

Commerce Ballarat News Bulletin 14 – 20 August

Welcome to the end of another busy week. Find out below what is happening in and around Ballarat, useful website links, members news and who made the media this week.

Quote of the week:

"I'd love to be able to say 'I plumb toilets' and have someone say 'Now that is something I've always wanted to do'." - Kenny

Savvy Social Media Training for Small Biz

Dates:

- 1 September 1 – 4 pm (Session 1)
- 22 September 1 – 4 pm (Session 2)
- 13 October 1 – 4 pm (Session 3)
- 3 November 1 – 4 pm (Session 4)

Venue: BLX, 36 Camp Street, Ballarat

Cost: \$99 Members, \$165 Non Members (includes 4 sessions and tea & coffee)

Bookings: rsvp@commerceballarat.com.au

Only 4 places still available – don't miss out

Facilitated and supported by the City of Ballarat, Commerce Ballarat and yum productions, in four sessions over four weeks, Ballarat business owners and operators will be guided through the development of their Business Communications Strategy via a number of key steps that harness the power of technology via social media tools & sites. During the workshops participants will:

- attend face-to-face sessions
- have one to ones with the facilitators
- contribute to an online journal outlining their journey, expectations and challenges.
- get a media savvy guide and practical support to get themselves set up on a variety of online platforms.
- get to develop their own social media strategy

[More information](#)

Customer Service Training

Dates:

- 7 September
- 14 September
- 21 September
- 28 September

Time: 09.00 – 10.30 am

Venue: BRACE, 602 Urquhart St, Ballarat

Cost: Members \$45, Non-members \$95 (includes 4 sessions and tea & coffee)

Bookings: rsvp@commerceballarat.com.au

Topics covered:

Week 1– how to speak to your customer about their need

What your customer wants, why they buy, what they expect and how you can give it to them. Find out the tricks to customer service!

Week 2– verbal and non verbal communication for good customer service

Learn about the psychology of customer service, body language, verbal communication, tone & interpretation. All forms of customer communication such as telephone, email, internet and in person.

Week 3– handling the difficult ones on a bad day

Handling difficult customers and making them loyal customers. How to deal with customers when you are having a bad day.

Week 4– increasing productivity with customer service alone

Looking at business image, selling the story and marketing. How to meet the customers' needs.

B.L.E.N.D

Telstra Business Centre

112 Doveton St Sth, Ballarat
Wednesday 15 September, 5.30pm – 7.30pm
Members Free
Non-members \$15
rsvp@commerceballarat.com.au

Come along to not only experience all there is to offer in the Telstra Business Centre in Ballarat, but also take the opportunity to take a tour of the **Telstra Exchange** where you will see how **modern communications technology** has changed over the years, so come along and enjoy an evening where you'll see a little bit of history and lots of new technology as well.

Are you 39 or under and looking for an opportunity to share ideas and impressions of today's business world?
Drinks and Savouries provided.

505 Club

BJT Legal

38 Lydiard St Sth, Ballarat
Thursday 28 October, 5.30pm – 7.30pm
Members Free
Non-members \$15
rsvp@commerceballarat.com.au

An evening of networking and fostering relationships to grow your business.
Drinks and Savories provided

Commerce Ballarat Ambrose Golf Day

Midlands Golf Course

Friday 26 November
\$280 + GST (includes Golf, BBQ and drinks on course)
N.B Teams can only be hosted by Commerce members
Book your team by emailing rsvp@commerceballarat.com.au

Members News

The Courier's People's Choice Award 2010

We encourage everyone to vote for the People's Choice Award as part of this year's CGU Commerce Ballarat Business Excellence Awards. Click [here](#) to cast your important vote!

North Ballarat Football Club and ANZ Business Advantage Luncheon

Date: Friday 27 August

Time: 12.00noon - 2.30pm

Cost: \$70

Guest speaker: Eugene Arocca - Chief Executive Officer, North Melbourne Kangaroos

RSVP: michelle@theroosters.com.au

Click [here](#) for more information

Do you know an outstanding young person?

