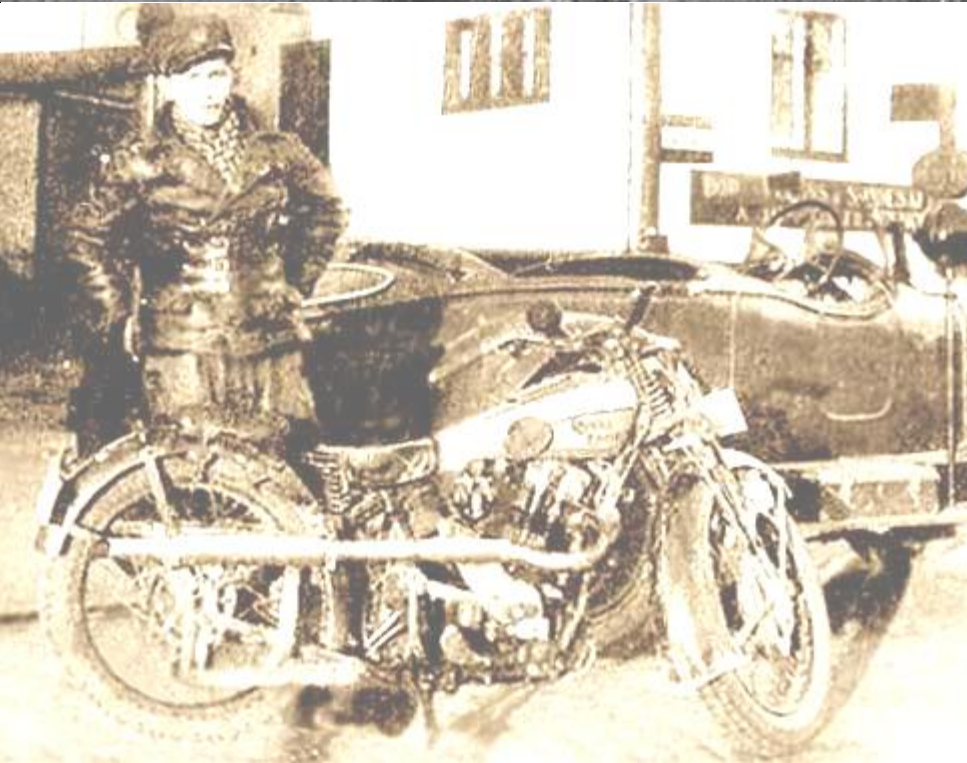


The Outlook for Business in 2017

- surviving and thriving the digital age

Charlie Gunningham @chazgunningham



Wrong direction?

1. Admit it!
2. Turn around
3. Trend is your friend



2016 ... all bad?



- Celebrity Deaths
- Brexit, Trump
- More Senate issues, post Aus election
- Poor local economy
- Media, retail, property getting smashed...

BN 30 says ... 2016 not so bad!



