

HAIR ON WILKES

BUSINESS OVERVIEW

HAIR ON WILKES (H.O.W) OFFERS PERSONALISED HAIR SERVICE INCLUDING CUTS, COLOURS AND STYLING AND CONVENIENTLY LOCATED IN ARTARMON'S LOCAL SHOPPING PRECINCT.

Ross Dickson has owned and operated Hair On Wilkes for eight years and is a Turramurra local. Hair On Wilkes is known to the locals as H.O.W and is a warm and welcoming establishment that boasts a strong local customer base. Ross obtains great pleasure in helping people with their 'look' and enjoys co-creating new ideas and styles with his customers.



"I'm in the business of making people happy by helping them look great"
Ross Dickson, Owner.

Sustainability Drivers

As a small business owner Ross is driven by the need to keep operating costs to a minimum. He also prides himself on being able to offer competitive and affordable rates, particularly to elderly people and minimising costs make it possible for him to offer this. Chemicals have typically been an integral part of the hair dressing industry, and Ross is conscious of reducing the chemical content in his operations. Products with reduced chemical content and increased natural content are fast becoming a regular feature on the shelves in the H.O.W salon. By switching to 'green' cleaning Ross's small team of assistants play an active role in reducing general chemical use in the salon. Maintaining excellent relationships with customers is a big part of the overall sustainability of the business.

Results and Badges



Energy Saver:

Reduced use of lighting in shop & shopfront to a minimum.



Waste Saver:

Collaborate with neighbour for recycling services - cardboard and general waste; manage stock use to minimise waste; offers shampoo and conditioner refills for customers to reduce packaging; staff trained in recycling and waste reduction initiatives; green cleaning techniques used which reduce water pollution; waste creation monitored and assessed; eliminated paper flyers and uses social media for marketing initiatives.



Water Saver:

Flow restrictors installed on basins/taps; dual flush toilet; spray taps installed; changed product use (shampoo/conditioner) that also minimises water needs.



Community Support:

Attends and contributes to local business network meetings; spent three years with the local Progress Association; provides work experience opportunities; supports local Earth Hour activities.



Sustainable Purchasing:

Purchases products with low-chemical content; sits on the Council Cultural Committee.



Sustainable Transport:

Promotes discounts for customers who ride their bike to their appointment; conveniently located next to Artarmon train station; encourages staff to walk or catch public transport; owner walks to work.



Communicating the Message

With a strong local clientele, most communication with customers is done face-to-face and through word of mouth. In store promotions are also used to provide information to customers about new initiatives such as a 'water initiative' with Pureology – a supplier of salon products. Hair On Wilkes operates an interactive Facebook site where clients and staff can communicate and specials and deals are promoted.

Changes in Attitudes or Behaviour

In more recent times Ross has noticed more clients paying particular attention to products used in the salon and their ingredients. Many customers have expressed their interest and appreciation for having ammonia free & low chemical products available to them. Ross has a small number of clients who regularly cycle to their appointment, taking him up on his offer of a discount as a reward for opting to use sustainable transport to get to their appointment.

"The small team at H.O.W have also shown motivation for more sustainable practices by showing the initiative to further improve the salons 'green cleaning' regime"

Working with the BBP team

The BBP team has been particularly helpful by providing information that would otherwise have been difficult to get or an unknown of how to get the information. Ross has found the specific information regarding energy particularly useful in terms of how it works, how to assess energy use and reduce costs. The BBP business event series covers many useful topics for small businesses.

Next Steps

Ross is looking to improve his product range by stocking items with ingredients that have less chemicals than current products; all lighting will change to LEDs and he is looking to develop a smartphone app that will allow him to convert to 100% paperless marketing & communications.



More information

Owner: Ross Dickson

Hair On Wilkes
Shop 2, 22 Elizabeth Street
Artarmon NSW 2064

Tel: 02 9419 8886

Register

Contact Better Business Partnership

Call: 9777 7519

Visit: www.betterbusinesspartnership.com.au

Tips for other businesses

"Love what you do! and shop for sustainable products, it's the way of the future"

Key achievements

"Simple changes to choices in purchasing and operational procedures has reduced waste by 70% in one year"



BETTER BUSINESS PARTNERSHIP
Success through sustainability