



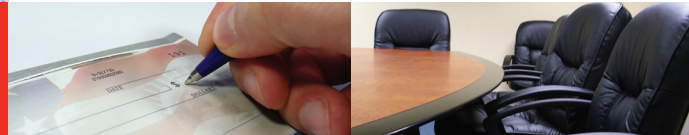
16-20 February 2009

QLD • NSW • SA

TAS • VIC



Fire Protection Association Australia invites you to attend



Breakfast Briefing

Recession Proofing and Contingency Planning for your Business

Breakfast Briefing Feb 09 Registration Form (complete & return via mail or fax)

Name _____

Position _____

Company _____

Mailing Address _____

State _____ Postcode _____

Phone _____ Fax _____

Email _____

Membership No. _____

Payment (FPA Australia ABN 30 005 366 576)

Purchase order: _____, please send me an invoice

EFT: FPA Australia BSB 633 000 Acct 115 932 105

NB Please advise of payment time, date and amount to accounts@fpaa.com.au

Cheque (Payable to FPA Australia)

Visa Mastercard AMEX Amount \$ _____

Card No. _____

Name on Card (please print) _____

Signature _____ / Expiry Date _____

Select location

QLD 16 Feb **NSW** 17 Feb **SA** 18 Feb

TAS 19 Feb **VIC** 20 Feb

Costs (inc. GST)

	Member	Non-Member
Individual	<input type="checkbox"/> \$75	<input type="checkbox"/> \$95
Multiple*	<input type="checkbox"/> \$65	<input type="checkbox"/> \$85

**Three (3) or more attendees from the same organisation. Please advise all attendees names.*

Cancellation policy

No refunds will be made. However substitutions will be permitted.

Please return this form to:

Fire Protection Association Australia
PO Box 1049 Box Hill VIC 3128

T: 1300 731 922 E: events@fpaa.com.au

F: 03 9890 1577 W: www.fpaa.com.au



Recession Proofing and Contingency Planning for your Business



With the word 'recession' looming over all Australians in 2009 it is prudent business practice to implement precautionary steps to ensure you ride out the storm. Recession proofing is not just a simple matter of cost cutting, but also the strategic allocation of your resources.

This briefing will outline key activities you can implement into your business to help maintain current clients, generate new business and identify and reduce unnecessary spending.

Some will provide immediate results reflected in your P&L while others will benefit your business beyond the current economic situation.

Russell Porteous from Maintenance Essentials has developed a small two-man business into a thriving company. His recent focus has been on the creation of strategic financial strategies and robust business plans, designed to withstand strong market trends and fluctuations. Russell will provide relevant, practical initiatives to take away and implement within your own organisation.

Program

7:30am	Registration
8:00am	Welcome
8:10am	Breakfast served
8:15am	Presentation
9:10am	Q&A
9:25am	Closing comments
9:30am	Depart

Russell Porteous – CEO, Maintenance Essentials

In 2000, Russell and his business partner established Maintenance Essentials. They invested in the companies business and marketing plans, researching customer expectations, business concepts, market trends and human behaviour.

Over the following years the company averaged over 100% year-on-year revenue growth while maintaining a strong corporate culture that supported customer service, consistency, profitability, systems and procedures.

Locations

Queensland

Mercure Brisbane
85-87 North Quay
Brisbane

New South Wales

Mercure Sydney
818-820 George Street
Sydney

South Australia

Mercure Grosvenor Hotel
125 North Terrace
Adelaide

Tasmania

Mercure Hotel Hobart
156 Bathurst Street
Hobart

Victoria

Mercure Melbourne
13 Spring Street
Melbourne

