

# BRUSHSTROKES

the magazine of master painters + decorators australia

may + june 2017



master  
painters  
& decorators  
australia



SPECIAL REPORT

## Top business tips

Modern metallics

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## Editor's message

I don't know about you, but this year is flying by with winter just around the corner. The last 18 months has been particularly tough for the local economy and its impact has certainly been felt in the building and construction industry. The decline of new home builds coupled with commercial projects being placed on-hold has not only affected painters and decorators, but also the number of apprentices continuing their apprenticeship.



As an association, it is important that MP&DA continues to engage with government and training institutions like MPA Skills to ensure that students can continue their apprenticeships and be job-ready for the new workforce.

It is imperative that MP&DA also continues its work with the Building Commission in order to develop a clear set of guidelines on testing procedures and defined responsibilities for the issue of white set plaster. The Painting and Decorating Reference Group has recently been reformed, which will greatly assist in this area and other matters of interest.

The focus for this edition is growing your business in the new economy. It includes a great range of very relevant and timely topics - from cash flow drivers and developing marketing plans and strategies, to digital opportunities including social media.

MPA Skills is currently trialling a flexible painting and decorating training program that benefits both the apprentice and employer with more on-the-job delivery and assessment in real-case scenarios.

*Brushstrokes* also checks out the latest colour and wallpaper trends, plus you could win one of three colour packs, which includes a new Haymes Paint fandeck.

We'd love to hear your suggestions for future articles and as always, would welcome your feedback - so please email [painters@mpawa.asn.au](mailto:painters@mpawa.asn.au)

Amanda Dawes  
Business Manager Master Painters & Decorators Australia  
Editor *Brushstrokes* Magazine

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## President's report

It's been a tough start to the year for many businesses but remember there is always light at the end of the tunnel. It's important to remain focussed and positive and take the opportunity to review the way you operate your business and look at how you can improve what you do and how you do it. Continuous improvement is essential for business success and this includes evaluating the service you provide to clients, seeking their feedback for improvements, reviewing processes and procedures so they are cost-effective and efficient, and analysing revenue streams to identify further opportunities.



### White Set Plaster Update

As I mentioned in my last report, it's important for us all to help 'raise the bar' as individuals and as your association. One of the many initiatives that Master Painters and Decorator Australia [MP&DA] has been tirelessly working on for the past two years is the resolution of the white set plaster issue. And more importantly, who is responsible for testing white set plaster and what and how these tests will be performed.

For those members who have not read the *Building Commissions Bulletin 71: Paint adhesion to white set plaster*, [www.commerce.wa.gov.au/publications/building-commission-industry-bulletin-71-paint-adhesion-white-set-plaster] I advise you to do so as soon as possible and make yourself fully aware of what the Building Commission expects of painters as a licenced trade.

Essentially, the Bulletin states that painters are required to test the white set plaster for PH levels, moisture, incoherent softness, plus general visible observation such as efflorescence and powderiness. Before we can decide on the test methods employed, we require all

paint manufacturers to agree and tell us what moisture levels and PH levels they are happy to apply sealer over.

Last month, we sat down with Valspar [Solver and Watty brands], PPG [Taubmans brand], Haymes Paints and Dulux and are currently getting feedback to see how we can simplify testing, but also make sure it covers us in a State Administrative Tribunal [SAT] hearing.

### Next steps

The next step is to agree on who does the testing and the responsibilities of the painter and builder. Plasterers are not licenced so their responsibility falls on the builder but unfortunately the grey area is painters are licenced so we are deemed responsible for testing too.

It may be the case that the builder tests before handover to the consumer or painter, and then the painter tests the substrate to protect the consumer and themselves.

It is unfortunate that on speaking with the paint manufacturers the white set plaster problem is unique to Western Australia. I am told in other states it is more of an artisan trade where care and attention is taken to produce a hard class 5 finish.

The argument is that painters should receive a substrate ready to receive paint, but unfortunately this doesn't always happen. Most good painters will check for moisture and PH, but this doesn't always safeguard us in court - it seems testing is a necessary evil and there is no getting around it.

I will keep you all informed as we progress with this issue. If painters are not careful, they could end up at SAT and as a consequence, encounter very large costs.

Ian Glen  
President Master Painters & Decorators Australia

## Latest on Don't Risk It campaign

MP&DA continues with its 'Don't Risk It' campaign this year - aimed at increasing the awareness of the Association and educating residential consumers on the pitfalls of using a non-member and unregistered painters and decorators for works over \$1000.

According to MP&DA Business Manager, Amanda Dawes, the association has received very positive feedback from the campaign.

"The campaign is designed to educate the consumer on using a registered painter, and more importantly the peace of mind they receive when employing a Master Painter," she explained.



Shopping Centre Display at Garden City in Booragoon

"As an association, it is important to increase the awareness of this issue. Shoddy workmanship by non-registered painters is on the rise and unfortunately the ramifications have a very negative impact on the profession and our industry.

"Since the campaign started the MP&DA has seen a dramatic increase in the number of enquiries and referrals to members, which is a strong indication of the penetration the campaign is achieving," said Amanda.

The campaign includes radio, billboard advertising, shopping centre displays, press advertising, as well as digital media. In addition to a dedicated section on the MP&DA website designed exclusively for member referrals.

For more information, call Amanda or Karen on 08 9471 6614 or email [painters@mpawa.asn.au](mailto:painters@mpawa.asn.au)

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# Wonders of wallpaper

It's true - wallpaper is back and in a big, big way! It's popping up in places you would least expect including kitchens. From classic and traditional designs to bigger and bolder patterns, there is an endless array of choice for any interior scheme. *Brushstrokes* checks out the latest trends for the next 12-months.



