

Linda Hailey Business Profile

Keynote Speaking

Linda Hailey established Hailey Enterprises Pty Ltd in 1990 as a consultancy business specialising in strategic planning and marketing for small business. In recent years a large percentage of her work is key note speaking presenting at conferences and seminars ranging from marketing and business growth to customer service, technology and branding. She is well known for her practical approach and her ability to relate to the small business market. Past clients include:

- **News Limited**
Presented 25 “Winning the Marketing War” seminars for small businesses in Western Sydney, Brisbane and the Gold Coast.
- **Officeworks**
Appointed Officeworks small business expert for Tax Time 2012; developed and presented a series of in-store customer workshops in New South Wales, Queensland and Victoria
- **HICAPS**
National tour presenting “Winning the Marketing War” to health professionals across Australia
- **ODMA (Optical Dispensers and Manufacturers Association)**
Developed and presented “Tricks of the Trade for Success” a key note address for independent optometrists at the Annual Victorian Congress. Following the presentation, facilitated a panel session with five successful practitioners
- **Australian Funeral Directors Association**
Developed keynote presentations for three annual events. “Winning the Marketing War” for the NSW Annual Conference, “Maximising the Female Factor” for Women in Funeral group seminar and “Image and Brand – Make Your Mark” for the AFDA annual conference.
- **Caravan & Camping Industry Association**
Presented keynote sessions on “Tourism Industry Trends”, “Winning the Marketing War”, “Business Planning” and “Catching and Keeping Customers at the 2008, 2009, 2010 and 2012 Annual Conferences. Also presented Vision Planning workshops for trade delegates at the 2009 Annual Conference.
- **Kochie’s Business Builders Boot Camp**
Chaired panel discussions on Marketing and Business Growth, presented a plenary session on Marketing for small business and conducted individual “brains trust” sessions with small groups of business owners.

- **Australian Federal Government**
Developed and presented a session on Practical Marketing for the Australian Government's Home Based Business One Day seminar program which was presented in all states of Australia and culminated in a Home Based Business Expo.
- **Retail**
Linda has worked with a large number of retail outlets in metropolitan and regional areas. Her "Tricks of The Trade for Retail" workshop has been presented for Retail Traders Association NSW, the NSW Department of Industry & Investment and Shire Councils throughout NSW, Victoria and Qld.
- **Not for Profit Retail organisations**
Linda has worked extensively with retail outlets and commercial divisions attached to "not for profit" organisations including The Wilderness Society, Lifeline, St Vincent de Paul Society and Botanic Gardens. She has presented at NACRO and Lifeline conferences and delivered retail workshops for a retail staff and volunteers
- **Regional**
Linda regularly presents practical seminars for businesses in regional communities, recent presentations include "Winning the Marketing War" and "The Science of Shopping" in Karratha, Lockhart, Mackay, Morisset and Armidale.

Online Learning

In 2012 Linda developed and delivered an online learning program for the University of NSW Science Faculty: School of Optometry. This ground breaking 14 week course was designed to give graduate students an understanding of the principles behind the operation and marketing of a practice. Sixteen students from Australia, Canada, China and Singapore enrolled and all passed the program. This Program is running again in February 2013

The project involved:

- **Content**
Developing concepts and teaching methodologies for the program. Developing content, PowerPoint presentations, a student guide and assignments for 12 webinars. Developing keynote presentations for two full day sessions held as a part of the course at the University
- **Webinars**
Presenting 6 webinar topics on how to analyse and review a practice
Presenting 6 webinar topics on how to develop strategies for building and marketing a practice
Interviewing industry experts that appeared in each webinar
- **Debrief and Presentation Days**
Facilitating two full day sessions for students, mentors and industry experts
- **Marking and mentoring**
Marking assessments and mentoring individual students through the program
Providing feedback to students via the University Blackboard

Consultancy Projects

Consultancy projects range from phone mentoring of regional businesses to developing strategic business or marketing plans. In 2006 Linda launched Vision Planning, a new approach to planning that is faster and less expensive than traditional methods.

