



The Voice of Business in South Dublin County

**South Dublin  
CHAMBER**  
IN BUSINESS FOR BUSINESS  
Spring 2015



As we enter into the second half of our 30th Anniversary our mission to represent and support business remains as relevant as when the Chamber was founded. Many things have changed since 1984 when Kevin Molloy and other local business men came together believing business working together through a Chamber rather than in isolation would create a better environment to do business in. That spirit of working together now

but it is so important to get back up and try again. We are all part of the team that makes business happen. Coming together as a Chamber for our area enables us all to have a better future.

As a nation we are very poor at taking the time to look back at what we have achieved, we certainly don't brag about our strengths and we are very quick to point out our faults.

As a Chamber we have had many great achievements and accolades. During difficult times we have still managed to grow and remain relevant. I look forward to working with you in the coming months in the spirit of cooperation and positivity outlined by those who founded the Chamber in 1984.

Sherri Brennan  
President

extends to the many strategic partnerships the Chamber has. Our partnerships range from The Business Sustainability Programme which we run in partnership with South Dublin County Council through to education initiatives with our Institute of Technology.

I am very lucky to be taking on the Chamber Presidency at a time when we are beginning to see more light at the end of the tunnel. We are hearing business owners speak in very positive tones about growth, expansion and employing more people. Coming from a family run SME I have seen at first hand the difficulties and challenges we have all faced, the many days when that light at the end of the tunnel seemed not to be working. Together through our chamber we can create a better environment for us all to grow our businesses.

At our Chamber lunch I heard Jim Gavin speaking about his success with the Dublin Football team. It was refreshing to hear that even when you do everything right you are not always guaranteed the results you desire

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## Lobbying / Influencing 2015

During 2015 we will be concentrating on two key areas, Job Creation and Training and Supporting SMES. This will be complemented by our ongoing work on local issues that affect our members.

### 1. Job Creation and Training

- Ensure training needs of members are provided locally and are future proofed to enable business to remain competitive through skilled and educated staff.
- Labour costs - Employers PRSI needs to be reduced to incentivise businesses to employ more staff. to Reinststate the lower employers PRSI for Class A staff. Reduce overall taxation to below 50% to ease pressure for salary increases and stimulate spending.
- Support job creation through labour force cost competitiveness
- Reduce local taxation ref Commercial Rates and Water Charges

### 2. Support SME's

Our SMEs can be supported by

- Improving access to credit
- Working capital incentives
- Less bureaucracy
- Procurement protecting the interests of SMEs

Whilst these are our key focus we will also be working on the following to aid economic recovery;

- A. Incentivising work over welfare
- B. No more changes to sick leave payment regime
- C. Ensure water costs are not increased in light of political pressure on domestic water charges
- D Investment in local economic drivers such as energy renewal and tourism.



If you would like to join the Chambers Policy Committee or if you have issues that you would like to see the Chamber address please contact the Chamber.

Brian Buckley

South Dublin Chamber Policy Committee Chairperson, Greyhound Recycling & Recovery Limited

## The opening of the new Newlands Cross Flyover



L/R: Theo Cullinane, CEO, BAM Contractors, Fred Barry, CEO, NRA, Robert Dowds TD, Minister for Transport Paschal Donohoe TD, South Dublin Mayor Fintan Warfield and Joanna Tuffey TD

## Tourism Strategy

South Dublin Chamber welcomes the launch of "A Tourism Strategy for South Dublin County – On Dublin's Doorstep"

The strategy was commissioned by South Dublin County Council and launched this April. It offers a vision for the further development and growth of tourism in our area and strengthening our tourism offering through greater regional integration in tourism promotion.

The launch document and full strategy are available on [www.sdcc.ie](http://www.sdcc.ie)

## Chambers Mediation

Conflict in the workplace seems like something to be avoided, and yet the fact that conflict exists cannot be sidestepped. Given the right training and services, staff can use such experiences to learn and grow, thereby being more effective employees. If staff can work together to find ways to deal with conflict in a positive way, they can then channel that energy and effort into increased productivity, profitability and making your company a nicer work place. Mediation is designed to be useful, cost effective and time efficient. It is confidential and quicker than going through more formal procedures. The agreements forged are resilient and long lasting.



