

## Commerce Ballarat News Bulletin 28 August – 3 September

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:

“Spring is nature's way of saying let's party!”  
Robin Williams

### Welcome New Members:

[Interpath Pty Ltd](#) Damian Lubeek

[Maxworth International Pty Ltd](#) Liju Joseph

[Eventique Event Consulting](#) Kate Burrows

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### 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](mailto:rsvp@commerceballarat.com.au)

**Only 5 spots left DON'T MISS OUT – BOOK NOW!**

Topics covered:

#### **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!

#### **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.

#### **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.

#### **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](mailto: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](mailto: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](mailto:rsvp@commerceballarat.com.au)

## **Members News**

### **2010 Commerce Ballarat AGM**

#### **EIO Open**

Date: 14 October  
Venue: The Ansonia, 32 Lydiard St, Ballarat  
Time: 6pm

Commerce Ballarat welcomes all members to attend the 2010 Commerce Ballarat AGM. Expressions of Interest to become a member of the Commerce Ballarat Board can be obtained by contacting Jodie Gillett on 5333 3233 or [jodie@commerceballarat.com.au](mailto:jodie@commerceballarat.com.au).

### **University of Ballarat Lecture: "Being Found on the Internet"**

Date: 9 September  
Time: 11:30am-1pm.  
For bookings and more information contact Elisa Backer on [e.backer@ballarat.edu.au](mailto:e.backer@ballarat.edu.au) or 53279645

### **Support the North Ballarat Rebels – attend training session!**

The next few weeks are very exciting and promising for the club, and you are encouraged to attend training at Eureka Stadium as the finals momentum builds. Your support is important to all involved. We offer a fantastic Schnitzel Night for \$12 on Tuesday's and Chicken Parmigiana Meal Deal for \$15 on Wednesday nights or Happy Hour from 5pm on Friday's if you would like to watch training. Please phone the club to make a booking 5339 5944.

## **Extended closing date for the City of Ballarat Youth Awards**

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. As a result of Council's recent computer outage, City of Ballarat is extending the nominations closing date to **16 September**. Nomination forms are available at [www.ballarat.vic.gov.au](http://www.ballarat.vic.gov.au). For more information contact City of Ballarat Youth Services on 5320 5140.

### **Energy efficiency for a healthy bottom line**

Energy efficiency is a critical way to reduce energy use, reduce our demand on energy resources and lower our carbon emissions. Australian, State and Territory Governments are regularly introducing rules, tightening and improving the energy efficiency of our buildings, appliances and equipment. This energy regulation, combined with the projected increase of electricity costs, makes a compelling case for businesses to start taking action to reduce their energy use.

According to the Department of Climate Change and Energy Efficiency, our homes and workplaces are responsible for a fifth of Australia's greenhouse carbon emissions. Start with these simple measures, to help your business reduce emissions and improve your bottom line:

- Install compact fluorescent light globes (CFLs) where possible. CFLs use 80 per cent less energy than the old incandescent bulb, as well as lasting much longer. Furthermore, you can save up to \$15 a year per bulb on your energy bill.
- Check your office fridge. An old fridge can often be the source for high energy bills, using as much as three times the amount of power of a newer, energy efficient model. Regardless of the age of your fridge, try to position it out of the sun and make sure there is a 80mm gap at the back and sides for efficient ventilation.
- Be smarter about your heating. Try not to overheat – a comfortable room temperature in winter is 18-21 degrees Celsius, with each extra degree adding 10 per cent to your energy costs. Always ensure that you are capturing the heat you have generated by shutting doors and closing blinds.

### **Business Tips – 10 easy steps to unleash your workplace creativity!**

Sometimes you can feel your creativity slipping away and it can be hard to regain. Creative and innovative thinking is important for any job, follow these simple steps to find your creative side again!

