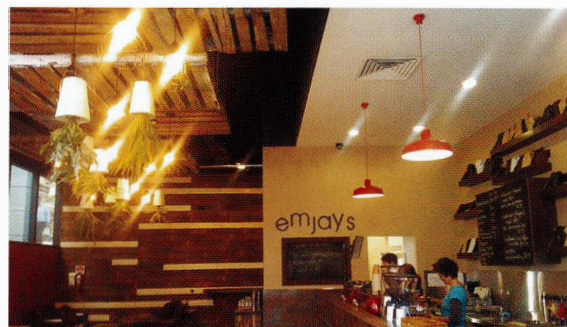




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## YOUR BUSINESS

### Enterprise bargaining agreements

One of the many challenges of operating in the construction industry is the mountain of paperwork you have to deal with. Contracts, site conditions, endless work health and safety documentation and, of course, the vagueness and endless detail of the Awards. If Awards simply provided a framework of what hours employees can work and the hourly rate they should be paid, that would be bearable, but they go into endless detail about every aspect of the employment arrangement. Employees going onsite to client's premises may be covered by a different Award to employees in the workshop and again there will be a different Award still for employees in the office. And why does all this matter? Because if an employer inadvertently breaches a term of the Award they can be subject to large fines.

Thankfully, enterprise bargaining agreements (EBAs) provide an alternative to the Modern Award system, and once they are in place you won't need to worry about a Modern Award for at least four years and – potentially – forever more.

Swaab Attorneys has created a model EBA for the use of ASOFIA members. It has been drafted through extensive consultation with ASOFIA, which means it has been specifically designed to suit the shop fitting industry. The EBA has been drafted with the flexibility to be adapted and changed if required.

The main benefits of having an EBA are:

- No more Modern Awards!**  
Once it's in place it replaces any Modern Award that would apply to your business. That means you can have all your employees' terms and conditions in one document, drafted in terms that everyone will understand.
- Greater simplicity in wages**  
One of the difficulties with Awards is the complexity in working out what an employee is entitled to be paid – particularly for employees participating in physical work; there are various allowances they could be entitled to depending on what equipment they are using, how far they have to travel and even what the temperature is. An EBA will allow you to "wrap up" all these components into one "all in" rate of pay.
- Keep the unions away**  
If you don't have an EBA in place you run the risk that the CFMEU will come knocking on your door and will try to influence your employees to sign up to their model agreement which obviously won't be drafted in terms favourable to your business. Having your own agreement in place isn't an absolute shield from that happening but it is a good start.

So how does it all work? Consult your lawyer who will draft an EBA appropriate to your business. This then needs to be presented to your employees. There are specific timeframes employees must be given to enable them to consider the EBA, and the majority of employees have to vote to approve it. In addition, the Fair Work Commission must be satisfied that the employees are "better off overall" under the EBA than under the Awards.

The process usually takes approximately three months. After which the EBA remains in force for at least four years and (if no one applies to have it removed after that period), potentially forever.

ASOFIA Members should contact the National Office to obtain a copy of the model EBA. Swaab Attorneys will then work with and guide members through the entire process.

Contributor: Warwick Ryan, Swaab Attorneys

## YOUR BUSINESS

### Are you wasting time on Facebook?

If you're not using Facebook Insights to monitor your page – Start! Right now! As a business owner, understanding who likes your page and how fans engage with the content you share is critical. Without this knowledge, you could be wasting your time sharing content that no-one is interested in!

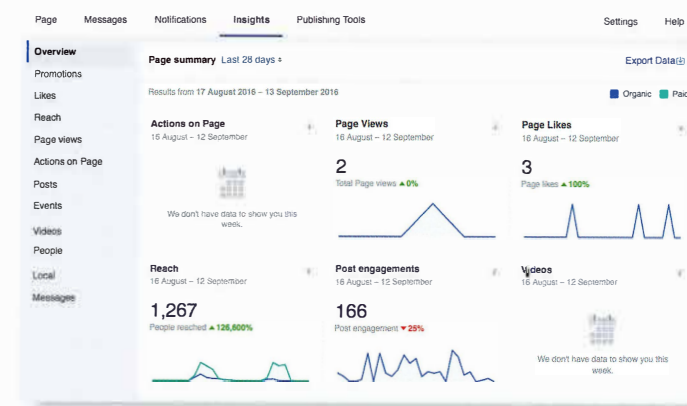
Facebook *Insights* can help shape your content strategy and help you stay in touch with the content that works best for your business, whilst avoiding the content that doesn't work.

Accessing *Insights* is easy. From a desktop view, simply click the Insights tab at the top of your page. From there, you can view metrics about your page by clicking each section such as *Likes*, *Reach*, *Posts* and *People*. Each of these provides valuable insight in to who likes your page and how they're engaging with the content you're sharing.

The first default tab is *Overview*. Here you'll find a summary of your page's overall performance including page views, page likes, reach and post engagements. It's a great way to gauge how your Facebook marketing efforts are tracking at a glance.

*Likes* shows the total number of page likes as at the date you're viewing it and provides data on unlikes, paid likes (likes you've acquired through advertising) and organic likes.

*Reach* shows the number of people your posts were served to, both organically and via paid advertising. This area also charts your fan reactions, comments and shares and is key to understanding how people are engaging with your content. If no-one is sharing or commenting on your content, it might be time to rethink your content strategy!



*Posts* is where you can see all your posts and compare the reach and engagement on each at a glance. This will help you understand which content your fans find most engaging.

The *People* tab shows the gender and age group of your fans and their geographic location. This information can be very useful when considering product development and placement.

Before you spend hours studying your Facebook *Insights*, think about what your goals are: engagement (comments, likes, shares), website clicks, email sign ups, direct sales? Use your page *Insights* to see which content is helping achieve those goals so you can create more of it... and not waste time posting content that is of no interest to your fans.

Contributor: Jody Sharpe, Sharpe Design Solutions

## Multi-Million Dollar Design

Altran Project Management recently completed the BGD Architects designed refurbishment of several sections of Twin Towns Services Club Tweed Heads.

The multi-million dollar project included Breezes Bar and Lounge, the Orient Bar, Images Bar, gaming areas, cashier kiosk and lobby entry, exterior screens and service areas.



Works included a new raised bar and seating area amidst a sea of high-end finishes and dramatic feature lighting by Yellow Goat Design, creating a relaxed and exciting ambience by day and night.

Focal points include screens, mosaic columns and approximately 22 thousand gold and silver floating pebbles individually hung from the ceiling.

For more info contact Altran Project Management via [www.altran.com.au](http://www.altran.com.au)