L/R Sherri Brennan, Fiona McAuslen

Chambers Mediation is for individuals, small businesses and large companies who wish to resolve disputes effectively and cost efficiently. It is also for companies who want to enhance their working environment. The focus of our service is to restore the workplace relationship and reach a workable and mutually agreed solution to the conflict or issue of difference. For further details contact Fiona McAuslen at [info@chambermediation.com](mailto:info@chambermediation.com) or on 086 101 9848 or visit [www.chambermediation.com](http://www.chambermediation.com)

## County Development Plan

South Dublin County Council are currently drawing up the new County Development Plan which will cover 2016 – 2022. The plan is very important as it will shape the future growth of our County. You can contribute to this process directly or through the Chamber.

Details of the County Development Plan process can be seen at [www.southdublindevplan.ie](http://www.southdublindevplan.ie)





## Chamber Welcomes Patron Member



L/R: Gerard O'Reilly and Brian Conroy, Managing Partner, Crowe Horwath

### About Crowe Horwath

Crowe Horwath is a leading accountancy and business advisory practice in Ireland. Since 1941 they have been providing tailored financial and business advice to clients across a range of sectors. Known for their commercially-driven solutions paired with personal service, they have built a national reputation in the areas of audit, tax and advisory. With over one hundred professional staff in Ireland, they provide a comprehensive service to a client base ranging from private clients, sole

traders and owner-managed businesses, to financial institutions, government agencies, not-for-profit and multinational organisations. They build lasting relationships with their clients and are committed to supporting them at all times.

Internationally, Crowe Horwath is one of the top ten global networks of independent accounting and advisory service firms, incorporating more than 160 firms with 650 offices in more than 100 countries around the world. Crowe Horwath International's member firms are committed to impeccable quality and integrated service delivery.

Crowe Horwath are mainly represented in the Chamber by Gerard O'Reilly who is a partner in Crowe Horwath and involved in South Dublin Chamber for eight years.

### About Gerry O'Reilly

Gerry began his career and qualified with a small Irish firm who specialised in SMEs, he joined Ernst & Young to gain experience of working with large public companies and worked in their London and Toronto offices. After five years, he left to set up Newmarket Partnership. He is a Non-Executive Director of South Dublin Chamber, Chartered Institute of Logistics & Transport and of St. Ultan's Care Board and is a sponsor of the David Manley Emerging Entrepreneur Awards. [www.crowehorwath.ie](http://www.crowehorwath.ie)

## British Ambassador addresses the Greater Dublin Chamber



L/R Josephine Browne, President DLR Chamber, British Ambassador Dominick Chilcott, Siobhan Kinsella, President Fingal Dublin Chamber and Sherri Brennan, President South Dublin Chamber

The Greater Dublin Chamber hosted a Breakfast Briefing in the Red Cow Moran Hotel with guest speaker the British Ambassador Dominick Chilcott.

The Greater Dublin Chamber is a partnership of South Dublin, Dun Laoghaire Rathdown and Fingal Chambers.

## South Dublin Chamber visit to Dail Éireann



Pictured above, at the South Dublin Chamber visit to Dáil Éireann Wednesday 4th of March 2015 are, Peter Byrne CEO South Dublin Chamber, Frances Fitzgerald TD Minister for Justice, An Taoiseach Enda Kenny TD and Sherri Brennan, President South Dublin Chamber

Our Corporate members' event on Wednesday 4th March 2015 was a huge success with all attending getting to meet key political leaders. We are very grateful to Minister Frances Fitzgerald TD who hosted our Corporate Members in Dail Éireann.