## Big bold florals

Big and bold florals are reminiscent of years gone by except for this time they are paired with modern and moody colour palettes creating a romantic and graceful style. These look amazing as feature walls and can also be contrasted with coloured woodwork and doors for that extra 'wow factor'.



## Take the scenic route

Bringing the outside inside with nature-type patterns and large scenic images look great and can make a small space appear much larger. Scandinavian Wallpaper and Décor has an amazing collection from Rebel Walls called Tropical Oasis that depicts images of rainforest and mist to birds of paradise.

## Going crazy with geometric patterns

Geometric patterns in bold colours continues to be popular choice for interiors. They range from art décor patterns that are large and very tonal to pyramid and triangular patterns that depict objects three-dimensionally.

## Shimmering metallics

Just like metallic paints are back in vogue, so too are metallic wallpapers. The difference is that they are more textured in look and feel and come in a variety of patterns creating decadent shimmering finishes when combined with rich furnishings in velvet and leather.

## Make your own work of art

For clients that want something completely individual, then having their own artwork or images printed onto wallpaper is also another option. Andy Hannington, Managing Director of Spice Digital, has a number of large-format printers that can create any image to any size on any substrate including wallpaper, wood and even concrete.

"It's people's desire to have something of themselves and something unique in their businesses, shops or homes. We have the technology that allows them to do this and it is becoming a really popular option," said Andy.



Scandinavian Wallpaper and Decor's showroom in Mt Hawthorn

## Here's a list of Perth's top wallpaper suppliers:

### Origin Wallpapers

T 08 9204 1747  
A Level 1, 28 Collingwood Street OSBORNE PARK  
originwallpapers.com

### Scandinavian Wallpaper and Decor

T 08 9444 2717  
A 376F Oxford Street MOUNT HAWTHORN  
wallpaperdecor.com.au

### Spice Digital

T 08 9201 9833  
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Geraldine Chua

# The world of colour

It's about time we called it: the years of cookie cutter creams and neutrals dominating our homes, restaurants and workspaces are over. In their place is a diverse bunch, ranging from romantic, muted pastels, to rich and dark colours, and even modern metallic finishes. These bolder, almost unexpected combinations are no longer restricted to a feature wall or two either, but have extended on to the floor, and as an artwork replacement on walls.

So, why exactly is colour making such a huge comeback? For many experts, our growing partiality towards an assorted palette is closely tied to several external factors. Key colour directions are often reflective of present circumstances – culture, economic growth, the environment and politics; a reaction to our current ways of life. Haymes' Volume 8 colourways, for example, take cues from how and where we live, translating these influences on a more practical level to the colours we choose to surround ourselves with.

"There were many facets to the showcase [at the Milan Trade Show]," Haymes' Colour and Concept Manager, Wendy Rennie, explains, "but we found a number of colours were repeated and placed together in ways that emulate the desire to capture certain moods and aesthetics within interiors."

Haymes' first two colour palettes – Strata, a culmination of rich and earthy colourways – and Stark Beauty, which pares subtle whites with bold leafy greens for a fresh and balanced finish – throws a spotlight on our relationship with the external environment. Encapsulating the need for a sense of minimalism, Stark Beauty blurs the boundaries between the outdoor and indoor rooms. Meanwhile, Strata's deep tans and browns, lush greens and deep sea blue are all familiar colours found in Australia's vast landscape.

Pitch Dark, Haymes' final palette, is all about challenging the senses. It plays on the idea of finding dark spaces more relaxing, meditative and exploratory – concepts that have long been associated with white and light colours.

"This new dark, low contrasting palette represents a shift towards how dark colours can be interpreted into homes and interiors. It's an exciting approach where spaces can be transformed and redefined by dark colours," Rennie says.

"It's an aesthetic I think is starting to come through in commercial situations; however I think our residential clients may still take a little convincing."



Pitch Dark



Stark Beauty

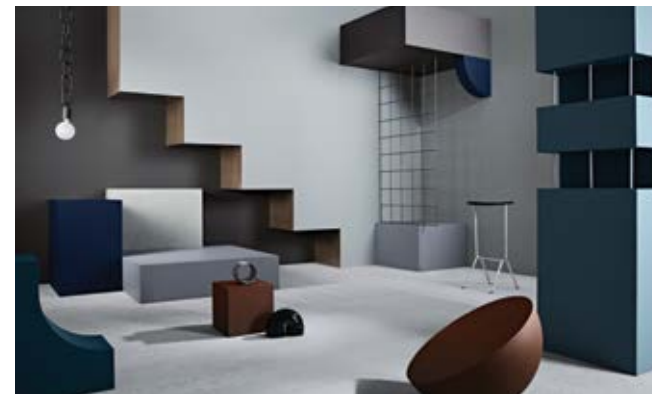


Strata

Haymes Paints Colour Forecast 2017



Chrome



Construct



Sentience

Dulux Colour Forecast 2017  
Styled by Bree Leech and Heather Nette King and photography by Mike Baker.

Dulux's 2017 colour forecast shares similar ideologies with Haymes' Vol. 8 collection. The paint company released four distilled colour palettes it says are a "visual cure to many of the challenges we face in our modern lifestyles".

Sentience is an organic, fleshy palette that promotes tactility and warmth – a counterbalance to the ever-present glow of screens in our busy lives. Chroma, a saturated colour scheme that won't look out of place next to works by Escher and Dali, is the perfect antidote to bland, unoriginal and repetitive styles. Entwine, as its name suggests, is all about diversity. This palette is eclectic and combines references to varying global cultures, with modern pieces featuring weave and rich colour inspired by landscapes from South America to the Middle East.

