

Commerce Ballarat News Bulletin
5 June – 11 June

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:

"Some people believe football is a matter of life and death. I'm very disappointed with that attitude. I can assure you it is much, much more important than that."
Bill Shankly

Welcome New Members:

[Cluff Accountants](#) Bill Cluff

Engineering Service Providers Bianca Weir

Be Inspired Luncheon

Welcomes People in Business

Oscar's Hotel & Café Bar

Friday 6 August

Lunch 12noon

Members: \$45

Non Members: \$50

rsvp@commerceballarat.com.au

Speaker: Melva Stone OAM

The first female manager in WA for the giant **Mayne Nickless Group**; the first female president of the Western Australian Section of the **Royal Flying Doctor Service** and the first female Chairman and now Honorary Life Member of the Australian British Chamber of Commerce in Western Australia. For more than twenty years Melva has had her own marketing consultancy and has also developed numerous training programs for non-profit groups. In 2008 Melva was named both **Honorary Life Member** of the RFDS Flying 1000 and she is the inaugural and currently only Ambassador for RFDS Western Operations.

Most recently Melva has worked with Erica Smyth to produce the book "Red Dust in Her Veins", which enjoyed a launch in New York as a part of the **G'Day USA** program in 2008 and has raised in excess of \$130,000 for the RFDfs to date. The **Global Sheila** business, for the adventurous female traveler, was also created by Melva and is now run with business partner, Erica Smyth. In 2009 Melva received the **Order of Australia Medal** for her service to the community via the Royal Flying Doctor Service.

505 Club

King Print

Tuesday, 10 August, 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.

CGU Commerce Ballarat Business Excellence Awards Gala Dinner

Date: Thursday 26 August

Time: 6.00pm – 11.00pm

Venue: Mercure Ballarat Hotel and Convention Centre, 613 Main Road, Ballarat

Cost: \$125.00 per person. All inclusive (bookings essential)

Tickets on sale 4 August

Join at this year's CGU Commerce Ballarat Business Excellence Awards for a night of fun and glamour to celebrate the achievements of local business. The evening will be hosted by award winning actor **Shane Jacobson** and WIN Television's news anchor **Bruce Roberts**.

For more information and to book: 5333 4426 or rsvp@premierpr.com.au

B.L.E.N.D

Telstra Business Centre

Wednesday, 15 September, 5.30pm – 7.30pm

Members Free

Non Members \$15

rsvp@commerceballarat.com.au

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

Drinks and Savouries provided.

Commerce Ballarat Ambrose Golf Day

Midlands Golf Course

Friday 26 November

Price: \$280 + GST

Price includes Golf, BBQ and drinks on course.

N.B Teams can only be hosted by Commerce members

Book your team rsvp@commerceballarat.com.au

Members News

2010 Membership Survey, we appreciate your comments.

Commerce Ballarat bumper stickers now available! Email office@commerceballarat.com.au or call 5333 3233 to get yours!

Westpac BEBiz Presentation - Find your Business Voice

Date: 22 June

Time: 6.00 pm

Venue: Mercure Ballarat Hotel and Convention Centre, 613 Main Road, Ballarat

RSVP: By Friday 18 June to gillianjames@westpac.com.au

BEbiz is a different kind of presentation, designed to help determine how to approach your marketing. It is part motivational business session, with audio visual stimulus. The BEbiz Presentation ignites passion, sparks ideas and inspires future business success.

Ballarat & District Trotting Club United Way Fundraiser Race Meeting

Date: 22 June

Time: 6.15 pm

Venue: Bray Raceway Ballarat

Cost: \$30 per person includes 3 course dinner, admission, race book and reserved table (\$5 of the ticket price is a direct donation to United Way)

More information and bookings: Ballarat Trotting Club 5335 9041

Australian Government & University of Ballarat Broadband Services Twilight Community Information Session

Date: 22 June

Time: 5 pm

Venue: Alexandria on Lydiard

RSVP: 18 June 2010 to communityforums@dbcde.gov.au

This session will focus on the opportunities that high speed broadband services offer the community and will also provide an update on Australia's largest national infrastructure project, the National Broadband Network.

[More information](#)

Join *The Mastermind Club*

The purpose of *The Mastermind Club* is to bring together small, diverse groups of women who meet for a focussed 3-hour session each month to celebrate and share their successes, creatively solve challenges, leverage from the intelligence and wisdom of fellow members, keep each other accountable, and brainstorm ideas that work.