## Economic recovery, South Dublin Chamber & County Council play their part



Photo L/R: Danny McLoughlin, CEO South Dublin County Council, Frank Nevin, Director of Economic Development and the Metropolitan Interest, SDCC, Mayor Fintan Warfield, Frank Ryan, Chairman IDA Ireland and Peter Byrne, CEO South Dublin Chamber

At the recent Commercial Property Expo in Tallaght Stadium, Peter Byrne, Chief Executive of South Dublin Chamber, presented preliminary findings of the County Economic Profile. The Economic Profile was carried out in the period April-August jointly by South Dublin County Council and the Chamber involving both online surveys and face to face visits to over 4,500 businesses. Full results of the survey were published in a report in January 2015, you can find a summary of this information on pages 4 and 5. Data from the report will assist in investment decisions and economic policies supporting the future development of the County

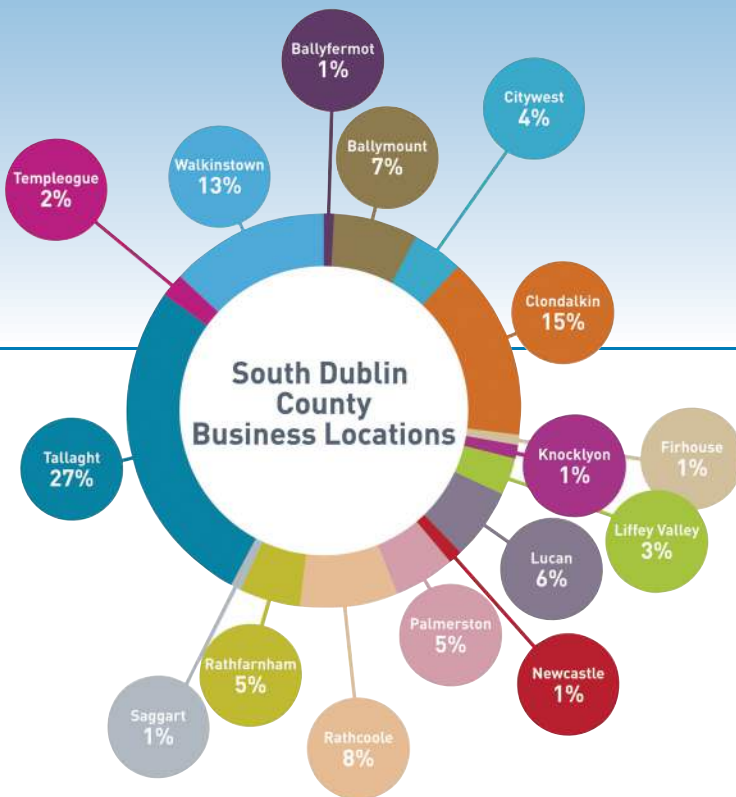
## Economic Profile Survey of South Dublin County 2014

An important recent initiative of the Sustainable Business Programme was an Economic Profile Survey of South Dublin County which aimed to get a full and clear understanding of the Economic Profile of the County. The project was managed by Ms Carroll and there were 2 elements to this project:

1. On the ground research involving 3 professional surveyors
2. An online survey, open to every business owner in the County

During April – August 2014, 3 professional surveyors were employed under the scheme. Having professional surveyors on the ground provided the opportunity to call to every business premises in the County. Over 4500 operational business premises were visited. The surveyors successfully made contact with over 90% of the business owners in these premises, collecting information on their activities, location and contact details, as well as anecdotal information collected on areas such as:

- Business Sentiment and Local Engagement,
- Activities and Exporting
- Outlook and Economic Development Priorities