And then you have Construct, which focuses on materials and form that are honest, authentic and solid, a far cry from the sea of replica designs so often seen in store after store. Inspired by raw architecture – the use of angles and industrial materials such as concrete, steel and galvanised finishes – this palette is more tonal and subtle, yet capable of creating the illusion of depth to accentuate interior details.

There is another explanation for colour's huge comeback. Resene's Marketing Manager, Karen Warman, notes that the progression away from beiges, creams and whites is natural as colour trends have always been cyclical. Homeowners may begin from a neutral colour base, but as they become more confident, they start to introduce touches of colour. Eventually, these splashes and pops become walls and rooms.

"Humans tend to have a low boredom threshold. They tend to paint interiors because they want to, and paint exteriors because they need to," Warman says. "Homeowners decorating the interior of their homes are also starting to worry less about what others will think and more about how they would like their home to feel. This is leading to more eclectic and individual combinations of colour."

Drawing inspiration from a range of international trends, as well as reviews it sees through its own stores, Resene tailors its predictions to suit the local environment. This year, there is a slant towards weathered blues and greys, such as Resene Duck Egg Blue – a timeless colour that can be used from an inner city penthouse to a beach hut; blackened whites like Resene Black White; and weathered and complex pastels, such as Resene Rascal.

An important factor that professional painters should take note of when planning a major change in colour with their clients is the lighting of a room – more or stronger lighting should be introduced when changing from a light to dark colour. At the same time, to make a bolder colour scheme stand the test of time, painters should suggest using a neutral base with a few pops of accent colours. To further accessorise the space, fashion colours and items such as cushions, towels, linens may be added. If it's a new home, ask the client for their flooring, laminates and joinery choices, before suggesting and matching paint colours to these elements.



One of many colour palettes from Resene's 2017 Colour Forecast

Styling by Greer Clayton.



# Modern metallics

Metal mania has been sneaking up on us for some time now – the shiny, industrial and molten slowly making its way from fixtures and furniture, to the now ‘trendy’ metallic walls.

One paint company that has catered for the rising influence of interior metallic paints is Resene. Since the release of its Metallics and Special Effects collection in 1999, the company has seen gold, copper, pewter, aluminium and blast grey metallic all come in and out of trend.

“Metallics are popular as a way to bring a room to life with a sense of the futuristic and cutting-edge ambience,” explains Resene’s Marketing Manager, Karen Warman.

Resene Metallics are available in two finishes: the Environmental Choice-approved Resene Enamacryl Metallic, a waterborne finish ideal for general use on a wide range of substrates inside and out; and Resene Imperite IF 503, an engineered coating systems finish, ideal over steelwork. Both are available in the same colour range, including traditional precious metal colours, nature-inspired metallics and brighter metallic colours. As each new ‘The Range’ fashion colours fandeck is launched, Resene also launches new metallic options that fit with current colour trends.

Another popular option on the market is the Dulux Design Metallic Effect, a semi-gloss water-based paint with a glimmering metallic finish available in a range of colours. This specialty product is great for feature areas, and can be brushed, sponged or sprayed on. It may also be applied over previously painted surfaces that are in good condition, though glossy surfaces should be sanded to a dull finish prior to application. Unpainted surfaces should be cleaned and properly sealed with a suitable prepcoat.

Despite the growing popularity of these products, there remain some misconceptions about their safety and durability. One misunderstanding is that metallic paints are hazardous and noxious, although this is a truth that expired two to three decades ago. Today, there are numerous water-based interior metallic paints that are not only safe, but consistently updated and improved with the latest technologies.

Current products on the market have also been developed to overcome any application or maintenance challenges, and are mostly easy to apply, and feature smooth, consistent finishes. In fact, the key to a good finish lies in the application.

“Metallics can be applied by brush or roller, but it is generally more difficult to get an even finish. The most stand-out effect is achieved by spray application,” Warman explains.

Applying the right primer or sealer first, followed by a basecoat of a pigmented colour, then the metallic topcoat, is one way to prolong the life of the paint job. Another way is to apply a clear finish over the metallic coat to protect it from everyday wear and tear, as well as marking if brushed against. It is generally advised that where smooth and seamless finishes are needed, metallic paints be applied to surfaces that are not prone to frequent contact or damage.



Dulux Design Metal Effects  
[Silver Spoon A0386]



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Each pack contains the latest Haymes Paint Fandec and three books on colour theory including *The Secret Lives of Colour* by Kassia St Clair, *Colour: A course in mastering the art of mixing colours* by Betty Edwards and the *Interaction of Colour* by Josef Albers - an essential resource on colour.



To enter, simply email [painters@mpawa.asn.au](mailto:painters@mpawa.asn.au) with your full name, address, contact details and type 'Win one of three Haymes Paint Colour Packs' in the subject heading. Entries close Friday 28 July 2017.

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Do your pre-apprenticeship at MPA Skills and you could be like Sharlene Kidd. She won gold in Painting and Decorating at the 2014 WorldSkills Australia National Competition and recently took on the world's best at last year's WorldSkills International Competition in Brazil.

