minerally white wines and elegant complex red wines."

From a branding perspective, the pair has deliberately developed products that stand alone as a brand and each tells a compelling story about varietal characteristics, the region and its history or its vineyards.

"We haven't gone down the traditional cellar door route and sell predominantly through restaurants and wine bars both locally and nationally," Daniel said. "It's important to get in front of people, say at a restaurant or a café, and then they can find us at either a larger retailer or one of the small independents,

depending on the brand."

Distribution could have been a hurdle, but the pair was "blessed to partner early-on with Australia's pre-eminent national wine distributor Samuel Smith & Son".

From an international perspective, Daniel and Theo are inspired by the great wine producing regions of the world. Chaffey Bros. Wine Co. has partnered with like-minded family wineries in Italy, Spain and Argentina to bring the most exciting wines from our travels to Australia under the Chaffey Bros. Wine Co. alter ego company 'Gitanos Errantes', which translates to 'wandering gypsies'.

Daniel and Theo believe that taking consumers on an emotional journey, challenging them to expand their horizons and then surprise with value for money helped build a successful brand.

"It's also important to stay true to your 'brand DNA' and spend as much time as possible on where you add the most value. For example, partnering with someone else who enjoys the time and capital-intensive business of distribution allows us to carry on the business of delivering high quality products at great value."

"Wine production has a famously poor cash-flow cycle, while predicting demand as far as 18-24 months in advance is an ongoing challenge. Growth is expensive for a fast-growing and young business, and the mismatch of capital flows calls for an understanding and supportive bank. We've been with BankSA since 2009 and were really helped to get started. They had the answers and advice, and have helped us expand significantly over the past three years." – Daniel Chaffey Hartwig



A full-page background image showing two men in business suits shaking hands in a high-rise office. They are silhouetted against a large window that looks out onto a city skyline at night, with many skyscrapers illuminated. The scene is reflected on the polished floor.

# Freeing up cashflow for business.

For many growing businesses, cashflow can be tight due to the demands of day-to-day activities.

BankSA's cashflow finance facility, Invoice Discounting, allows you to free up cash to help grow your business by borrowing against outstanding invoices, stock and/or plant and equipment.

This enables greater flexibility and control over your business activities, without being affected by irregular cash flow. As sales and debtors grow, so do available funds.

BankSA Senior Trade and Cashflow Finance Manager, Mr John Hatziyiakoumis said that businesses were increasingly utilising this method of finance to manage and grow their business.

"It is important for businesses to be able to effectively manage

their cashflow, not just for day-to-day activities, but to stay agile and competitive in the marketplace, and to continue to grow."

"Invoice Discounting is also a useful tool for businesses that experience seasonal fluctuations, providing a line of credit without the need for real estate security," said Mr Hatziyiakoumis.

"This can be a practical and appealing option, especially for small and medium enterprises."

A range of businesses including wholesalers, manufacturers, distributors, importers, labour hire and other professional services can benefit from this tool.

BankSA's International Trade Finance services are also useful for businesses that operate in fast moving global markets, helping importers and

exporters finance their working capital.

"We can provide end-to-end solutions that enable businesses to purchase goods from an overseas supplier, for example, and then sell their product to local and offshore buyers."

By converting trade finance into receivables and then having access to Invoice Discounting, a business is able to obtain additional working capital through their 'value adding' process.

"It's about extracting greater value from their balance sheet assets," said Mr Hatziyiakoumis.

To find out how BankSA can help you manage and grow your business, visit <http://promos.banksa.com.au/cashflowfinance> or contact John Hatziyiakoumis on (08) 8424 4586.



# We're backing SA business.

With a variable rate of  
**5.85%<sup>\*</sup>**  
p.a.  
on business loans  
residentially secured.

With a variable rate of 5.85% p.a.\* on business loans residentially secured, it's time to put your business plans into action.

Visit your local branch or call 1800 804 411 to help your business take-off in 2014.



Conditions apply. Fees and charges apply and are available on request. BankSA's normal lending criteria applies. \*The variable rate of 5.85% p.a. is current as at 4 September 2014. This is a 1.37% p.a. discount off the Business Loan Rate for the life of your loan. This discount will only apply for new residentially secured loans applied for between 14 September 2014 and 30 April 2015 for loan terms up to 15 years and loan limits up to \$1,000,000. Approved facilities must be settled and drawn by 30 June 2015. For other security types, additional margins may apply. The BankSA Business Loan is for Business purposes only. To apply, or for further information, please speak to your nearest branch or call 1800 804 411. BankSA is a division of Westpac Banking Corporation ABN 33 007 457 141 AFSL and Australian credit licence 233714



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Business Focus is produced by BankSA's Communications Department. Readers' comments are welcomed.

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