### Locations of Businesses in South Dublin

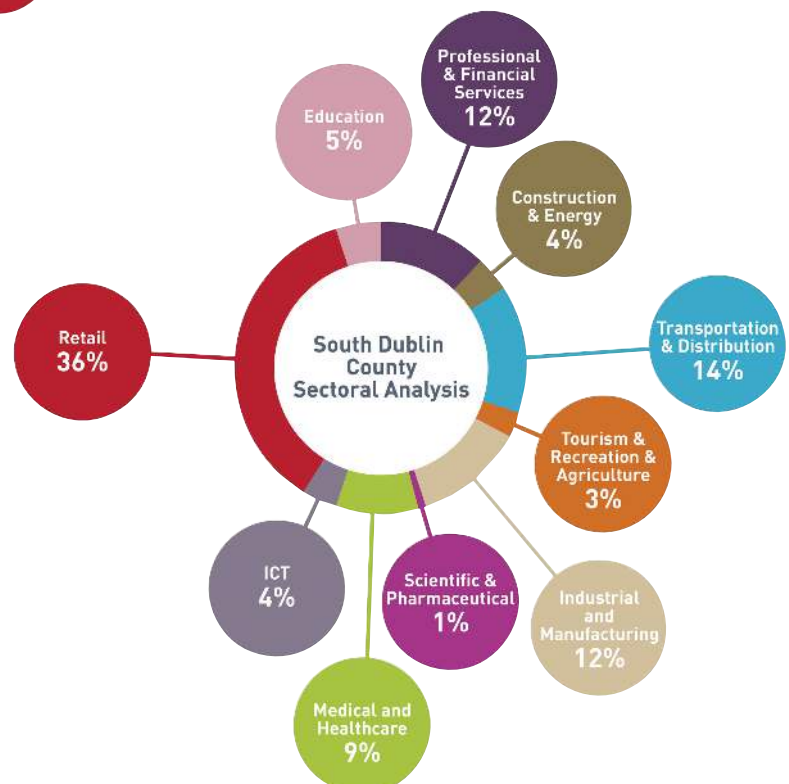
Tallaght, as the county town, accounts for 27% of business premises in the county. Clondalkin (15%) and Walkinstown (13%) also account for a significant amount of businesses locally. Residential areas are primarily identified as Saggart, Ballyfermot, Firhouse, Knocklyon and Newcastle.

Unsurprisingly there were a number of locations identified as key hubs for business in South Dublin, many of these being existing successful business parks, including Grange Castle, Greenogue (Rathcoole), Ballymount, Citywest and Liffey Valley business area.

### Breakdown of Sectors of Business

The most significant sector of business in the county is that of the retail sector, with 36% of businesses identified as in retail. The Medical and Pharmaceutical sectors also account for over 10% of the businesses identified – supporting the concept that South Dublin may develop as a hub for Medical and Healthcare related businesses in Ireland.

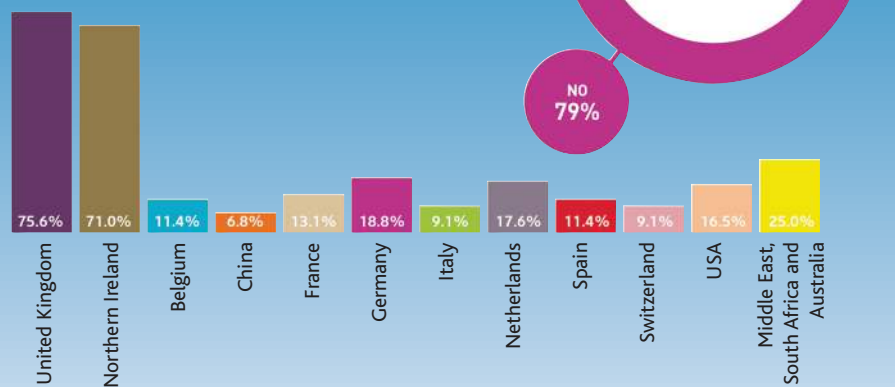
Industrial and Manufacturing account for 12% of businesses in the County, and professional services account for approximately 11% of business. Currently the construction sector accounts for approximately 3% of businesses in the county. Given the recent recession it is not surprising that it was that low in summer 2014.



## Exporting

As part of the survey carried out and the analysis from surveyors, it was identified that approximately 21% of businesses are exporting, capitalising primarily on the opportunities to grow their business by exporting to Northern Ireland (71%) and the UK (75%). The successful Manchester Trade Mission in 2014 carried out by the Chamber and County Council, supported the fact that the UK is one of the most popular and successful export partners for Irish Business. However many businesses also identified exporting to Europe (Germany (18%) and the Netherlands (18%)), the USA (17%) as well as the Middle East, South Africa and Australia being important export locations.

### Export Locations



## Training Needs

As part of the online survey, respondents were asked to comment on the skills requirements of their businesses. They identified both current and future skills needs. In general the top skills required were identified as business related skills both now and into the future.