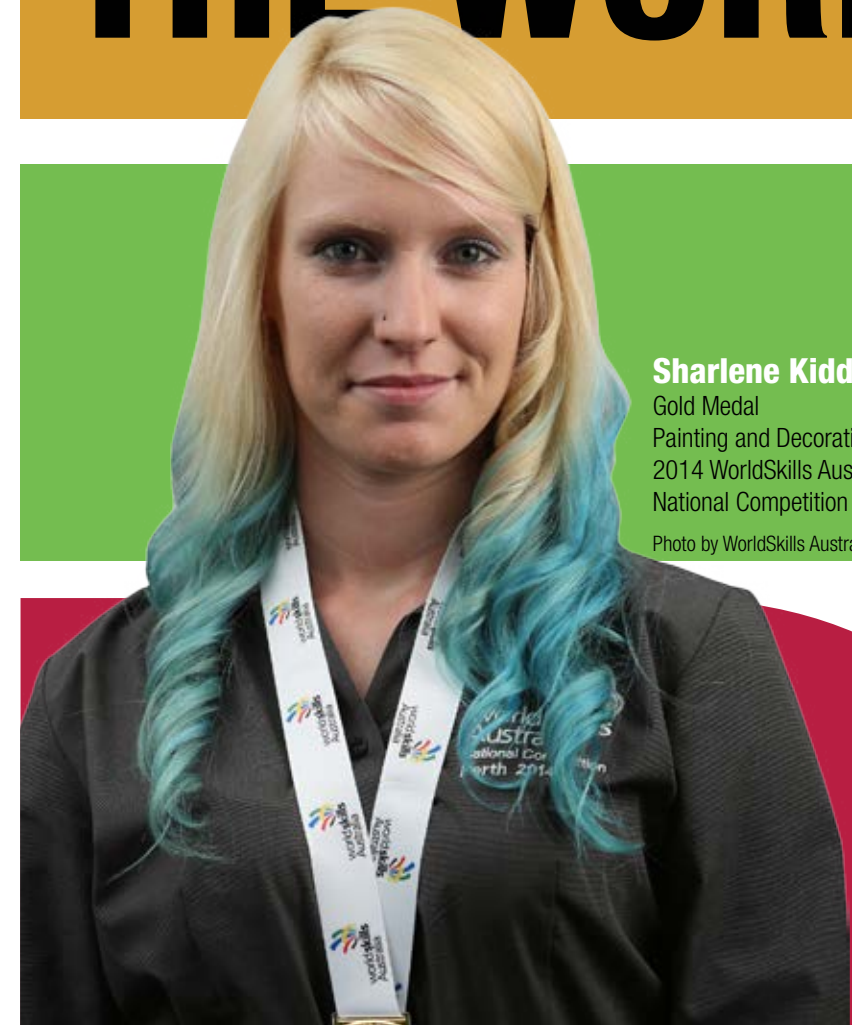
MPA Skills not only gave Sharlene superb expertise, but also set her up for a successful Painting and Decorating career. The 10-week pre-apprenticeship course can do the same for you.

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**Sharlene Kidd**  
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# Growing your business in a new economy

Di Graham  
Small Business Development Corporation [SBDC]

If you're looking for better ways to run your business, now's a good time to make some adjustments.

According to the Small Business Development Corporation [SBDC], there are more effective ways to maintain your bottom line than simply increasing prices. If you've lost customers or your current customers are tightening their purse strings, look for ways to save them money as well.

Recognising that the economy has waned and showing customers that you're keen to give them value for money will play in your favour. Now is the time to market your business to attract more customers, rather than hike prices and risk losing the customers you already have.

#### Become more competitive by reducing operating costs

Take a close look at the way you do business and where savings can be made. Try economical methods of marketing to new customers such as online or community newspapers. Rather than advertising across the entire metropolitan area, limit your exposure to areas

located close to your base. Servicing customers in your local area will help reduce travel time and fuel costs. Alternatively advertise in one area at a time so you can have several jobs in the same location at the same time.

Taking greater care when quoting, and cutting back on wastage will also save money for you and your customers. Minimising energy costs and maximising productivity will see you getting more work done at less cost while managing your cashflow to avoid late payments will help by reducing interest on overdrafts.

#### Cashflow is king for small business

Late payments can spell disaster for many small businesses. A recent inquiry by the Australian Small Business and Family Enterprise Ombudsman revealed that almost 50 per cent of small businesses in Australia experience late payments on at least half of the bills owed to them.

The survey also found that the practice of late payments is getting worse, with around 60 per cent of small businesses reporting an increase in the trend over the past 12 months.

To avoid late payments, issue invoices promptly with clearly defined terms and conditions for payment. Monitor your cashflow regularly and follow up overdue payments immediately, and have a documented complaint handling policy for disputed payments, to ensure discrepancies are dealt with promptly.

#### Avoid costly disputes with customers and suppliers

Becoming embroiled in business disputes can be time consuming, costly and have a serious impact on the success of your business.

Avoiding disputes in the first place is the obvious answer but sometimes business disputes are unavoidable. Be aware there are services available to help you solve disputes quickly and inexpensively with your business relationships remaining intact.

For disputes with customers, the Consumer Protection unit within the Department of Commerce can provide information on your rights and responsibilities under the fair trading laws of Australia and assist with dispute resolution.

The Small Business Commissioner at the SBDC oversees a very effective alternative dispute resolution service for small business owners in dispute with other businesses, with government at any level, or within a tenant or landlord situation. These services are free of charge, with the majority of disputes resolved without the need for formal mediation. [There is a small fee for mediation.]

#### Increase your business skills

Do yourself and your business a favour by expanding your knowledge and skills. You may be the best painter or decorator but if you're struggling to understand your financial statements, or manage your cashflow, you may be limiting your chances to succeed.