- **Listen to music by Johann Sebastian Bach.** Music by Bach, or any classical music, has been proved to not only improve creativity but also increase your capacity for intelligent thinking and problem solving. Grab a CD and pop your headphones in while at your desk, and you may start to see results almost immediately!
- **Brainstorm.** Although it is a bit of a cliché, brainstorming does help with coming up with new ideas, and it also helps you decide which idea is best. It is better to do this with colleagues, but you can do it by yourself too!
- **Carry a notebook and pen with you at all times.** Sometimes ideas pop in and out of your head so fast that you can't remember them when you need to. Carrying a notebook and pen allows you to write these ideas down when they come to you. Even if they aren't all great, some of them no doubt will be.
- **Open a dictionary.** By randomly selecting a word and formulating ideas around this concept or word, you are creating a boundary. Although it seems strange, sometimes freedom can inhibit creativity. By creating boundaries, your creativity will flare.

- **Define your problem.** Sit down and write out all of the aspects of the problem or job, once you have broken it down, you will clearly see what needs to be done, and this frees you up to think of solutions.
- **Go for a walk.** If you are feeling like a zombie and keep hitting a roadblock with ideas, a change in atmosphere, fresh air and exercise will get your brain working again.
- **Turn off the telly.** There have been studies proving that watching television stops creative thinking, and also slows your brain activity. You will be surprised by how instant the results of this one are – it is guaranteed to help.
- **Just say “no”** to drugs and alcohol. Although after a couple of glasses of wine you may feel more creative, some drugs and alcohol slow the speed of your brain and inhibit creativity quite severely.
- **Read as much as you can** about anything possible. Literature not only exercises your brain it also fills you with inspiration which helps you create creative connections more easily.
- **Put your brain on the treadmill.** Brains, like bodies, need exercise to keep fit. If you don't exercise your brain, it will get flabby and useless.

### **Australian Bureau of Statistics**

Business Indicators, Australia, Jun 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5676.0?OpenDocument>

Australian Economic Indicators, Sep 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/1350.0?OpenDocument>

International Trade in Goods and Services, Australia, Jul 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5368.0?OpenDocument>

### **Australian Chamber of Commerce and Industry**

[Transcript: ACCI Chief Executive Peter Anderson Doorstop, Parliament House Canberra - 2010 Federal Election - 23/8/10](#)

[MR107: 2010 Election Business Reaction - 23/8/10](#)

### **Media**

**Publication:** *The Courier* [www.thecourier.com.au](http://www.thecourier.com.au)

#### **Saturday 28 August:**

*The Courier* reporter Kim Stephens won Best Regional Report at the Rural Press Club of Victoria Awards in Melbourne on Friday. Emily Sobey was also awarded a highly commended in the same category for her story on the Ballarat Goldfields closure. Kim Quinlan was given a special mention for her series of articles on refilling Lake Wendouree and photographer Andrew Kelly was also commended for his work.

#### **Monday 30 August:**

**The University of Ballarat** and the Australian Catholic University both opened their doors for their annual open days on Sunday. Prospective students from Ballarat and around the state flocked to the universities to learn more about the courses and further education options available at the various campuses.

The Special Care Nursery at Ballarat Base Hospital has benefited from a donation from **Myer**. Staff donated \$3500 they had raised to the hospital on Thursday, which allowed for the purchase of a new machine that monitors automatic intravenous drips for babies.

You and your family could be the face of this year's **Stockland Wendouree** Christmas campaign. Stockland Wendouree marketing manager Stevie Wright said the company wanted to celebrate local families and what Christmas meant to them.

**Tuesday 31 August:**

**People & Places:** Business Lunch at **North Ballarat Sports Club**

**Wednesday 1 September:**

The region's leaders have gathered to discuss future growth in Ballarat's west. Leadership Ballarat and Western Region met at CFA Ballarat as part of the City of Ballarat: Today, Tomorrow, Together program. **City of Ballarat** chief executive officer Anthony Schinck was the guest speaker and gave an overview of the western growth zone in Ballarat.

**Thursday 2 September:**

What better way to celebrate the first day of spring than a day out with the girls at the races. Ladies Day at the **Ballarat Turf Club** yesterday attracted more than 160 frocked-up fillies in their finest to socialise and discuss the trends for the upcoming race season. Ballarat teacher's aide Kylie Reus, 29, was named the winner of the Face of the Ballarat Cup competition.

