

Commerce Ballarat News Bulletin 7 – 13 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:

“Democracy is the only system that persists in asking the powers that be whether they are the powers that ought to be.” Sydney J. Harris

Welcome New Members:

[c.o.r.e Coaching and Training](#) Maggie Sheehan

[Australian Active Aim](#) Belinda Pearl

Savvy Social Media Training for Small Biz

Dates:

- 18 August (intro session) 1 – 2 pm
- 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 intro session, 4 workshop sessions and tea & coffee)

Bookings: rsvp@commerceballarat.com.au

N.B Limited spaces for the workshop is 10, don't miss out - book now!

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: TBC

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



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

B2B Sponsorship Opportunities

Sponsorship is now open, closing soon. For more information contact Jodie Gillett on jodie@commerceballarat.com.au

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!

These are the finalists you can vote for:

Quilliam Building	Simplex Insurance Solutions
Neale Goad Automotive	Sovereign Press Pty Ltd
Harrison Funerals	The Tracy Group
Steamatic of Ballarat	Buninyong Family Chiropractic
Interpath Pty Ltd	Fernwood Ballarat
Newbiz Solutions Pty Ltd	UFS Medical
The Sovereign Hill Museums Association	C.E. Bartlett
St John of God Hospital	UGL Rail
Haymes Paint	Ballarat Regional Industries
Ballarat Pressings	Karden Disability Support Foundation
Kingprint	McCallum Disability Services
Ferndale Confectionary	Child & Family Services (CAFS)
Support4Cancer	Pipers by the Lake
Pack & Send Ballarat	Seymour's on Lydiard
Studio G.A.S	Greenside Bistro
Exclusive Meats	The Ad Group
New Generation Clothing	It's All in the Detail
Tennis Ballarat	People @ Work
SS Electrics	Eerie Tours
Jim's Fencing	Mercure Ballarat Hotel and Convention Centre
PETStock	Springfest Market Sunday
UFS Dispensaries	The Ballarat Foundation

United Way Ballarat Golf Classic 2010

For 27 years the United Way Ballarat has been raising funds from Ballarat to help Ballarat. For the last 13 years one of the key fundraising events for United Way has been the annual Golf Classic organised by representatives of the Ballarat business community and sponsored by the City of Ballarat. The Golf Classic, coming up on Friday the 15th October at the Ballarat Golf Club, is a great day of socialising and networking with key players in the Ballarat business community. It is widely regarded as a premier event because it is run by the business community for the business community.

You can register a team of 4 players for \$620 + GST. The registration includes all your food and drinks, raffle tickets, spot prizes and on-course competitions. If you would like to have your own hole, there are Hole Sponsorships available at \$1,000 + GST which include registration for your team, and an opportunity to showcase your business to the golfers as they play through your hole.

[More information](#)

University of Ballarat Political Forum

The University of Ballarat Golden Key Chapter is hosting a political forum in the lead up to the 2010 Federal election. This forum will include the candidates for the seat of Ballarat including Catherine King candidate for the ALP, Mark Banwell candidate for the Liberal Party and Belinda Coates candidate for Greens Party.

Date: Monday 16th August

Time: 12.30pm

Venue: Albert Coates Complex, University of Ballarat Mt Helen Campus

Theme: Education and Economy in the local community

More information: Rebecca Holmes 0434385777 or reholmes@live.com.au

Face of the Ballarat Cup

Congratulations to Kirrily Parry from **Ballarat Pressings** on becoming a finalist in the 'Face of the Ballarat Cup' competition. To vote for Kirrily go to

<http://www.thecourier.com.au/competition.aspx?id=267>

B31 Ballarat Business Month



Click on logo for complete event program

Commerce Ballarat Members Events:

- 16 August **Westpac** 'Trapped' – Business and Succession Planning
- 16, 23, 30 August **Newbiz Solutions** *ezEOnline! websites made easy* workshops
- 17 August **Giraffe Marketing** Marketing on a Budget
- 17 August **Giraffe Marketing** Marketing Plan on a Page for Small Business
- 19 August **McCallum Industries** Ollies Lollies Site Visit
- 20 August **HRWM** Sustainable Business Network
- 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

Getting your merchandising right

An effective merchandising plan can do wonders for your business. The fact is that a well managed merchandise system is every bit as important to a retailer as having a good location, motivated staff and powerful displays. Effective merchandise planning delivers margin increases directly to your bottom line and allows you to build a broader range of higher margin sales. So what exactly will an effective merchandising plan do for you?