Recent consultancy projects include:

- **Bent on Food – Wingham NSW**
Developed a Vision Plan for the award winning Bent on Businesses to launch their new cookery school as well as consolidate and build revenue from their cafe, Bent on Food and homewares and gift store Bent on Life.
- **Cudgegong Gallery – Gulgong NSW**
Developed a Vision Plan for a leading Australian ceramics gallery to increase their profile in the tourism market, generate online sales and build their reputation as specialists in emerging artists in ceramics and three dimensional artworks.
- **Work Health Safety Matters – Crows Nest**
Developed an initial Vision Plan to assist the owner relaunch the business following the dissolution of a business partnership. As the business has grown, worked with the owner on a regular basis to review goals and develop cost effective marketing and staffing strategies.
- **MRA Dancing Pty Ltd – Castle Hill**
Worked with a young entrepreneur throughout the start up phase of developing a state of the art dance studio. This project included researching and selecting the location, finding a property, overseeing fit out and developing strategies for initial launch, ongoing marketing and promotions. This business has been successfully operating for 4 years.
- **Wade Burns & Associates – Fairfield and Parramatta**
Consulted with one of NSW's leading conveyancing companies to build their western suburbs practice. Following this project, worked with the client to develop and launch Australia's first dedicated online conveyancing website - mypropertyexchange.com.au
- **Precision Physio – Surry Hills, Condell Park, Concord, St Marys**
Developed a Vision Plan for two entrepreneurial physios who wanted to work "on" rather than "in" their business. This project focused on the structure of the business, staffing, image, branding, product development, cross promotion and proactive marketing.
- **Dhinawan Dreaming – Ocean Shores NSW**
Developed a Vision Plan for an aboriginal owned business specialising in educational programs, cultural workshops and keynote speaking. This plan resulted in a clear product mix for the business, achievable business goals and a rebranding of the business including development of a website and marketing material.
- **Digital Chameleon - Sydney**
Developed a Vision Plan for a consultant specialising in digital media. This client is a recognised world leader on digital media and wanted to market her training and strategy development services to major advertisers, media companies and publishers. The plan helped her develop a distinctive product mix which has been successful in both Australia and New Zealand.

Tourism Projects

Through her work in regional areas, Linda has developed a keen interest in tourism development which has led to a number of workshop and consultancy projects. She was a member of the State judging panel of the Tourism NSW Awards for Excellence from the 2003 to 2011. Tourism Projects include:

- **Tourism NSW**
Developed and presented customer service and marketing workshops for tourism operators in Cobar, Lord Howe Island and Louth/Bourke
Developed and delivered a marketing training program for Tourism NSW staff and representatives of Regional Tourism Organisation's
Presented customer service and marketing workshops for The Growing Together Program which toured regional NSW visiting Broken Hill, Wellington, Jamberoo, Jindabyne and Batemans Bay
Developed and presented workshops in 2004 - 2009 on creating a winning tourism award submission. These workshops were presented in eight locations across NSW
- **Blacktown City Council**
Developed tourism and branding strategies for a newly formed network of tourism operators in and around the Blacktown area. Cluster members included major attractions such as Featherdale Wildlife Park along with accommodation providers, food outlets and small tour companies. This project recommended a structure for the network, identified target markets, developed a product mix and market positioning for the group and recommended strategies for marketing the Blacktown area
- **Macquarie Valley Tourism Cluster**
Worked with a group of small tourism operators from Dubbo, Narromine, Trangie and surrounding areas who wished to form a "cluster" to capitalise on tourism potential from increasing numbers of travellers to the area. This project included facilitated planning sessions with interested operators and development of simple strategies which would increase revenue for the cluster members. This project also recommended funding and operational strategies for the group
- **Booderee National Park – Jervis Bay**
Developed a marketing plan to launch a planned fee restructure and promote the benefits of this unique National Park. This project involved team planning sessions with front line staff from the visitor information centre and entry gate to help them develop a common set of messages which could be used when explaining price changes or promoting the park to locals, campers and tourists.
- **Mudgee Region Tourism - Mudgee**
Reviewed the Mudgee Tourism Strategy to identify any gaps in the plan or areas where strategies needed to be changed or updated.

Developed a report detailing observations and recommendations outlining strategies that needed modifying to tap into new markets, promote new products or deal with competition or market changes. In 2010 developed the Tourism Strategy and planning document for Mudgee Region Tourism Inc.

- **Karuah Township - Karuah**

Conducted an assets review of this riverside town that was keen to attract tourists to experience the local scenery and oyster industry. Developed a strategic plan designed to develop and improve tourism products and market the town in the future.