- Current skills required by companies in South Dublin are: Clerical & Admin, Sales and General Business Skills.
- Skills identified for the future were similar, identified as: Sales, Clerical & Admin and Business Skills.

The fact that Clerical Skills are highest on the current agenda indicates that businesses currently require help in the general running of their business. However many companies identify Sales as the highest future skills requirements, indicating their intention to prioritise growth for the future.

## 4 Years of Sustainable Business in South Dublin



Andrea Carroll, Sustainable Business Executive

The Business Sustainability Programme is our partnership programme between South Dublin Chamber and South Dublin County Council. Andrea Carroll was appointed in 2011 to manage and develop the programme, the first of its kind in Ireland.

In 2014, under the Sustainable Business Programme, Andrea manage a landmark project which surveyed and called to every business premises in South Dublin to get a clear understanding of the economic make up and environment for business in South Dublin. This survey will give both the local authority and your Chamber a better understanding of the

issues facing business in order to ensure that policies and development of the County are in line with the needs of business.

Over the last 4 years over 400 businesses have met with Andrea, expressing their own views and opinions as well as receiving valuable advice on issues as diverse as Social Media, Energy Reduction and Tendering. In addition Andrea maintains a close relationship with stakeholders external to the Chamber (including the County Council and other business related organisations) in order to convey business views.

In addition, the Sustainable Business Programme has brought a huge amount of free training and networking opportunities to South Dublin businesses, including: the Social Media Means Business Event, Business Month at South Dublin libraries (offering free training on topics such as Excel, Crowdfunding and PR), the SMILE Resource Exchange events and even a free energy reduction programme for businesses to reduce their bills.

This year Andrea is focussing on further getting to know the businesses in South Dublin and is available to meet with you directly. In addition she will also continue to build on the information gathered as part of the Economic Profile, analysing the training needs of businesses in the County as well as working on projects set to improve our industrial areas. You can contact Andrea on [andrea.carroll@sdchamber.ie](mailto:andrea.carroll@sdchamber.ie)



## Profile – IPC Consulting

With over 25 years consulting experience, Declan Duke (Partner and Senior Consultant) at IPC Consulting provides solutions for manufacturing, logistic and service companies to build high performance organisations through their people. He delivers a range of practical interventions from short term focussed inputs to long term advice and coaching to organisations on a retainer basis.



Productivity improvement is the key to be competitive in the marketplace. Declan prepares a definite productivity improvement plan using solid data, a facts based approach. Declan also provides interim turnaround management when an organisation faces a crisis or lose key staff. The approach is to spend time understanding what the organisation is trying to achieve by identifying the drivers for success and, in collaboration with the client, design and deliver those interventions that add value, through values of integrity, independence and commitment ensuring client satisfaction. Declan was Treasurer of South Dublin Chamber for 3 years, is an approved Lean Six Sigma consultant with Enterprise Ireland and was recently appointed to the Evaluation and Approvals Committee with Kildare LEO.

Contact Declan through email [declan@ipcconsulting.ie](mailto:declan@ipcconsulting.ie) or by phone on (01) 631 9320.

## Treating Insurance as a must, not a luxury

Business owners who neglect Insurance do so at their peril. Arachas looked at the amount of time people actually spend on protecting the business they have in many cases spent years building. Their findings highlighted a major problem, with 75% of those questioned admitting to spending less than one hour thinking about this aspect of the business with most focusing on price to the exclusion of looking at the proper cover.

Protecting the physical assets and covering against potential liabilities should be key management objectives when looking at purchasing the correct insurance package. All of the main insurance providers now offer their customers tailor made wrap around solutions which will by and large accomplish this objective. What is critically important is that the business owner, sit down with their insurance broker and go through each of the key elements of the covers being offered to confirm not only the detail, but also the adequacy of the levels of cover being purchased. This will be time well spent.

Having satisfied yourself that the business is adequately protected against the standard range of exposures and liabilities, you should now move on to considering the protection of the most important asset of the business .....yourself. Whether it be through the provision of income protection, pension provision, or simple life insurance cover, you should be able to answer the question as to what would happen in the event of you being unable to continue on in business with a positive response.