[More information](#)

Registrations close on 30 June, to receive your information package and application form contact meg@chilliepink.com.au

City of Ballarat Africa and Refugee Day 2010

Date: 19 June

Time: 6pm onwards

Venue: Coinda Centre, 10 Learmonth St, Wendouree

Cost: Members & Children \$5, Non-members \$10

Contact: Wilbert@wilbertmapombere.com

[More information](#)

Business tips – top ten most annoying office email habits

Every worker understands the annoyance that comes with an inbox full of spam, but what about those annoying emails that come from peers and work colleagues? Some types of emails can leave you feeling confused, stressed or even angry. Below is a list of some of the most annoying email habits in Australian workplaces:

- **Sending or responding to all to CYB (Cover Your Butt):** Stop sending to all if all do not have a need to know. Some people want to make sure they are covered so they send to everyone on a list – whether they needed to know or not. Or they send a message to everyone because they're too lazy to select the appropriate recipients.
- **People trying to solve complex issues using email:** Becoming part of a new committee or project will undoubtedly cause email messages to start, back and forth, dizzying speed, the more they come, the more confused you can get. Don't be afraid to call.
- **Subject lines that don't match the message or ones that do little to let you know what the message is about:** You shouldn't pull up an old message, hit Reply, and send a message that has nothing to do with the previous one. Suppose an email was sent two months ago saying, "The monthly meeting

has been cancelled." Pulling up that old message because the email addresses were already in it is fine, however, the subject line should be changed, and also enough information should be added in the subject line so recipients know precisely what your email message is about.

- **Last-minute cancellations:** Cancelling a meeting at the last minute and letting the person know via email is not appropriate. It can cause confusion, anger and sometimes can be too late.
- **People who call you instead of checking their email:** As long as it is basic information that is not too complex, an email should be enough, people who demand a phone call for such things are only wasting time!
- **No response:** Not all messages need a response, however if one is sent with important information, it is not only polite but also quite imperative to respond to ensure this person knows the information is in the right hands.

Winning loyal customers

It is generally accepted in marketing circles that it costs three to five times more to get a new customer than it does to retain an existing customer. So businesses should take every action that they can to retain and look after existing customers. There are strategies for keeping your customers coming back and making sure they spend more when they do. One of the strategies that you should consider using to keep customers coming back is to offer them a reward instead of a discount. The reward needs to be meaningful so that the customer has value in their hands and entices the customer to return to make a further purchase using this reward as an incentive.

Before making a change in your marketing strategy and methods of enticing customers to your business you should have a system to measure what value the customers that make up your control group are contributing to your business. Usually the easiest item to measure is the total sales generated individually, or by a group of customers. By having a control group, you will be able to measure the increase (or decrease) in their total purchases after the changes in your marketing methods have been implemented.

Australian Bureau of Statistics

Labour Force, Australia, May 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6202.0?OpenDocument>

Housing Finance, Australia, Apr 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5609.0?OpenDocument>

Livestock and Meat, Australia, April 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/7218.0.55.001?OpenDocument>

Australian Chamber of Commerce and Industry

[Wage Decision a Harsh and Irresponsible Blow to Small Business Recovery](#) - 3/6/10

[Economic Recovery on Track Although Slowly](#) - 2/6/10

[Interest Rates Decision A Reprieve for Business](#) - 1/6/10

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

Project Manage/Architectural Serv-Soccer Precinct

Reference No: 1567

Published Date: 31/5/2010

Closing Date: 23/6/2010

City of Ballarat requires the services of a reliable, creative and experienced Consultant / Project Management Company to lead a consortium of specialised Consultants to formalise the Venue Design and proceed to Detailed Design and Tender Documentation / Specification for the development of the third and major phase of the Soccer Precinct at the BRSF. The third stage shall include a major regional sports pavilion, sports fields, lighting, car parks, landscaping and other associated infrastructure. For further details: www.tenderlink.com/ballarat

Media

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

Saturday 5 June:

Ballarat councillor Ben Taylor has been confirmed as the Liberal Party candidate for Ballarat East. At the November state election Mr Taylor will attempt to win the seat from 11-year Labor veteran Geoff Howard while continuing to serve as a south ward councillor.

Services and jobs for Ballarat residents living with a disability will soon get a boost with **McCallum Industries** to expand its factory and day-care facilities. McCallum Industries this week announced it would build a new factory and day-care unit at its Sturt Street location.

Monday 7 June:

Lake Wendouree could be full again much sooner than expected. Right now, the lake is due to be near full by 2013 and at capacity a year later. But *The Courier* understands a new plan has been developed by the State Government and **Central Highlands Water** that would bring forward the timetable to refill the lake.

Restoration works on the Ballarat Town Hall have entered their third and final stage. **Ballarat City councillor Samantha McIntosh** said it was fitting that the Ballarat Town Hall, one of city's oldest and most magnificent public facilities, should be restored.

There has been a mixed response to news that the Civic Hall could be demolished under **Ballarat City Council** plans to redevelop the site. Online comments on *The Courier* website have shown some residents are keen on the idea, while others are worried about destroying a building of historical significance.

People & Places: Justin Kroussoratis, **Ballarat City Honda & Mazda**

Tuesday 8 June:

Ballarat's community leaders have welcomed yesterday's decision to fast-track the refill of Lake Wendouree. **Ballarat mayor Judy Verlin** was delighted by the state government boost. **Central Highlands Water** chairman John Barnes said the announcement was "payment" for Ballarat's water-saving efforts.

The new owners of the former Ballarat Goldfields mine say test drills at the site have delivered encouraging results. Castlemaine Goldfields took formal ownership of the site from previous owner **Lihir Gold** last month, after buying it for \$4.5 million in March.

The University of Ballarat opened its new Aboriginal Education Centre yesterday. The centre will provide support for Aboriginal and Torres Strait Islander students.