Business Achievements

- Developed a marketing action plan for a toy retailer faced with falling sales and morale following the recession and introduction of major toy retailers World 4 Kids and Toys 'R' Us into the Australian scene. A low budget refit and repositioning as a specialist retailer saw an immediate significant increase in sales and enthusiastic customer feedback.
- Conducted a series of business planning consultancies over a six year period for a business targeting the payroll industry. The consultancies assisted the business owner to develop membership, training and outsourcing divisions to supplement the core business of employment consultancy and payroll association. During the six year period the business developed from a small operation with one full time staff member to a multi-million dollar company with 27 staff in Sydney and Melbourne.
- The development of a Township Marketing Plan for a community in Northern NSW that traditionally focused on its local retiree market. The town was picturesque with great appeal but only traded until 12 o'clock on Saturdays. The plan identified a key opportunity to attract tourist dollars from a nearby town which was experiencing a tourism boom. The project has motivated local retailers to upgrade their product ranges and window displays, undertake barista training and enrol in customer service programs so they can actively target this new market. Since the project a number of businesses are now opening 7 days and are seeing an increase in revenue.
- Creation of a business plan to launch a recently retrenched executive with no business skills into a consultancy business specialising in competency based training. In the first year of operation the business owner achieved a turnover of \$250K and in year two sold the business for a healthy profit and is currently running a similar operation in the United Kingdom.
- The complete relocation and repositioning of a retail outlet for a not for profit organisation. This consultancy took the retail outlet from a dark, dingy outlet where they faced an uncertain future, to a CBD shopping mall, which has significantly boosted turnover and allowed the retail outlet to provide profits in excess of \$100,000 for their organisation.
- Commissioned to write a book on small business marketing by publishers Allen & Unwin. "Kickstart Marketing" was released in September 2001
- Undertook extensive research which identified four predictable growth phases of small business. This research forms the basis of a new book called Your Business, Your Future How to predict and harness growth which was published in June 2006
- Invited to join business TV program My Business in 2006. Linda is now the regular small business expert on "Kochie's Business Builders" which runs on Channel 7 Sundays at 10am.

- In 2012 Appointed Adjunct Senior Lecturer at University of NSW presenting Business Skills program for the School of Science, School of Optometry
- Several clients have been recognised for their achievements in small business and technology awards. Some of these awards include
- Unitech –Small Business Operator of the Year in the Illawarra Small Business Awards
- Balloons & Blooms - Winner of Telstra Small Business Award in the “Companies with less than 5 employees” category
- ASP Converters - Winner of the Yellow Pages Innovations E Business Grant
- Accelerated Collection Services – Winner of Australia Post Marketing Award
- Tri State Safaris – winner of 2 NSW State Tourism Awards 2006 and National Tourism awards in 2008, 2009, 2010, 2011 and 2012.

Linda Hailey – Personal Profile

Linda Hailey is a small business consultant, speaker and author who passionately believes it's time we took the mystery (and megabucks) out of marketing and strategic planning for small business.

Her extensive career in advertising and marketing started with a press advertising cadetship at Myer Melbourne followed by a switch of media to radio in Western Australia. On moving to Sydney in 1980 she joined radio station 2WS where she spent 8 years as Creative Director and Marketing Manager. A period as a Retail Marketing Manager, looking after 150 retailers in a major shopping centre, helped Linda understand just how intimidating marketing and planning can be for the small business owner. Although it is relatively easy for small business owners to obtain good financial advice, it is almost impossible for them to find unbiased, commonsense advice on how to market their products or services.

Starting her own consultancy in August 1990, Linda pioneered a range of simple diagnostic exercises that can be easily applied to any small business. She has worked with a wide range businesses to develop commonsense customer service and marketing strategies that build reputations and business revenue. Her client list includes home based businesses, service companies, retail outlets, health professionals, wholesalers, training and recruitment companies, franchise operations, hi tech companies, printers, graphic designers and even a funeral director!

In addition to her consulting work and speaking engagements Linda has also worked extensively in regional NSW acting as a trouble shooter for small communities who are facing challenges, ranging from drought or the closure of a major industry to disruptive road works in the main street. She also helps communities tap into opportunities such as a growing tourism market or a changing population profile.

This work has given her valuable insights into the key issues facing small businesses in regional areas which are reflected in her presentations

As a presenter she is keen to share her expertise and knowledge with lots of practical hints and problem-solving tips for making marketing, customer service or strategic planning work for an individual business. Her presentation style is dynamic and motivational focusing on the practical rather than the theory. Each presentation is tailored to suit the audience with lots of small business examples and stories drawn from her fifteen years of consulting experience.

She speaks on a wide range of small business topics ranging from e-marketing and client service to practical marketing, image and branding.

Linda is also the author of “Kickstart Marketing – the no nonsense system for boosting your small business” which was published by Allen & Unwin in 2001. Her second book titled “Your Business Your Future – How to predict and harness growth” was published in June 2006.

Linda is a leader in small business podcasts and is one of three small business experts headlining Dell Computers small business site 360 degrees. In 2006 Linda joined the team of small business experts on Kochie’s Business Builders and is a regular presenter on the program which airs at 10am Sundays on Channel 7 from October to February.

She has also contributed to a number of organisations as a Board Member including The Wilderness Society and Eastern Suburbs Business Enterprise Centre. She was also a member of the ATO Small Business Advisory Group for several years.