

LOCAL BUSINESS PROFILE



Full Name: Mark Burdon

Business: PCE Wealth Management Pty Ltd Protect, Create, Enjoy!

Time in Southbank: I have lived in Southbank since 2000, and worked in and around the CBD since 1992. I joined Servcorp in June of 2012.

Why Southbank: It's professional and relaxed. Fun and vibrant. I love Southbank. River bank access creates a great feeling. Clients love meeting me here.

Your Business in a Nutshell: We Protect and help Create the wealth of successful individuals and private companies. They become in control. Once we achieve these steps, our clients can Enjoy a secure and happy financial future!

A successful business needs: Lot's of love and attention! It needs a mentor, dedication and discipline. It also needs an enthusiastic principal to take control, and navigate it! Most of all, it needs loyal happy clients, to create a strong reputation and brand, to attract more of the same!

Whose brain would you like to pick: Richard Branson and Jeff Kennett

What is your definition of success in business: When my clients are happy and satisfied, I feel successful.

Biggest mistake business owners can make: Become complacent. Take short cuts. Lose the reason as to why they are actually in business.

Biggest strength Business Owners can leverage: The strength of satisfied clients and customers.

What keeps you up at night? Planning exciting new rewards & concepts for my clients, and for my business.

Hidden gem at Southbank: LeftBank Bar & Restaurant. The coffee is great, the atmosphere is modern, stylish and comfortable, and the waitresses are very attentive.

Most surprising discovery since being located at Southbank: Helicopter joy flights by Red Helicopter from Crown are sensational!

What is your businesses mantra? To Protect, to Create, and importantly - to Enjoy!

Most important office/business tools: Call me old fashioned, but it's my telephone! Websites are really valuable, social media is important, but you still can't beat a friendly conversation!

5 Year Goal: To continue to have a strong reliable professional brand; demonstrating and delivering knowledge and reliability for my clients.

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*Conditions apply. Draw closes 15th January, 2013. Winners will be drawn at random & notified by email. Prize to be collected from Servcorp.



5 KEY TRENDS FOR 2013

The world is changing faster and faster. Here are 5 key trends to watch for in 2013.

FRICITION FIGHTING

We are training a generation of consumers that can have what they want, when they want it. I can buy a Kindle book and have it 30 seconds later; I can book a holiday on the train. 25% of people have been shown to abandon a web page if it does not load in 4 seconds. Any friction between you and your customer making a buying decision is history.

MOBILE

There are massive increases in the use of mobile data. This is happening in the home as well as on the road. Venture capitalist Fred Wilson recently tweeted "If you are starting a consumer or enterprise tech company today and not building mobile first, you have lost your mind."

OUTSOURCING FOR SMES

Outsourcing was just for large companies but now it is for small and medium



companies. You can outsource routine admin tasks to virtual assistants, hire key skills for short term projects through sites such as elance.com and freelancer.com, and outsource innovation using prize based innovation platforms.

CROWDFUNDING

Crowdfunding is where you put an idea up on an online platform such as Kickstarter or Pozible and ask people to fund your idea. Melbourne success stories include Scanbox (which I supported) and Ton of Wool. You can fund business ideas, community events and arts projects. As well as raising money this also tests the market for real interest in your idea.

THE RISE OF THE PEER TO PEER ECONOMY

You can rent your house or a spare room out via Airbnb. Australians have booked over 1 million night stays via the system. In America GM has partnered with Relay Rides to use their Onstar system to allow you to rent out your car via your social network. Socially mediated reputations are driving this trend to utilise existing capital better in all sorts of areas.

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NETWORKING EVENT

If you're up for a night of learning, networking, canapés & drinks then you'll love this **Business Shorts** event. Bring your cards and meet other business owners, entrepreneurs and professionals in a relaxed environment. Come along and expand your network!

How Winners Become Champions in Networking

Date: Thursday 14th March 2013

Address: Servcorp, Level 18, 101 Collins Street, Melbourne

Time: 5:30pm - 7pm **Price:** \$20

Speaker: Michelle Stanton, CEO, Zonehigh

Info: Think about those days when everything just "clicks" for you. Days when you find yourself in the right place at the right time, doing just the right thing. This is how highly successful people achieve extraordinary success in sport and in every area of life - they are "being in the Zone". Once you know how to step into the Zone, you'll never want to live any other way. Join us to find out how you can become a champion in networking by getting into "the Zone"!

RSVP: www.servcorp.com.au/eventbrite.com