

UNDER THE WEATHER - LIONEL GREEN

WALGETT NSW

Reasons why Lionel went into business

- To turn a personal interest/hobby into a business;
- Recognised an available niche in the market place in his area;
- To share his love of music; and
- To provide employment for himself and band members

The story so far

Lionel and his partner Karen are lovers of karaoke and when they were living on the North Coast they regularly participated in karaoke nights.

The couple obviously has an understanding of music and enjoy performing and it was during a visit to their home town of Walgett, that friends convinced them that they should form a band so that more people could enjoy their music. They play a variety of music from Country and Western to Rock and Roll.

They recruited several friends, including Victor the bass player and Under the Weather was formed.

To date, they have performed in Moree and Dubbo as well as in their home town at the Walgett RSL Club.

Funding (if any) to support business development

Lionel is a participant in ISEP and has received a business loan from that source.

He utilised this assistance to purchase equipment including a PA system, drums and lighting and to commence performing.

Stakeholders within the business or who have helped

Lionel and Karen as well as other band members.

Mentoring services have been provided by the Parkes Forbes BEC through the ISEP and AEDO programs.

Business planning, how implemented and timeframes for the development of the business

Lionel and the band do not have a formal business plan but they do know what direction they would like their business to take. Their main objective at present is to enter the Tamworth Talent Quest. They also plan to produce a CD.

Economic and employment impact

The band consists of six members and, although they have been performing, there has been little financial benefit to them.

Success factors and lessons learnt

Lionel is in receipt of the Self Help Loan from DEWR however, he feels that more capital would have been beneficial especially to assist with start up costs associated with marketing and promotional materials.

Advice to others contemplating the enterprise option

The best advice Lionel could pass on would be the need for patience and to take time to perfect your product before you start performing/selling.

Best practice

The best way to sell your product is to be professional at all times.

Contacts, links, resources

DEWR

Parkes Forbes BEC



Under the Weather – L to R – Lionel Green, Karen Green and Victor Townsend