The key message of this piece is the importance of being insured. Don't make the mistake of looking at the open door after the horse has bolted.

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## Sustaining Female-led Scalable Businesses



Photo: Jean O'Sullivan, Programme Manager, Enterprise Ireland

The Women in Business Event held in association with the Synergy Centre in IT Tallaght on 24th February 2015 was a great success with over 50 business women in attendance. Chaired by Andrea Carroll, of South Dublin Chamber, the event saw headline speaker Jean O'Sullivan of Enterprise Ireland encouraging women to put themselves forward to look for funding - and to look for the full amount of funding available.

## Christmas Lunch Speaker - Jim Gavin



Photo: Jim Gavin, Dublin Football Team Manager

Jim Gavin speaking at the Annual Christmas Lunch about his success with the Dublin Football team. It was refreshing to hear that even when you do everything right you are not always guaranteed the results you desire but it is so important to get back up and try again. We are all part of the team that makes business happen.

## Sales Training Programme



Photo: Paul Doyle, Ology Business Coaching, presenting at the Sales Training Programme

Paul Doyle, Ology Business Coaching, presented at the Sales Training Programme on the 25th March 2015 where members learned:

1. The 4 Stages of a Sales Call
2. Developing Buyer Needs
3. The Value Equation and the Larger Sale
4. How to make the Value Equation work for Your Kind of Sale
5. Demonstrating Capability
6. Preventing Objections vs. Handling Objections

Paul Doyle has over 25 years in Sales, Sales Management, General Management in a variety of Irish and Multinational organisations. [www.ologycoaching.com](http://www.ologycoaching.com)

## South Dublin Chamber Logo 2015



All Members of the South Dublin Chamber have the right to use the "Members of South Dublin Chamber" logo on their websites / emails / printed materials, etc. For

more information on becoming a member of South Dublin Chamber and obtaining your copy of the logo contact [mary@sdchamber.ie](mailto:mary@sdchamber.ie)

## NEW MEMBERS

### Patron Member

**Crowe Howarth**  
Marine House, Clanwilliam Court,  
Dublin 2  
*Gerard O'Reilly - Managing Partner*  
01 4482200 [www.crowehowarth.net/](http://www.crowehowarth.net/)  
Accountants, Tax Advisors

### Corporate Members

**Sharp Group Fire & Security Services**  
411 Grants Park, Greenogue Business  
Park, Rathcoole, Co Dublin  
*Jason Shields - Finance Director*  
01 4586605 [www.sharpgroup.ie](http://www.sharpgroup.ie)  
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### Mountpark Logistics EU

C/O Mountpark, 22-23 Old Burlington  
Street, London W1S 2JJ, UK  
*Philip O'Callaghan - Managing Director*  
ph +44 0207 478 3333,  
[www.mountpark.com](http://www.mountpark.com)  
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### Members

**The Office Hub**  
5 The Grove, Grange Manor, Lucan,  
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*Sheila Harte - Owner*  
ph 087 9387426, [www.theofficehub.ie](http://www.theofficehub.ie)  
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### DB Office Supplies

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### RaymondBrian Strategies

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*Ray Armstrong - Managing Director*  
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### Members Contd

**Heritage Security Systems**  
235 Sundrive Road, Crumlin, Dublin 12  
*Derick McCabe - Managing Director*  
087 3622556

[www.heritagesecuritysystems.ie](http://www.heritagesecuritysystems.ie)  
Security (Alarm Company)

**Olympic Blinds & Shutters**  
29 Peyton Court, Rathcoole,  
Co. Dublin  
*Cathy Robinson - Owner*  
086 8786489 [www.olympicblinds.ie](http://www.olympicblinds.ie)  
Home Interiors

**Jim Payne Property Consultants**  
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*Matt O'Reilly - Senior Negotiator*  
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### Marian Egan - Transformation Health Clinic

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[www.primarytimes.net/dublin](http://www.primarytimes.net/dublin)  
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