businessnews.com.au/List/bn30

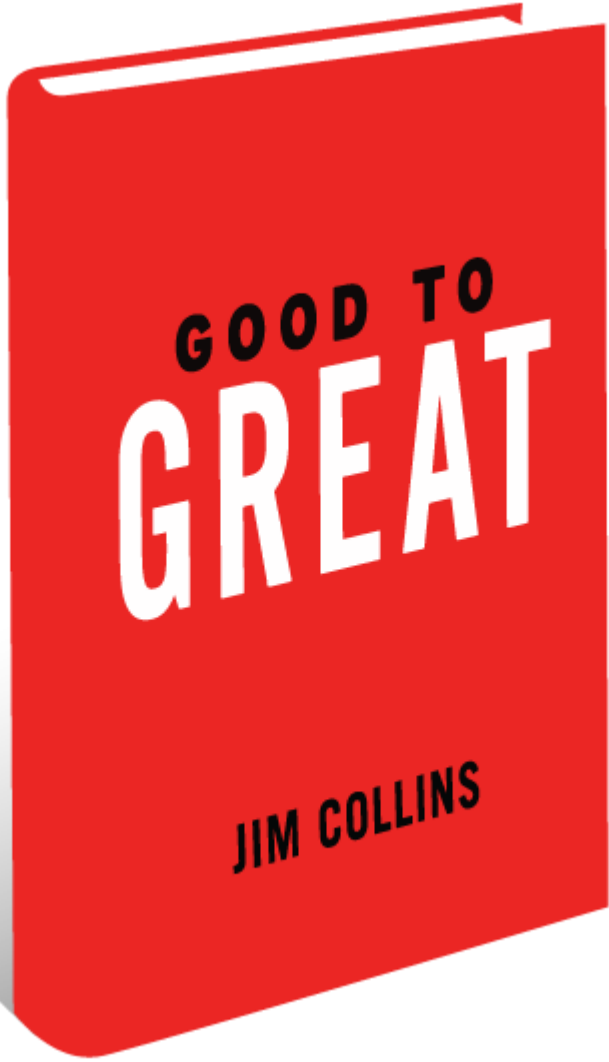


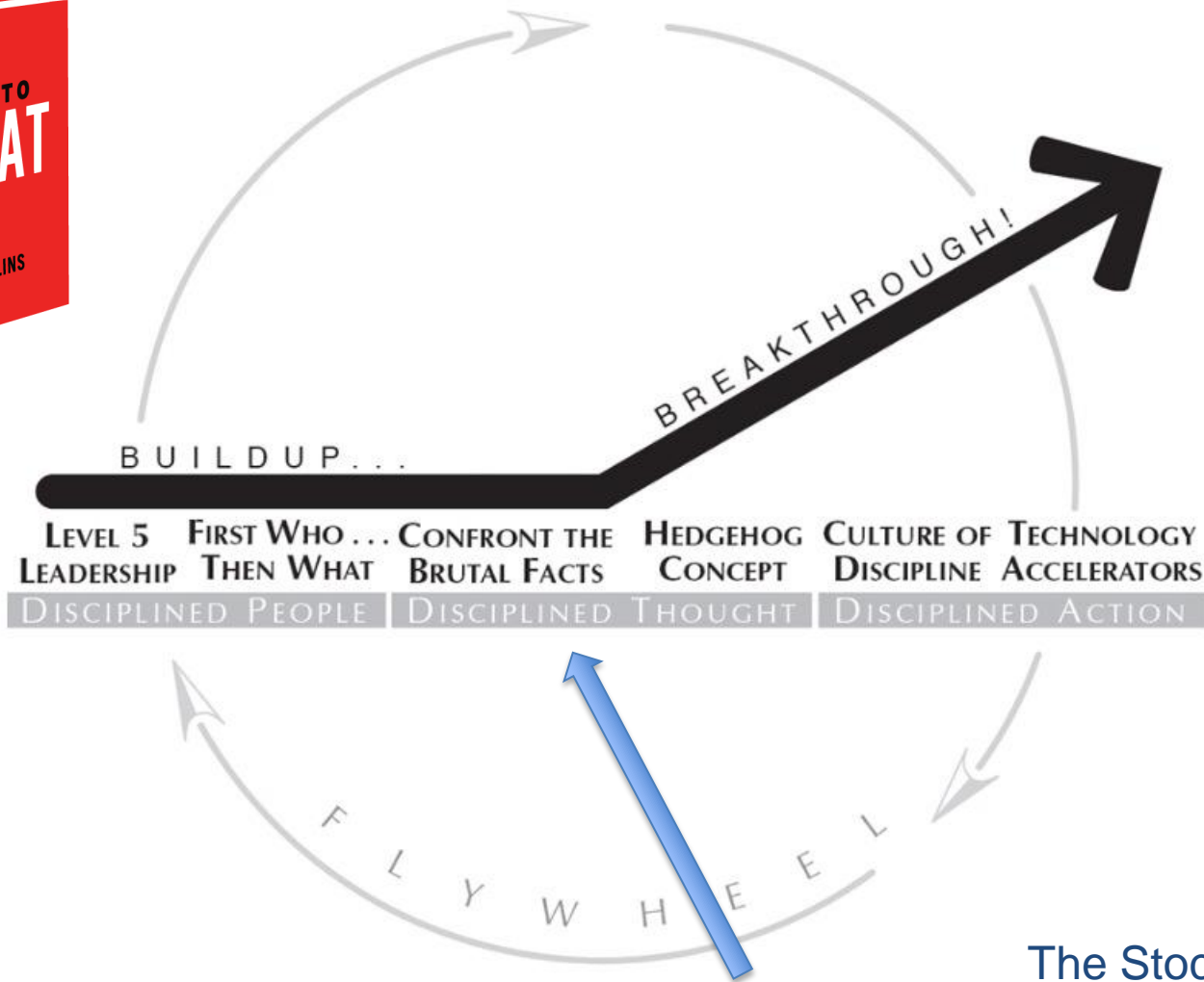
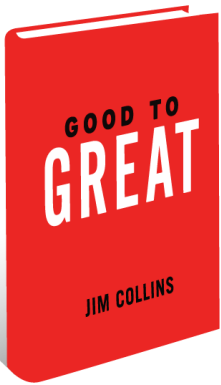
AMERICA 2.0
New York, NY



A pessimist complains about the wind.
An optimist expects the wind to change.
A leader adjusts the sails.

~ John C. Maxwell





The Stockdale Paradox

“I’m not making light of my situation, but I have unyielding belief I will prevail”
 ~ Jim Stockdale

Doing it tough 😞

Mining Services

Retail

Property/home builds

Recruitment

Business Services



Bilton fails, administrator appointed



Dan Wilkie



Mark Pownall

Monday, 23 January, 2017 - 15:10



facebook



twitter



linkedin



google+



print

One of state's biggest residential construction firms, [Bilton](#), has succumbed to the financial stresses engulfing the sector, appointing external administrators earlier today after reports of the company's financial troubles emerged last week.