Nominate them for a City of Ballarat Youth Award! The City of Ballarat Youth Awards are an opportunity for the community to celebrate and recognise the positive contributions that Ballarat's young people make to the community. There are a total of 16 awards that young people aged between 12-25 years can be nominated for and two of the awards are also available for people aged over 25 years. The City of Ballarat Youth Awards will take place at Regent Multiplex Cinemas in October 2010. For more information about the Youth Awards contact City of Ballarat Youth Services on 5320 5140.

Click [here](#) for more information and a nomination form

Peter McErvale Real Estate has moved!

Peter McErvale Real Estate has moved from 1013 Sturt Street to 11 Sturt Street – just up from the Bridge Mall. The building was previously the Union Hotel and was built in 1863. Phone, fax numbers and email addresses remain the same.

Sponsors needed for Charity Event

CGU Commerce Ballarat Business Awards Finalist Support4Cancer is looking for sponsors for the Ballarat City Masquerade Ball which will take place in October. Sponsors are needed in order to make this event a true success. All proceeds go to Ballarat Support4Cancer and the Cancer Council Victoria. For more information about the event visit www.featherfoundation.eventix.com.au or click [here](#) for sponsorship information.

St John of God Hospital Medi Marathon

For the fourth time, St John of God Hospital is hosting the Medi Marathon, on Sunday September 19 on the shores of Lake Wendouree. Members of the community are encouraged to come together in support of health and well being. This year all proceeds raised from the event will support Raphael House, a social outreach initiative that provides support and resources for families that suffer from peri natal depression. With events ranging from the 21km Run/Walk to the 3km Mayoral Walk, the 2010 SJGHB Medi Marathon has an event for everyone! For more information please visit www.medimarathon.com.au or contact Premier PR on 5333 4426 or rkennedy@premierpr.com.au

Leadership Ballarat & Western Region Program Recruitment

It's recruiting time for next year's LBWR program. Click for [the 2011 schedule](#) and [application form](#). Applications close on October 8.

For more information visit <http://www.lbwr.com.au/>

Ballarat ICT "What our Telco's are doing pre-NBN" Planners and Developers Forum

Three telecommunications companies which are continuing to build Fibre and HFC networks will be represented at the Technology Park to discuss and present what each company is doing pre-NBN

Date: Thursday 26th August, 2010.

Time: 9.30am- 12.00noon

Venue: Neighbourhood Cable Conference Room, Ballarat Technology Park, Mt Helen
RVSP: taryn.davies@ballaratict.com.au or 5335 2224
More information: www.ballaratict.com.au

Ballarat ICT Smart SMEs Market Validation Program

MVP is a \$28 million competitive grants program to help SMEs with innovative, commercially orientated R&D tailored to meet the needs of Victorian public centre entities.

Date: Thursday 9th September, 2010.

Time: 9.00 - 10.45am

Venue: Neighbourhood Cable Conference Room, Ballarat Technology Park, Mt Helen

RSVP: taryn.davies@ballaratict.com.au or 5335 2224

For more information visit www.ballaratict.com.au

United Way Golf Classic 2010

Date: Friday 15 October

Time: 10:30 - 5:30 Prize Presentation

Venue: Ballarat Golf Club

Fully fed, fully watered, fully entertained! This event raises funds for your community while you compete with your friends and colleagues on the newest golf course in town!! If you want to stun your opposition with your marketing prowess, sponsor a hole and wave the flag for your business!!

Give us a call, register a team, so that you can – BE THERE!!!

[More information](#)

B31 Ballarat Business Month



Click on logo for complete event program

Upcoming Commerce Ballarat Members Events:

24 August **yum productions** Pimp my Website

24 August **Action Ads** Marketing for Maximum Results with Minimum Effort

25 August **WHK** Business Growth and Profitability

31 August **Highlands LLEN** Upload Your Future – ICT Careers Event

Carbon knowledge to boost Victorian jobs and industry

A new Government initiative set up to help Victorian businesses gain access to the \$3 trillion global market for green goods and services provides a further step to leveraging growing market opportunities. The new initiative is designed to help local businesses export their green services and products overseas.