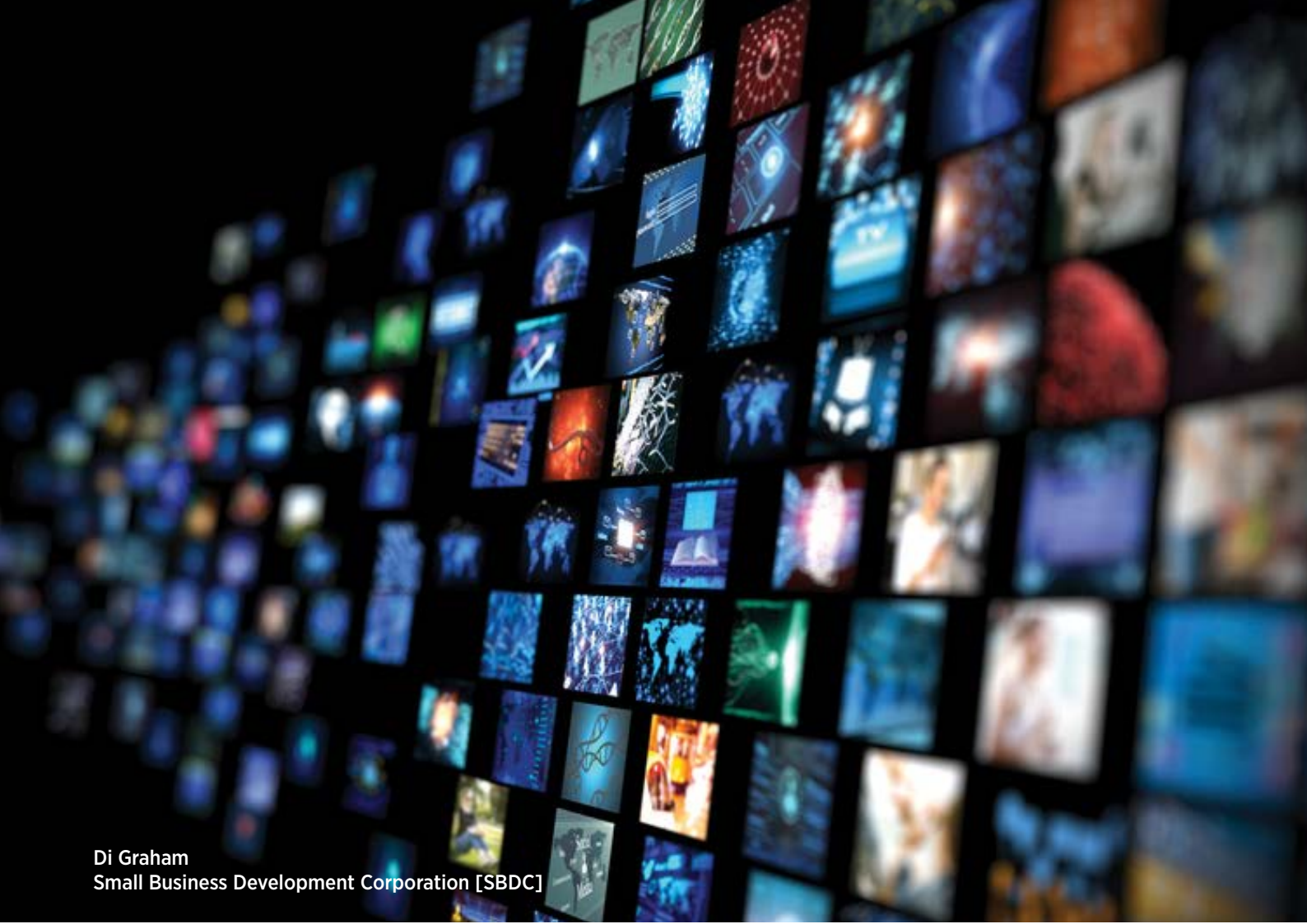
SBDC has a range of low-cost business skills workshops that can show you how to market your business online, understand your financial statements and manage your cashflow.

Efficient, effective businesses offering value for money will be ahead of the pack in a challenging economy. Investing in your employees through training and upskilling will also help to broaden your range of services and reach more clients.

There's no better time than now to spring clean your business. For advice and guidance on how to run your business better, contact the SBDC. Business advisory services are free of charge.

- **Small Business Development Corporation [SBDC]**  
[smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au) or call 13 12 49
- **Department of Commerce**  
[commerce.wa.gov.au](http://commerce.wa.gov.au) or call 1300 304 054





Di Graham  
Small Business Development Corporation [SBDC]

# Make the most of digital opportunities with your free business kit

An estimated 53 per cent of Australian consumers shop online and spend \$24 billion each year, so if you're not using the internet to promote your business and sell online, you could be missing out.

Often, small businesses in building related trades get left behind when it comes to using technology to find new customers, communicate with current customers and streamline business systems, especially keeping track of cashflow.

A range of free Digital Business Kits have been developed by the Department of Industry, Innovation and Science with one specifically tailored to the needs of small business owners in the construction and building related trades. It provides advice on how to improve and build your business by taking advantage of the digital economy.

So whether you have very little online presence or you're an expert in digital processes, the kit has something for you.

The kit covers creating a website, search engine optimisation, social media and making an action plan, and steps you through the stages you'll need to get up and running online. It's in layman's terms with case studies and examples tailored to construction trades.

But if you're already using the internet and want to know more, the kit also has information for the advanced user including internet security, reputation management, quality control, digital strategy, privacy and getting your staff online.

The kits are available online, at no cost, so you can access them at a time that suits you best and work through the plan at your own speed. To learn more, visit the Department of Industry, Innovation and Science website at [digitalbusiness.gov.au/tools/digital-business-kits-2](http://digitalbusiness.gov.au/tools/digital-business-kits-2).