[Cor Cordis](#) partners [Dino Travaglini](#) and [Jeremy Nipps](#) were named as administrators to [Bilton's](#) parent [Biltoncorp Pty Ltd](#), as well as four other entities. Both were appointed in similar roles in September to [Quattro Homes](#), a boutique builder with 10 employees.

About 110 homeowners have been affected according to [Cor Cordis](#), with creditors owed an

Source: businessnews.com.au

Why?

- WA population growth stalls
- + Mining const'n boom ends
- + Digital disruption
- + Uncertainty about future

= Low confidence



Population growth at 10-year low



Mark Beyer | Thursday, 24 March, 2016 - 14:25



Population growth rates have fallen in Western Australia and across the country as a whole, with WA experiencing a sharp drop in overseas migration and a net loss of people through interstate movements.

Australia's population expanded by 313,200 people over the year to September 2015, to 23.8 million, according to the Australian Bureau of Statistics.

That equated to a growth rate of just 1.33 per cent, which was a 10-year low.

Population growth was strongest in Victoria (1.74 per cent), followed by the ACT (1.42 per cent), NSW (1.36 per cent), and WA (1.27 per cent).

Tasmania (0.42 per cent) and the Northern Territory (0.34 per cent) had the smallest growth.

Source: businessnews.com.au

Bright spots 😊

ICT + tech, digital
Prof. Services
Annuity businesses
Agribusiness
Some miners



Rinehart buys more cattle stations



Mark Beyer | Thursday, 21 July, 2016 - 15:47



Gina Rinehart's family company, [Hancock Prospecting](#), has announced the purchase of two cattle stations in northern Australia, continuing the investment in agriculture by magnates such as Andrew Forrest and Kerry Stokes.

Source: businessnews.com.au

Great Potential 😊?

Tourism

Education

Aqua/Agriculture

Health services

Mining/Bio/startup tech



The image is a screenshot of a news article from Business News Western Australia. The top navigation bar includes the 'BN BUSINESS NEWS WESTERN AUSTRALIA' logo, a 'News' icon, and a 'BNiQ' icon. The main image shows Marcus Tan, the founder of HealthEngine, standing in front of a glass wall with the company's logo and name. Below the image is a caption: 'HealthEngine Founder Marcus Tan. Photo: Attila Csaszar'. The article title is 'Global investor backs Perth tech firm'. The author is Mark Beyer, and the article is dated Tuesday, 4 April, 2017 - 10:30. There are social media sharing icons for Facebook, Twitter, LinkedIn, Google+, and Print. The article text states: 'Perth-based HealthEngine has shown that investors still have an appetite for quality tech companies, announcing today it has raised \$26.7 million from venture capital and private equity investors in a deal led by major global player Sequoia India. HealthEngine, which runs an online healthcare booking service, will use the proceeds to add to its product portfolio, expand into other'.

Source: businessnews.com.au

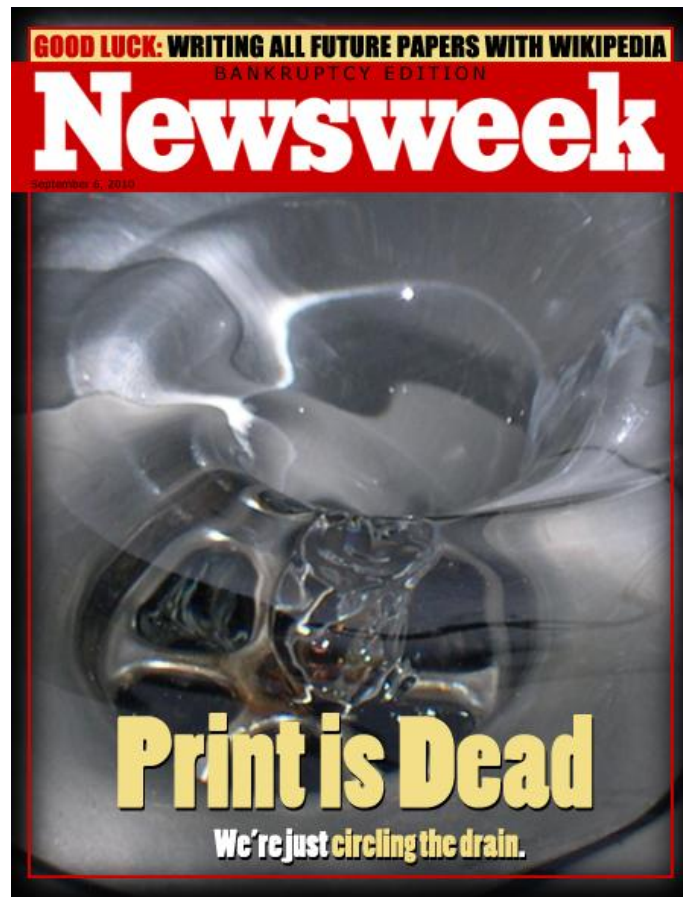
2017 + beyond ...

- **Unyielding belief** we will prevail, *without* making light of the situation
- Adjust the sails
 - what can **you do**?
 - where's the **trend**?
 - **who** can help you?