Launching the Melbourne Carbon Export Cluster with Climate Change Minister Gavin Jennings, Industry and Trade Minister Jacinta Allan said the Government would contribute \$800,000 towards the initial two years of the cluster to help drive export revenue and create jobs by helping Victorian businesses tap into international carbon markets, enabling Victorian companies to undertake projects in developing countries that cut emissions. Victoria is home to an increasing number of dynamic companies with specialist expertise in reducing carbon emissions and has many businesses already leading the way in exporting carbon project development services, as well as clean technology providers, engineers and experts in project finance, brokers and legal specialists, and carbon auditors. The export cluster will build on this existing expertise, assisting Victorian

companies to collaborate in implementing carbon projects to generate significant export revenue.

There are a number of ways to start going green that can help businesses - of all sizes - save money, reduce environmental impacts and identify new business opportunities. Small businesses can join Grow Me the Money for as little as \$99 for practical business sustainability advice and support. Visit www.growmethemoney.com.au to register.

More and more businesses turn to AMAG logo

The number of businesses recognising the importance of branding their products as Australian in order to reach new consumers has reached a new high. Despite the challenging economic climate, 378 new businesses registered with the Australian Made, Australian Grown (AMAG) Campaign to use the famous green and gold symbol during 2009-10. A further 1267 businesses renewed their licence, taking the total number of registered businesses to 1645.

AMAG Chief Executive Ian Harrison said using the AMAG logo is a terrific way for businesses to help the 65 per cent of shoppers who want to buy locally made and grown products to actually find them. "Even though Australia largely escaped the global financial crisis, consumers have become more aware of how they spend their money and the impact this has on the local economy," Harrison says. "An increasing number of shoppers want to know the money they're spending is having a positive impact on the nation, in terms of jobs created and higher living standards." "This presents businesses with a great opportunity to boldly promote the fact their products are made or grown right here, and what better way than by using the AMAG logo - one of the most trusted and recognised country of origin symbols in the world."

Registration is simple and affordable. Simply visit www.australianmade.com.au/businesses/ or free call 1800 350 520. Only products that are registered with AMAG and meet the criteria set out in the Trade Practices Act and AMAG's own Code of Practice may carry the logo.

Australian Bureau of Statistics

Demography News, Aug 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/3106.0?OpenDocument>

Sales of New Motor Vehicles, Australia, Jul 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/9314.0?OpenDocument>

International Merchandise Imports, Australia, Jul 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5439.0?OpenDocument>

Australian Chamber of Commerce and Industry

[Funding Cuts to Export Scheme Leave Business Short Changed](#) - 17/8/10

[ACCI Small Business Survey - Small Business Conditions Worsen – Divergence from Larger Businesses](#) - 17/8/10

[ACCI Small Business Survey](#) - 17/8/10

Regional Industry Link Website

If you're not on it, how are you going to know about it?
Are you registered? www.regionalindustrylink.com.au

EOI 2010/2011-25E: Annual Commercial Licenses for Lake Wendouree

Reference No: 1602

Published Date: 9/8/2010

Closing Date: 1/9/2010

City of Ballarat is seeking Expressions of Interest for Annual Licences for Commercial Activities in the Lake Wendouree Precinct. For more details see www.tenderlink.com/ballarat

Tender 2010/11-14: Electronic Document Management System

Reference No: 1601

Published Date: 9/8/2010

Closing Date: 1/9/2010

City of Ballarat is seeking Tenders from interested parties for the supply of an Electronic Document Management System. For more details see www.tenderlink.com/ballarat

Media

Publication: *The Courier* www.thecourier.com.au

Saturday 14 August

Water levels in the region's major lakes are rising but it could be some time before yachting and rowing can resume. Lake Wendouree is currently 950 millimetres below capacity, an increase of 100 millimetres during the week. **Ballarat City Council** acting director of development and infrastructure Ian Rossiter said had been a long time since the lake had received such a heavy downpour.