**The Small Business Development Corporation [SBDC] provides free, confidential advice and guidance to small businesses at all stages of development. If you would like to speak with an experienced small business adviser call 13 12 49, or visit [smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au)**

## The other cash flow drivers

Heidi Dauth from 360 Business Services  
[360businessservices.com.au](http://360businessservices.com.au)

Are you pouring resources into traditional methods to improve cash flow and not getting results? Looking from the outside in at the lifecycle of a product or service [from quotation to cash in bank] will also improve cash flow and profitability.

Here's just a few ideas from Heidi Dauth, Principal Consultant at 360 Business Services, to help you take a 360-degree outlook at the 'other' drivers of a better cash flow.

### The Sale

Your most valuable customers are cost effective to supply and they pay on time, it's not all about volume. Sales staff need meaningful reporting so they understand where their focus needs to be.

How accurately are sales communicated to all stakeholders? Is there any potential for interpretation discrepancies, resulting in payment delays and costly reworks?

### The Delivery

How do you plan and execute so your operations deliver exactly what is promised, and what do they do when there is a bump that may cause delay at point of invoice?

Do you accurately record and communicate your supply to ensure there is no revenue leakage? Are we really accounting ALL the widgets and variations? You may be surprised.

### The Administration

Does your administration staff know anything about the business? Understanding the whole business will make finding errors in accounts easy. And how encompassing is your induction process?

Look at value on the floor relationships. Ask staff to go out occasionally and hand-deliver invoices [and cake] to facilitate good relationships with customer's accounts payable staff. As well as understanding if your invoicing is easy for them to interpret and process, it opens communication and builds a solid relationship. The desired outcome is that your invoices are at the top of the in-tray, quickly processed and presented for timely payment.

### The Employees

Happy, respected employees with a well-documented job description will always result in better profitability and cash flow. It just works.

There are many ways to get your business on a better cash flow journey, start with just one today.

**360 Business Services provides SMEs with a 360-degree approach to a range of consultancy services including financial management, operational development and business strategy. To find out more, visit [360businessservices.com.au](http://360businessservices.com.au) or call Heidi Dauth on 0408 117 155.**

## 3 ways Cbus is building super futures for painters in Western Australia

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### Contact James for your business super needs

James Moore  
Business Development Manager, WA

0437 688 538

[james.moore@cbussuper.com.au](mailto:james.moore@cbussuper.com.au)



<sup>1</sup> Cbus Property Pty Ltd is a wholly-owned subsidiary of Cbus and has responsibility for the strategic performance and management of all Cbus direct property developments and investments. This information is about Cbus. It doesn't take into account your specific needs, so you should look at your own financial position, objectives and requirements before making any financial decisions. Read the relevant Cbus Product Disclosure Statement to decide whether Cbus is right for you. Contact **1300 361 784** or visit [www.cbussuper.com.au](http://www.cbussuper.com.au) for a copy. Cbus' Trustee: United Super Pty Ltd ABN 46 006 261 623 AFSL 233792 Cbus ABN 75 493 363 262.



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**Intergrain**

## Developing a sound marketing strategy

Developing a marketing strategy can seem daunting, confusing and onerous but research shows that planning, executing and measuring your marketing activities is critical to business success. To help you and your team build a solid marketing strategy, *Brushstrokes* has the top tips you need to know and the questions you need to consider:

### Understanding your business [Situational Analysis]

What are your capabilities? What do you specialise in? What is unique about your business [unique selling proposition]? What sets your business apart from your competitors?

What environment are you operating in? Consider external factors like the economic and political environment, increased competition, market trends, technology and regulatory changes.

Complete a SWOT Analysis: Examine your strengths, weaknesses, opportunities and external threats.

Look at your strengths. What trends are occurring, new equipment, methods, and materials that can assist you in increasing these strengths?

Examine ways you can improve your business and turn a weakness into a strength or opportunity.

Analyse what your competitors are doing? Can you do it better and if so, how?

### Who is your customer? [Target Market]

Who do you currently sell to? Who would you would like to sell to in the future?

Separate your customers into groups [segments] by demographics and lifestyle characteristics.

Identify why each customer group use you [research by asking them] as they can help you identify future customers.

### Goals and objectives

Use the SMART principle when developing your goals and objectives [specific, measurable, achievable, realistic and timely]. These objectives will help develop your marketing strategy [strategies] and the marketing tactics you undertake.

### Develop your marketing strategies

In a nutshell, your marketing strategy [strategies] tells you what to say, how to say it and who to say it to so you can make more sales. It is a plan of marketing activities that will help achieve your goals and objectives.

### Executing your marketing strategies

If one of your strategies is to build brand awareness, think about your message and the media that your customers are using to find you or your competitors. Is it social media, flyers, local paper, community guides or radio?

If you decide to advertise, test without getting into long-term advertising contractual arrangements. Seek distress space [cheaper media rates].

Look at sponsoring local sport, school or community events that appeal to your target audience.

If you have a referral marketing strategy, then one of the tactics you may use is to give gift vouchers or other like-minded incentives to customers who refer you to other clients.

### Strategy measurement, review and assessment

Critical to the success of any strategy employed is measurement. What ROI [return on investment] was achieved? Can these costs be maintained over the long-term? How can I refine it further?

If the task of developing a marketing strategy still seems daunting, then the Small Business Development Corporation [SBDC] is always a great starting point, or ask your Business Development Manager for guidance.

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To find out more, visit [cbussuper.com.au/eapp](http://cbussuper.com.au/eapp) or search 'Cbus Super' in your App Store.