Media's jaws of death

1. "News is free"!
2. Readership collapsing
3. Business model disrupted
4. Local economy waning
5. Fake news, Trump...



Ouch!



**So how'd you solve
that tricky
problemo ..?**



Well ...

A photograph of a beach scene. In the foreground, a line is drawn in the sand, starting from a piece of driftwood on the left and extending horizontally to the right. The text "You have to draw the line somewhere" is written in a cursive, hand-drawn style above the line. In the background, waves are crashing onto the shore, creating white foam. The sky is a pale, overcast blue.

You have to draw the line somewhere

Pay wall is our line in the sand

Quality news + data
+ keep innovating/focused
= people will pay

The screenshot shows the BN Business News website interface. At the top, there is a navigation bar with a menu icon, the logo 'BN BUSINESS NEWS WESTERN AUSTRALIA', and links for 'Logout' and 'Search'. Below the navigation bar is a search input field with the placeholder text 'Search for company, executive or keywords...'. The main content area features a news article titled 'WorkZone East sold in near \$70m deal' with a photo of a modern office building. The article is dated 10 Feb 2017 and written by Dan Wilkie. The text describes a \$68.2 million acquisition of the Northbridge office building WorkZone East from Charter Hall by CorVal. To the right of the article is a 'BNiQ DATA & LISTS' section titled 'CORVAL' with a table ranking properties by total area owned and total assets. The table lists the following properties:

Rank	Property	Total Area (m2)
20 th	Cape Bouvard	19,234
21 st	APIL	13,793
22 nd	CorVal	12,362
23 rd	ARA Asset Management	11,860
24 th	Zone O Investments	9,800

Below the table is a link to 'View the full LIST >>' and a note that there are 25 properties in total. A 'BNiQ DISCLAIMER' is also present, stating that information on ASX-listed public companies is sourced from Morningstar Australasia Pty Ltd (ABN: 95 090 665 544). At the bottom of the page, there is a 'LATEST HEADLINES' section with a 'VIEW ALL' link. Two headlines are visible: 'Nationals' \$150m WASM commitment' by Matt McKenzie (11 Feb 2017) and 'Mark my words podcast'.

BNiQ SEARCH

Select an industry or...

Search for company, executive or keywords...