Monday 16 August

Sebastopol College students will bake 150 cupcakes for RSPCA Cupcake Day for the Ballarat RSPCA shelter. The students will sell their finished products at the college this week. All money raised will be given to the Ballarat RSPCA shelter.

Ballarat nursing graduates who had been banned from working in Australia due to changes to literacy requirements have triumphed over bureaucratic red tape. More than 100 international graduates from the **University of Ballarat** and Deakin were affected by changes made by the Nursing and Midwifery Board or Australia.

Tuesday 17 August

Are banknotes contaminated with dangerous levels of bacteria that can make you sick? Apparently not, according to Dr Frank Vriesekoop, food microbiologist at the **University of Ballarat**. The urban legend has been shattered by a global research team led by Dr Vriesekoop after one of his students asked him about sanitation in food outlets and the handling of money.

Wednesday 18 August

An increased scope of community involvement and an appeal to a broader range of people is the focus of a new stream at **BEST Community Development**. BEST launched its new service stream, BEST Options, last night, which will aid people living with a disability, secondary schools, people in receipt of an individualised support package and virtually anybody within the community.

Thursday 19 August:

Ballarat's reliance on water from the Goldfields Superpipe will cease, for now, after recent heavy rains have made a major impact on regional storages. It is the first time **Central Highlands Water** has stopped pumping through the \$180 million superpipe due to healthy rainfall and run-off in local catchments.

Friday 20 August:

The gold rush may have finished more than 100 years ago in Ballarat, but that doesn't mean there isn't more gold to be found. **Castlemaine Goldfields** has been exploring the Ballarat East goldfields for three months and the latest report suggests there is plenty of gold left beneath Ballarat's surface – so long as you know where to look.

BEST Community Development is holding a fundraiser for the Salvation Army and needs a little extra help. The fundraiser will be held from 6pm on Friday 27 August at Interclub on Havelock Street. The \$5 entry fee will be donated to the charity, along with any canned food or clothing partakers wish to donate.

The University of Ballarat will introduce a Master of Nursing program to provide specialist training to graduates. The program is designed to facilitate the development of specialist nurses with high-order skills in assessment and care delivery and with advanced practice and leadership knowledge in clinical environments.

Who's in it today? Dave O'Brien, **C.E. Bartlett**; Cr Cheryl Bromfield, **City of Ballarat**; Brandon Vermaak, Emma Brown & Amit Patel, **Commonwealth Bank**

Leadership Ballarat Western Region Dinner

Dates of Interest:

VECCI Award Modernisation workshops (Hospitality & Retail)

Date: 2 September

Time: 9.00 am – 11.30 am (Retail) 2.00pm – 4.30pm (Hospitality)

Cost: Member/Subscriber: \$50 Non Member \$80

Bookings and more information: MCousins@vecci.org.au

The Australian Industrial Relations Commission (AIRC) undertook an Award Modernisation process and created Modern Awards for various industries. These workshops will help employers comply with Award entitlements, and help you understand your minimum obligations for the workplace relations regulations that exist from 1 January 2010.

Contents to be covered:

- Transitional Arrangements and Phasing in provisions under the Award Modernisation scheme
- Classification of employees from 1 January 2010
- Overtime - calculations for full-time, part-time, temp and casual staff
- Hours of work, Sick leave, Annual leave, Parental leave
- Jury service - and the impact of the Jurors Act
- Notice of termination - how much to pay in certain situations
- Public holiday - payment rules
- Types of employment - full-time, part-time (permanent hire), casual and temp staff
- Shift work - definitions and allowances

Bisnet September breakfast

Date: 7 September

Time: 7.00 – 7.15am arrival, 8.30 finish
Venue: Alexandria on Lydiard, Level One, 30 Lydiard St Nth, Ballarat
Cost: \$25
RSVP: By 27 August to sharine.j.shaw@team.telstra.com
Guest Speaker: Eugene Arocca CEO North Melbourne Football Club
[More information](#)

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