### Any questions?

Cbus can help with your business super needs. Contact your local Cbus Representative, James Moore on 0437 688 538 or visit [cbussuper.com.au/employers](http://cbussuper.com.au/employers)

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## NEW ScotchBlue™ PLATINUM Painter's Tape

Good masking is the key to clean and professional paint lines. ScotchBlue™ Painter's Tapes are specially designed for optimum performance when used correctly. And now 3M has introduced another innovative product to its range called the ScotchBlue™ PLATINUM Painter's Tape. It's the first and only interior tape of its kind to use an advanced polyethylene backing with micro-replication technology, which makes it more durable and allows for a 90-degree hand tear so you can mask corners quicker and with more accuracy. It also helps stop seepage for those ultra-sharp paint lines and it pulls off in one-piece+ with no tearing or slivering, saving you time and money. Available exclusively at Bunnings.

For more information on any of the ScotchBlue™ products, visit [scotchblue.com.au](http://scotchblue.com.au)

+Compared to 3M paper-backed masking tapes.



## Intergrain UltraDeck and Natural Stain

Intergrain UltraDeck and NaturalStain are designed to protect the natural beauty of timber, providing long lasting protection against UV, water and foot traffic.

Intergrain UltraDeck is a water-based, penetrating oil, designed to enhance the appearance of popular timber species. Intergrain NaturalStain is an extremely long lasting, durable timber stain, designed to change the colour of timber without the need for a topcoat. Both UltraDeck and NaturalStain are water-based, emitting substantially less VOCs than traditional oil-based coatings, meaning that they are a more environmentally responsible option – without compromising on performance.

To find out more, visit [intergrain.com.au](http://intergrain.com.au)

## Construction Training Fund

The Construction Training Fund collects a 0.2 per cent levy on all eligible construction projects in Western Australia. Revenue from the levy provides grants of up to \$19,000 for eligible employers of apprentices or trainees and subsidies of up to 80 per cent for a range of short training courses including construction skills, occupational licencing, software skills and occupational safety and health. The Fund also runs a career promotion program to encourage young people into construction career pathways. This includes coordinating and fully funding student Try-A-Trades throughout Western Australia to give students a hands on experience of the construction industry.

To find out more, visit [bcitf.org](http://bcitf.org) or call 08 9244 0100.



## Reduce landfill and reduce paint waste: NOW YOU CAN

Australians buy more than 100 million litres of paint each year but around five per cent of it ends up as waste, making paint and its packaging a major source of liquid waste into landfill. Now with Paintback, trade and household painters have a cost-effective solution to dispose of unwanted paint and packaging.

Paintback is a national scheme that diverts architectural and decorative waste paint from landfill and waterways. A world-first, cost-effective way to dispose of paint waste responsibly, the Paintback initiative is aiming to keep 45,000,000 kilograms of paint waste and packaging out of Australian landfill over the next five years.

There are now five collection points located in Western Australia including Canning, Fremantle, Kwinana, Rockingham and Stirling.

Visit [paintback.com.au](http://paintback.com.au) to find out more.

## Dulux Professional Fast Finish

Anything that helps you get the job done faster has to be good and Dulux Professional Fast Finish™ looks like it might be very good indeed. Dulux claims this product will reduce the lengthy periods involved when waiting for paint to dry. As a result it will result in significant savings to jobs in both commercial and residential settings when used in conjunction with a spray application while still delivering a professional, premium finish.



Dulux testing has shown that in the case of a spray versus roller that when presented with a 4.8m wide x 2.4m high broad wall a standard spray machine could complete the job to the same degree of finish as a standard roller in half the time. Spray has been proven to increase productivity due to decreased job downtime, speed of application and labour savings.

If you have a job that needs to be completed yesterday, try Dulux Professional Fast Finish™. But you had better act fast before it dries. For details, visit [dulux.com.au](http://dulux.com.au)

## EBM Insurance has you covered

If you own a painting company or work as a professional painter you will need to take out some form of insurance.

Any work that requires physical labour is going to carry with it some level of risk, and a painting job is no different. You will need cover against spills, property damage, paint overspray, loss of records, theft of tools and the related repercussions.

Aside from making a painter's job safer, easier and relatively free of liability stresses, a professional painter or painting company with comprehensive insurance will be more appealing to prospective clients.

To find out more about TradesPlusCover, contact EBM on 1300 755 112 or visit [tradespluscover.com.au](http://tradespluscover.com.au)

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Solver Ultra Prep + Ceiling High Efficiency Flat has been specially formulated for airless spray and designed to ensure maximum application efficiency.

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# Ten tips for good heart health

Dr Joe Kosterich from drjoet.net.au

Heart disease remains a major cause of death yet there is much that you can do to prevent it. By this I don't mean just taking tablets for cholesterol at a cost of billions of dollars. Some of the things may look obvious, whilst others may surprise you. Here are ten simple tips on heart health:

## Follow a Mediterranean diet

Rates of heart disease are lower in countries around the Mediterranean Ocean where they eat vegetables, fish, garlic, olive oil and drink a little red wine whilst going easy on red meat. You do not have to live in Europe to have these principles in your diet.

## Eat tomatoes

The red colour of the tomato is due to lycopene. This has been shown to be a strong antioxidant and research has also shown it helps lower blood pressure and C-reactive protein, which is a marker for, increased risk of heart disease.

## Laugh

The blood vessels in volunteers shown funny videos who and were laughing were found to have relaxation of blood vessels. This helps lower blood pressure. You also cannot be stressed when you are laughing so find stuff to laugh at. It is there if you look.