ENGAGE

- WITH BUSINESSNEWS -



85,000

BUSINESS ARTICLES



24,000+

BUSINESS PEOPLE



6,700+

ORGANISATIONS



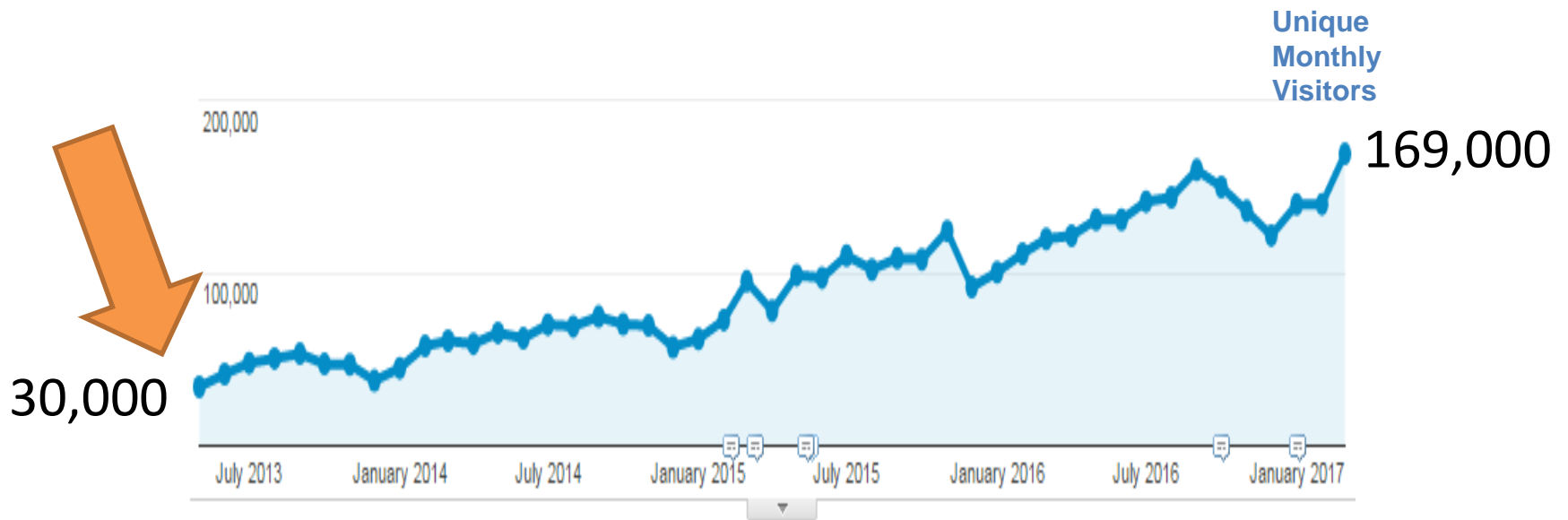
80+

INDUSTRY LISTS

Searchable, constantly updated and downloadable*

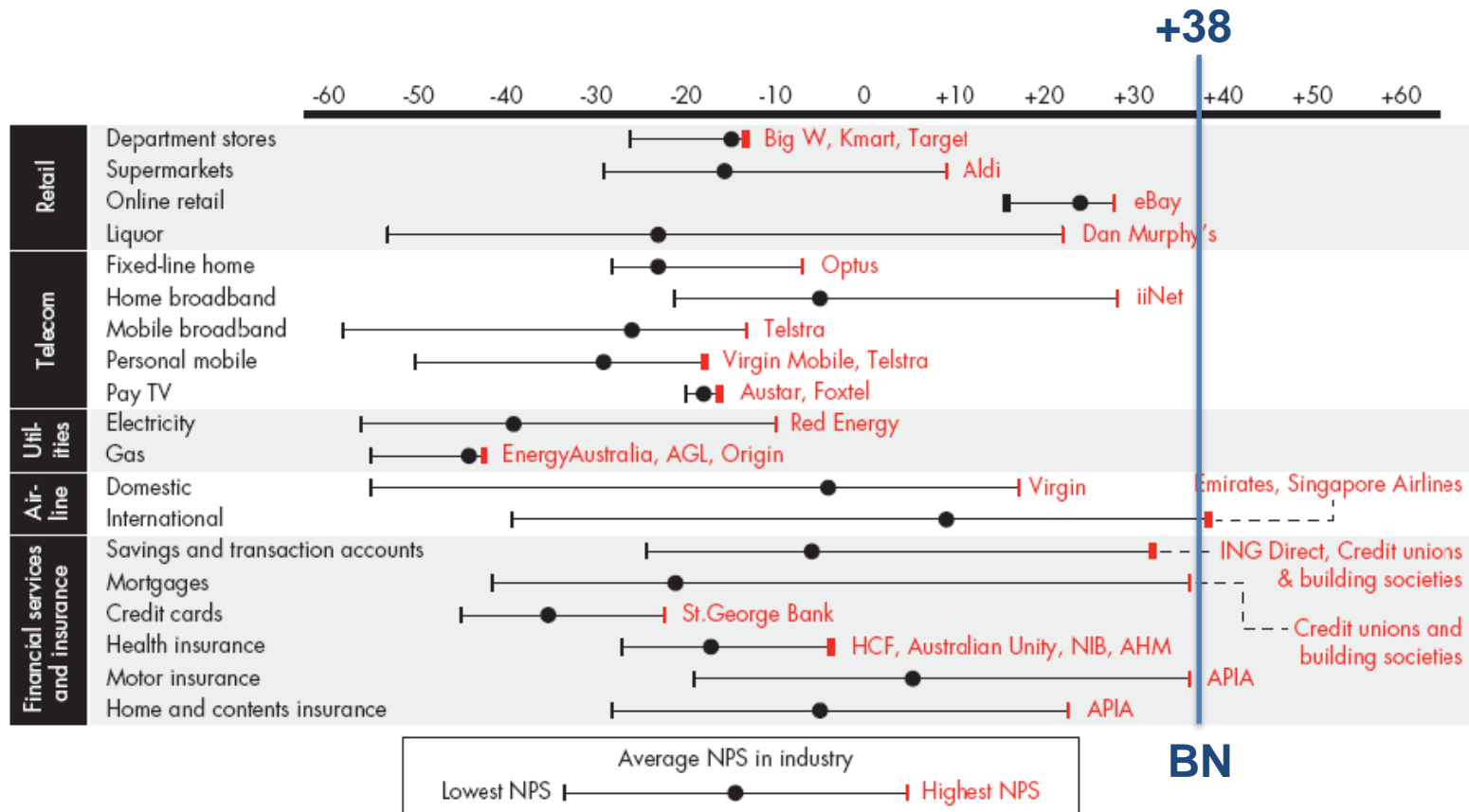
*Not all viewable content is downloadable