The Ballarat Cancer Research Centre has taken a colourful approach to its current fundraising project with the "Haymes Paint the Town Red Day" on July 1. They aim to raise between \$20,000 and \$25,000. So far, **Haymes Paint's** infamous raspberry coloured wall on Scott Parade has been painted "Raw Emotion", a new shade of red they recently got in stock. Haymes will also be donating 75¢ from every litre of paint they sell until July 1.

Thursday 10 June:

Ballarat council officers have met with the owner of the **Mill Markets** following their offer to host the temporary Visitor Information Centre for free, after council narrowed down the number of alternative locations for the centre to 23.

It was an important moment for **Ballarat City Council** last night as it voted to demolish Civic Hall and redevelop it. Under council's proposal, the new facilities to be built on the site would accommodate council's administrative staff, commercial tenants and car parking.

City of Ballarat chief executive officer Anthony Schinck will go to America next month for a professional development course. Mr Schinck has been accepted for the intensive program for senior executives in state and local government at the John F. Kennedy School of Government at Harvard.

The 1700 million litres of water to be used to quickly refill Lake Wendouree was robbing the region's catchments of a vital supply, a leading Ballarat ecologist said yesterday. **University of Ballarat** professor Peter Gell, who is leader of the Regional Futures Research team, said the area's major catchments had been severely degraded and were suffering from the drought.

The not-so-quiet achiever **UnitingCare Ballarat** has won seven awards in the past year for its extensive services to the Ballarat community. Three of the awards have been statewide, including the most valued volunteering organisation in rural Victoria.

5 minutes with... Kathryn Hotchin, **Europa Cafe**

Friday 11 June:

Ground underneath the Civic Hall is contaminated and will need to be cleaned up before redevelopment of the Mair Street site, a council officer said yesterday. **Ballarat City Council** director of growth and economy Jeff Pulford said there was a range of contaminants found on the site, which had been discussed during the redevelopment planning process.

Who's in it today?

Biggest Morning Tea, **Bendigo Bank West Ballarat**

Stakeholder Lunch, **Telstra County Wide**

Dates of Interest:

Building and Construction Portal Workshop

Date: Wednesday 16th June

Time: 5:00pm-8pm (Light buffet and refreshments provided)

Venue: Ballarat Craig's Hotel 10 Lydiard St South Ballarat 3350
RSVP: bcspproject.sbv@diird.vic.gov.au by Friday 4 June 2010

This workshop is an opportunity for all owner builders, small business and trade professionals in the industry to: explore opportunities for building and construction permit applications and local law permits see a demonstration on the ease of applying for a building permit and associated information demonstrate and show how other building related forms, permits, and other supporting compliant information is sourced. You can provide valuable insight and views into the type of building/construction services that could be made available through the Building and Construction Services Platform - Information Portal. Learn about the website for the building industry that will provide and link to information at relevant government agencies and other organisations. Using this website will make applying for building permits and local law permits much easier. All participants completing a questionnaire will receive a gift to the value of \$50.

Rural Press Club of Victoria Luncheon with Premier John Brumby

Date: 17 June

Time: 12.15pm for 12.30

Venue: Mercure Ballarat Hotel and Convention Centre, 613 Main Road, Ballarat

Regional Victoria is looming as a hotspot for November's Victorian election. With the Government's regional blueprint set for imminent release, Premier John Brumby will address the Rural Press Club of Victoria at a forthcoming lunch at Ballarat.

[More information](#)

North Ballarat Business Advantage 2010 Luncheon

Date: 18 June

Time: 12 noon – 2.30 pm

Venue: North Ballarat Sports Club

Cost: \$70 per person (includes 2 course meal and drinks)

Speaker: Mr Dale Monteith, Chief Executive Victorian Racing Club

Contact: 5339 5944 or michelle@theroosters.com.au

[More information](#) and [registration form](#)

Ballarat ICT Limited Forum

The implications for e-Health in a changing political landscape

Date: Tuesday 29 June, 2010.

Time: 10.00am for a 10.30am start- 12 noon.

Presenters: Details of presenters and panel participants will follow soon.

Venue: Greenhill Enterprise Centre, Ballarat Technology Park, University Drive, Mt Helen.

Cost: No charge- thanks to sponsorship from IBM Australia.

RSVP: enquiries@ehealthvic.org.au

2010 Victorian Management Development Toolkit Management Program

Date: 12 – 13 August

Venue: Alexandria on Lydiard

Contact: Nick Williams on nwilliams@leadership-institute.com.au or 1300 886 629

This intensive two-day management program is designed to assist middle managers from organisations throughout Victoria in their own approach to leading others. Under the guidance of acclaimed leadership experts, participants explore themes central to effective leadership. With a focus on skills development and capability, the MDT aims to inspire participants towards confident personal performance, ensuring they drive maximum productivity within their workplace.

As 2010 host city, participants from Ballarat will be entitled to discounted attendance. The MDT is part of the National Excellence in Workplace Management Scheme (NEWMS), which is a broad-ranging initiative designed to support leadership development across all sectors and industries.

[More information and registration form](#)

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