**Central Highlands Water** has defended a decision not to tender the construction of a new pipe to Lake Wendouree. The pipe, which connects the Ballarat West Bore to the lake, cost \$1.3 million and was built by local company Pipecon.

**Friday 3 September:**

September is the month to wear rainbow hair for foster care. As part of foster care month, the Centre for Excellence in Child and Family Welfare is calling on Victorians to wear rainbow hair extensions to show their support for foster care. The campaign was launched yesterday at Saxon House with the support of local foster care outlets **Child and Family Services Ballarat** and Lisa Lodge.

Every weekday morning, Peter Clohesy stands and waits patiently to catch the 6.45 bus to work. Rain, hail or shine, the 55-year-old travels on the bus from his Victoria Street home to work at **Ballarat Regional Industries**. Mr Clohesy last week celebrated 25 years of working at BRI.

**Who's in it today?** Face of the Ballarat Cup announcement and Ladies Day at **Ballarat Turf Club**

**Dates of Interest:**

**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](mailto:sharine.j.shaw@team.telstra.com)

Guest Speaker: Eugene Arocca CEO North Melbourne Football Club

More information and registration form

**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](mailto:taryn.davies@ballaratict.com.au) or 5335 2224

For more information visit [www.ballaratict.com.au](http://www.ballaratict.com.au)

### **Business Leaders' Breakfast**

Date: 9 September

Time: 7.30 - 8.30am

Venue: Pipers by the Lake, 403 Wendouree Pde, Ballarat

RSVP: Friday 3 September 2010 by email to [priscilla.white@veohrc.vic.gov.au](mailto:priscilla.white@veohrc.vic.gov.au) or by phone (03) 9032 3406

A complimentary breakfast will be served.

Changes to the Equal Opportunity Act that come into effect in August 2011 will affect all Victorians, particularly employers, businesses, goods and service providers, the education sector and clubs.

Meet the Victorian Equal Opportunity and Human Rights Commissioner for an open dialogue and hear how the Commission can help you prepare for changes.

### **Building Cultural Competence in the Workplace workshop**

Date: Friday 10 September

Time: 10.00am - 4.00pm

Venue: BRACE, 402 Urquhart St, Ballarat

Bookings: [donna.petrusma@vmc.vic.gov.au](mailto:donna.petrusma@vmc.vic.gov.au) or (03) 9651 0677

This workshop provided by the Victorian Multicultural Commission (VMC) will be relevant for professionals who have responsibility for the strategic or organisational planning and implementation of projects that improve the cultural competence of a workplace and/or the workforce. It will suit Executive Officers, HR Managers, Diversity Managers, Managers, Supervisors and Business owners from local and state government, not for profit sectors, small business and the health, justice and education sectors.

More information

### **Ballarat Directors Breakfast: Achieving Board Diversity**

Date: Tuesday, 16 September, 2010

Venue: The Alexandria Rooms, 30 Lydiard Street, Ballarat

Time: 7.15am for 7.30am to 9.00am

Cost: \$66.00 Members, \$77.00 Non-members, \$660.00 Tables of 10

More information and registration form

Board Diversity is one of the most important topics for directors to discuss in 2010. Is it just about having more women on boards? Is it about finding a better balance on our boards? Should directors be chosen from a broadly-based candidate pool, possessing appropriate individual skills, varied experience and sound judgement but also reflecting diversity of gender, age, experience, relationships and background? Diversity is a competitive advantage bringing real value, adding to the collective skills and experience of the board and allowing board refreshment with changing company needs. Join our panel in an interactive event as Company Directors presents this important topic for debate.

### **Ballarat ICT Breakfast**

Date: 21 September

Time: 7.30am

Venue: The Neighbourhood Cable Conference Centre, Greenhill Enterprise Centre, UBTP.

RSVP: by 17 September to [g.daffy@ballarat.edu.au](mailto:g.daffy@ballarat.edu.au)

Guest speaker: Simon Hackett, Managing Director of Internode.

Simon Hackett founded Internode in 1991 and has seen it grow from two people in a rented room to become the largest privately owned broadband service provider in Australia, with almost 500 people serving around 200,000 broadband customers nationally.

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