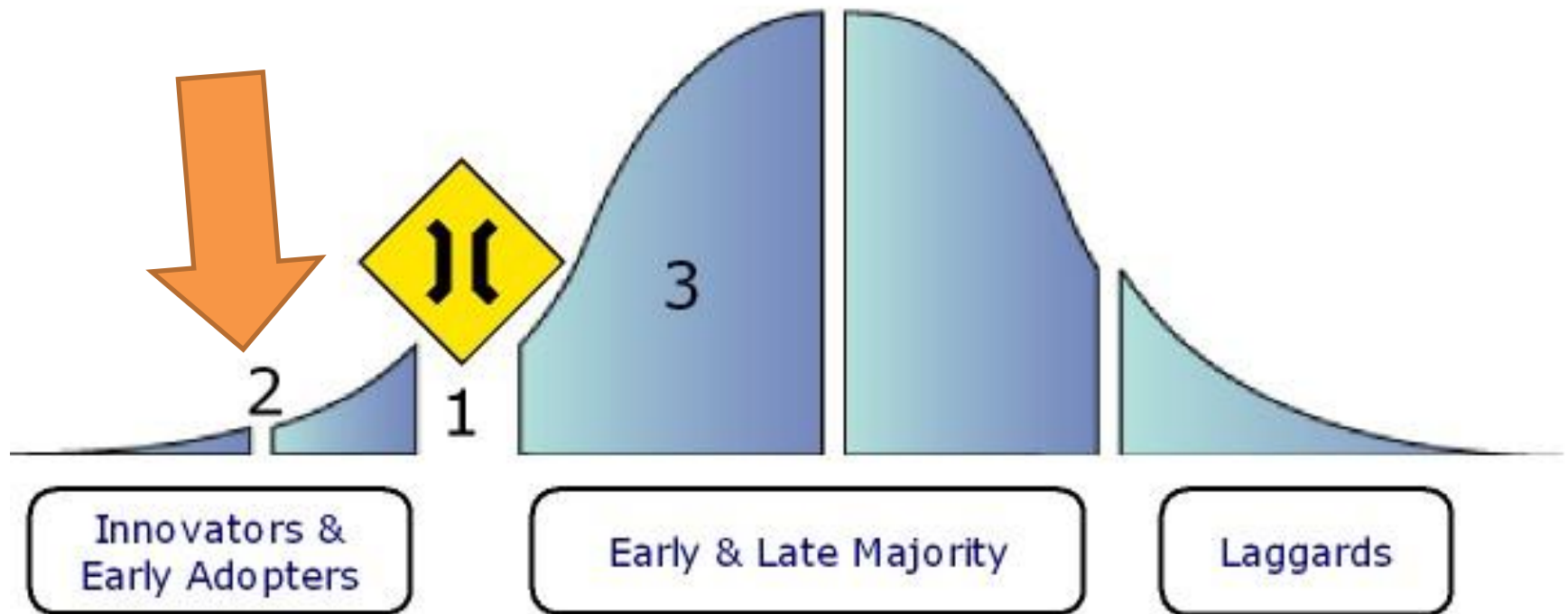
Web traffic x5



Pre pay wall record: May 2011, 67k

NPS Scores - comparative





Cross the chasm

- talk to innovators/early adopters ~ *Godin*
- make it easy to spread ~ *Gladwell*
- find influencers (use **KLOUT**)

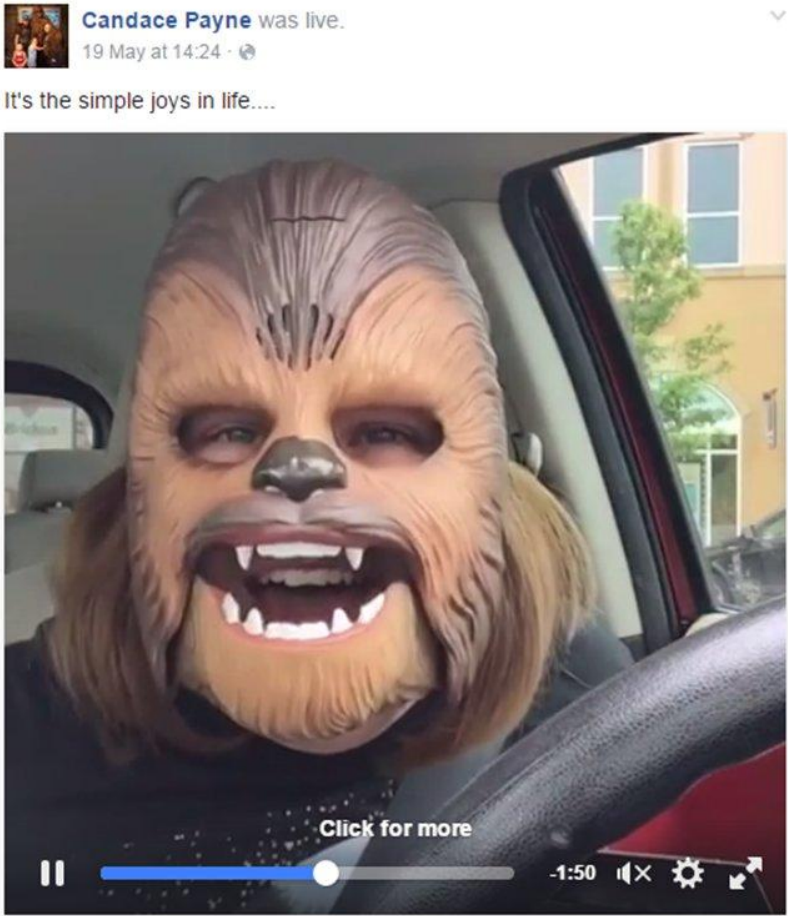
Example: Chewbacca Mom, May 2016

19th May 2016 2.24pm, FB video

1 million views by 9.41pm
20m by following morning
3m shares

Then ... 153m and counting
+ Appearances on GM America,
James Corden, Jimmy Fallon

Chewbacca masks sell out across
US



Candace Payne was live.
19 May at 14:24 · 🌐

It's the simple joys in life....