## Eat fiber

It has long been known that fiber is good for the bowel. Eating a diet rich in fiber also helps keep your heart healthy.

## Do some regular exercise

Whether it is walking, running or swimming it does not matter. Fitness reduces your chances of heart problems and that is independent of its benefits on weight.

## Get some sunshine

The importance of vitamin D in health is an expanding field. People with low vitamin D levels are more susceptible to heart disease. The best form of vitamin D is free from the sun. Get around 10 minutes a few days per week-not enough to burn.

## Eat chocolate

This will be popular. Polyphenols in dark chocolate help to increase your good cholesterol and lower the bad. Previous studies have even suggested that a small intake of chocolate helped people who have had a heart attack recover a bit quicker. You only need about 40g per day and 70 per cent Cocoa is best.

## Manage stress

Psychosocial factors are estimated to account for 30 per cent of heart attack risk. Managing stress better is known to reduce the likelihood of having a heart attack. It has also been shown that even for people who have heart disease, stress management lowers recurrence and increases survival.

## Take up Tai Chi

People who do regular Tai Chi have been shown to have lower blood pressure and lower rates of heart disease. The same applies for regular meditation.

## Stay positive

There are no guarantees in life and even if we do all the 'right' things we may still get sick. Even if you have a heart attack, long-term survival and quality of life is improved by simply taking an optimistic view on life. You do not have to be over the top or unrealistic. Simply looking for the positives is correlated with better outcomes.

We have come to associate preventing heart attack with the need to take tablets. Some people may need medication despite doing the right things. However, we can reduce our reliance on tablets and enjoy better heart health by applying the very simple principles outlined above.

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The problem of unwanted and used paint cans has been solved. There are now five **Paintback** collection points in Perth.

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## BALCATT

**Balcatta Recycling Centre  
238 Balcatta Road  
Balcatta**

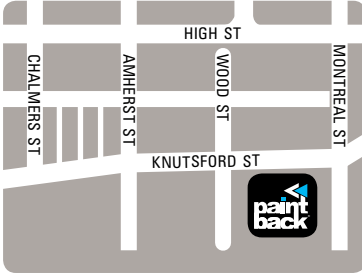
**OPEN**  
Mon - Sat 7.30am - 4pm  
Sunday 8am - 4pm



## FREMAN

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Recycling Yard  
81 Knutsford Street  
Fremantle**

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## WELSH

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Welshpool**

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For more information, contact MPA Skills on **08 9471 6600** or visit [mpaskills.com.au](http://mpaskills.com.au)



Training & Apprentice Employment  
DIVISION OF MPA GROUP



The pre-apprenticeship and apprenticeship training are subject to funding by Future Skills WA.

## MPA Skills trials flexible training program

MPA Skills is renowned for producing the State's best tradesmen and women. Each year, it delivers more than 300 painting and plumbing apprentices to the industry, and trains more than 1,200 students with its successful multiple pre-apprenticeship and apprenticeship programs.

As a specialised Registered Training Organisation [RTO] and Group Training Organisation [GTO], MPA Skills is constantly developing innovative training programs to meet the changing needs of the industry as well as students and employers.

MPA Skills is trialing a more flexible painting and decorating apprentice training program designed to provide on-the-job delivery and assessment-based real activities in the workplace.

*Brushstrokes* spoke to MPA Skills Training Manager, Mark Ansbro, who said the training model is a new delivery model for painters in Western Australia and was already proving to be popular among students and employers.

"The training program is largely built on learning skills on the job with real-life work scenarios backed up with a structured learning

program, rather than more traditional face-to-face delivery on campus," explains Mark.

"Basically, the apprentice doesn't need to come into class to learn skills they predominately use on the job. They are assessed and supported onsite by our MPA Skills Trainers who monitor and direct their learning and progress, while carrying out assessments in a live work environment."

The program has been offered to first-year students who will be participating in the trial as part of their four-year painting and decorating apprenticeship and the feedback has been extremely positive.

"Many painting and decorating apprentices already completing their training have requested to move to a flexible model," said Mark.

"The employer also benefits too as they spend more time in the workplace rather than attending college. Involvement in the program builds strong ties with the apprentice, employer and trainer so it's a win-win for all parties involved."

For more information, contact MPA Skills Training Manager, Mark Ansbro, on 9471 6000 or email [MarkA@mpaskills.com.au](mailto:MarkA@mpaskills.com.au)



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## Upcoming events

- **Apprentice of the Year [AOTY] Competition**  
August Date TBC
- **Gloucester Park Trade and Family Night**  
1 September
- **Annual MP&DA Awards for Excellence Gala Dinner**  
21 October

## MPA Skills Courses

- **Business**  
Full-Time [Two Days]: 11 and 12 September
- **Estimate**  
Part-Time [Two Weeks]: 24 July - 02 August
- **Prepare Surfaces**  
Part-Time [Four Weeks]: 15 May - 7 June
- **Trade Test** [One Day]: 14 June  
15 June  
21 June  
22 June

For more information, please contact MPA Skills on 08 9471 6600 or visit [mpaskills.com.au](http://mpaskills.com.au)

## Winner of Dulux Snapshot

Congratulations to the team at Pretl & William who won the Dulux Snapshot Competition, featured in the last edition of *Brushstrokes*.

The Dulux Snapshot colour tool is a revolutionary device with state-of-the-art technology that detects the colour of any surface, including existing paint shades, to accurately identify the closest match from over 4,500 Dulux colours.

It is a portable tool that conveniently pairs with any iOS and Android device, with a corresponding App which allows painters to save colour matches, organise colours into project groups and rename colours for personal recognition.

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