Click for more

153M Views

👍 Like ➦ Share

👍 😂 🍷 2.7M Top comments ▾

3,334,592 shares



@petershankman

Peter Shankman ✓

Hey @Mortons - can you meet me at newark airport with a porterhouse when I land in two hours? K, thanks. :)



@petershankman

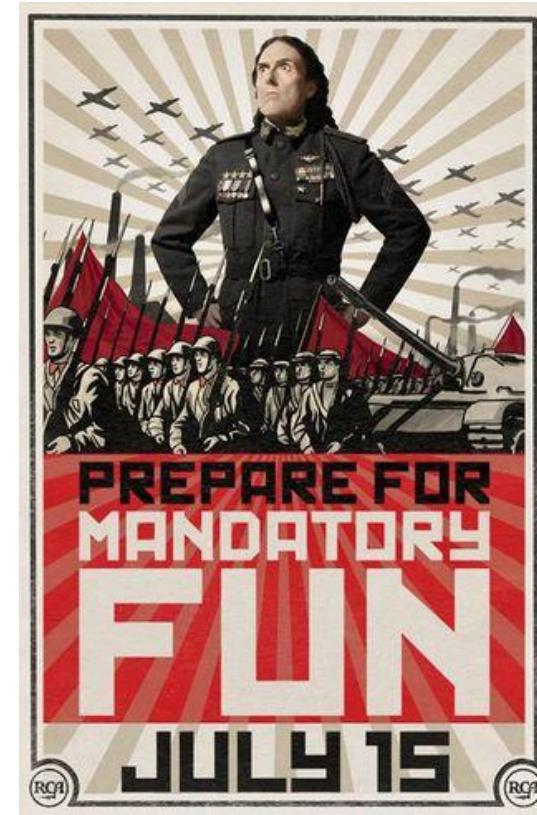
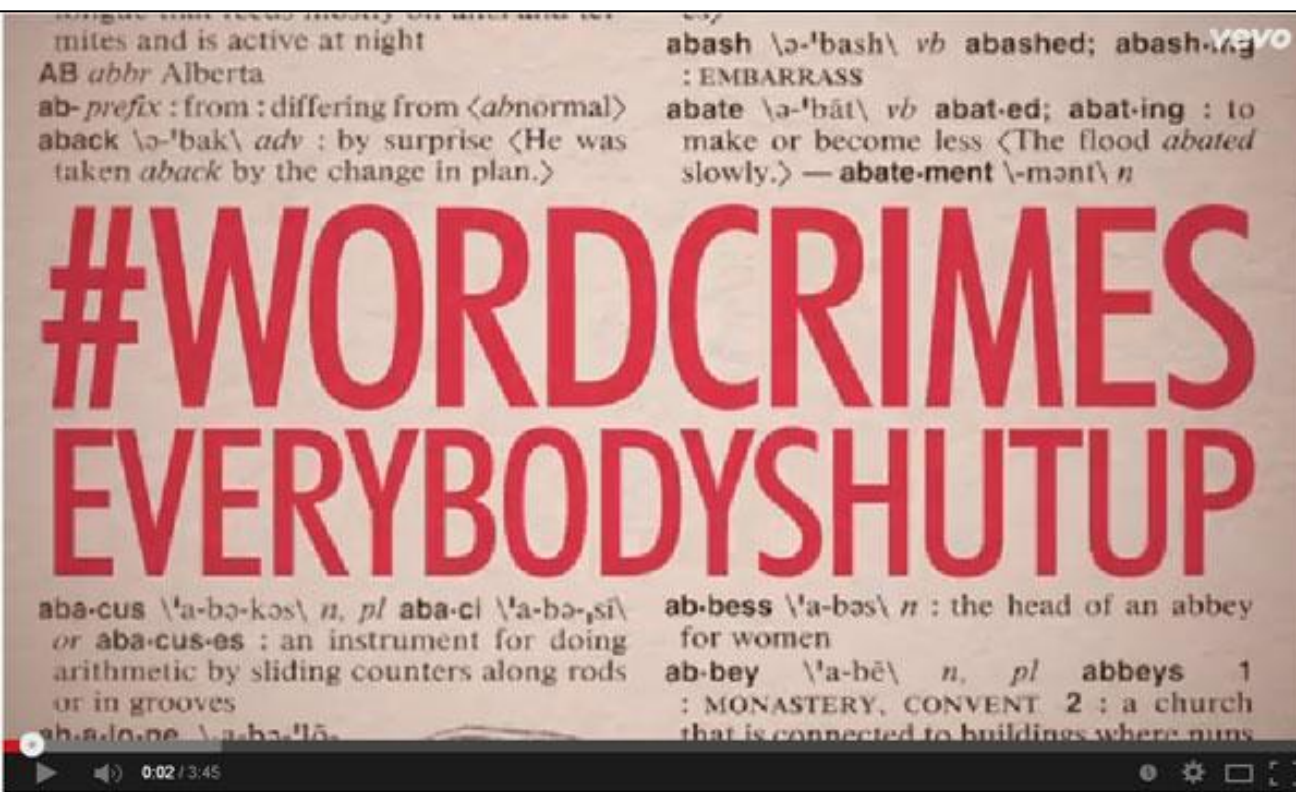
Peter Shankman ✓

Oh. My. God. I don't believe it. @mortons showed up at EWR WITH A PORTERHOUSE!

lockerz.com/s/130578715 # OMFG!



Example: Weird Al, 2014



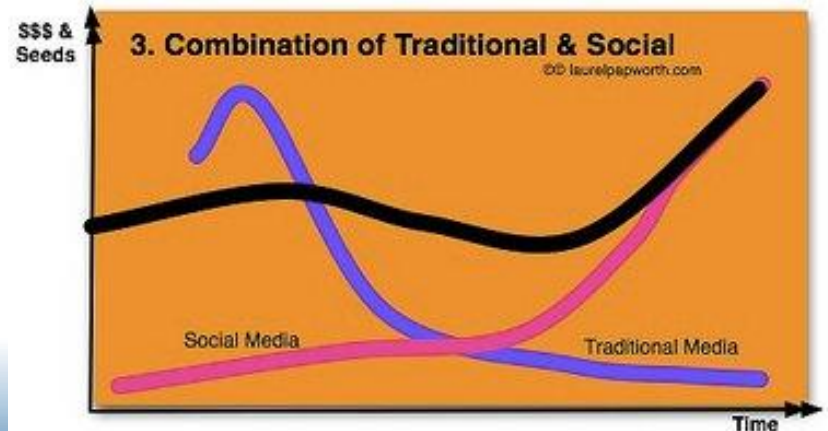
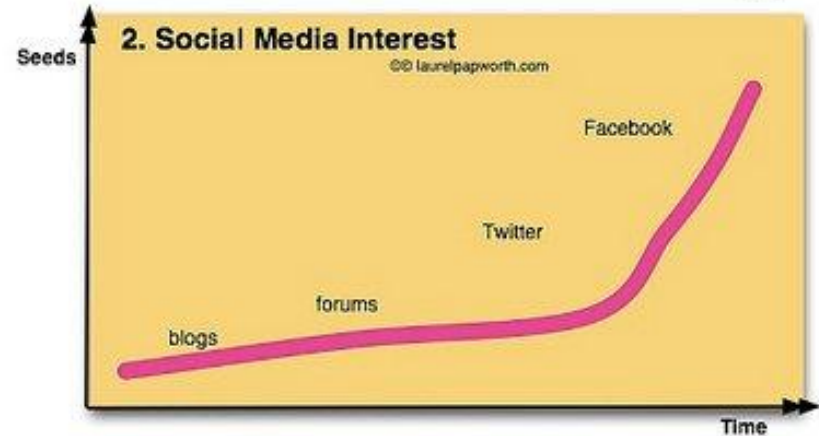
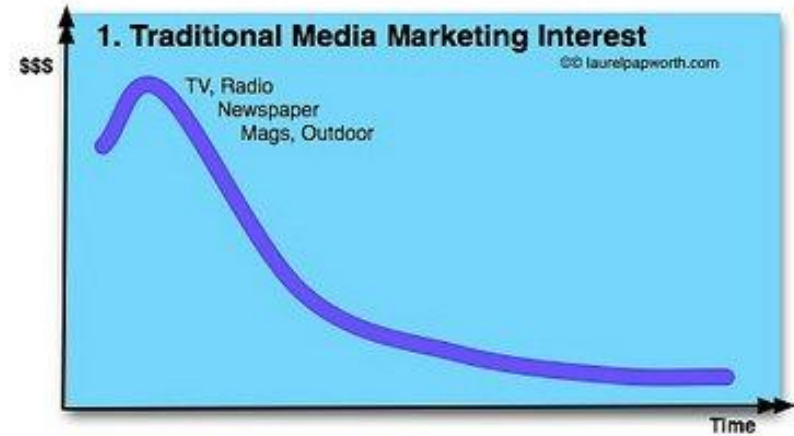
8 [YT vids](#) in 8 days => 1st #1 comedy album in 50 years

Mix trad promos

... with social

... to make longer,
lasting effect!

Social Media: Time vs Resources



Marketing = the 3 i's

*Get the right **i**nformation
to the right **e**yes
at the right **i**nteractant*



In Closing ...

1. Get the **facts**
2. **Listen** to customers
3. Get on **trend**
4. **Adjust the sails**



Lt John Gunningham,
Aged 20, Royal Corps of Signals

2 month free trial

1. BN fortnightly magazine
2. BN online + **BNiQ** search engine
3. Twice daily business emails



The Outlook for Business in 2017

~ the sun is out!



Charlie Gunningham

These slides -> www.slideshare.net/charliegunningham