- **Increase total sales**

A well merchandised display floor will enable customers to locate the merchandise that they are looking for and make a purchasing decision.

- **Reduce out of stock of merchandise**

Simply the right merchandise at the right time and in the right place. There are enough competitors out there without handing them your sales. The cost of lost sales in both short run profitability and longer term brand damage is too often unconsidered by many retailers.

- **Reduce unplanned markdowns**

The right priced merchandise at the right time and place. Depth in your best sellers with width in range will decrease the unplanned markdown rate. This in turn builds your weighted margin return and reduces the clearance "look" of your store.

- **Make retail selling more productive and rewarding**

A proper merchandise assortment well signed and displayed will make retail selling much easier as customers are more easily able to self select the merchandise and staff are more confident and familiar with merchandise placement and depth.

Employment still key election issue for small business

Small businesses say that key issues for the Federal Election are the "unfairness" of unfair dismissal laws for employers, the complexity and red tape associated with employment, the increased costs of superannuation, liability for parental leave and the availability of genuine advice and assistance for small business employers. There are also strong views that the Federal Government should intervene with the States to remove payroll tax or at least standardise it across the States in order to encourage business growth. Federal Government should also take action to ensure consistent national policies across the States for occupational health and safety and workers compensation in order to reduce red tape and compliance costs and complexity.

These results were recently released by SME Boardroom, a membership organisation representing small to medium sized enterprises in Australia. SME Boardroom conducted a survey of 56 small to medium enterprises this week about the key issues for the Federal election. The survey also covered their views on the "Real Action to Support Small Business" policy released by the Liberal Party on 28 July 2010. Small businesses said that the top three issues for SMEs are tax (39.3%), employment (23.1%) and red tape (17.9%). The majority (61.2%) of small businesses said that the Liberal Party's policy to reduce company tax from 30% to 28.5% would influence their vote. 51% also said that the Liberal Party's policy to reduce the compliance burden on small business would also influence their vote. Only 6.1% of small businesses said that none of the Liberal Party's Policies would influence their vote. For a copy of the White Paper with the results of the survey, please contact SME Boardroom at email@smeboardroom.com.au

Australian Bureau of Statistics

Australia's unemployment rate increased 0.2 percentage points to 5.3 per cent in July 2010 (Media Release), Jul 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/MediaRealesesByCatalogue/46DFE12FCDB783D9CA256B740082AA6C?OpenDocument>

Lending Finance, Australia, Jun 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5671.0?OpenDocument>

Labour Force, Australia, Jul 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6202.0?OpenDocument>

Australian Chamber of Commerce and Industry

[ACCI - Commonwealth Bank Business Expectation Survey - Business Conditions and Confidence Edge Down Admist Global Uncertainty](#) - 4/8/10

[ACCI - Commonwealth Bank Business Expectation Survey](#) - 4/8/10

[Rates Need to Stay On Hold](#) - 3/8/10

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 7 August:

Weekend Feature: **Karden Disability Support Foundation** CEO Karen McCraw

A group of Ballarat's good Samaritans have been getting a taste of what it is like to live in poverty. **University of Ballarat** student Bronwyn Doherty and Damascus College student Jemma Mathers are both taking part in the Live Below the Line campaign, where they are living on less than \$2 per day. All money raised goes towards education programs in Kampong Chang province in Cambodia, where 85 per cent of young people do not go to secondary school.

The City of Ballarat has been briefed on the Royal Bushfire Commission recommendations at a meeting with the Municipal Association of Victoria. The meeting was held on Wednesday afternoon in Melbourne with all local councils and Premier John Brumby in attendance.

Tuesday 10 August:

Revenue from gaming machine venues would be distributed to community and sporting groups by an independent body under a draft proposal from the **Ballarat City Council**. **Ballarat and District Trotting Club** chief executive officer Paul Rowse said he welcomed the suggestions outlines in the draft policy.

Ballarat welfare organisation **UnitingCare** has welcomed a boost in public housing, but has recommended varying the sizes of homes built. UnitingCare executive director Cliff Barclay said that a state government housing plan was a step in the right direction and that the number of people contacting the organisation seeking housing or accommodation assistance had risen dramatically in the past four years.

Wednesday 11 August:

World domination is more than just a dream for one Ballarat footy fan. Peter Brugman, owner of **The Ad Group**, is currently sitting on top of the AFL's Dream Team competition, ahead of all 321,980 other teams. He is just three rounds away from winning his choice of one of four Toyotas.

Choking under pressure in elite sport can be devastating for those involved and that is exactly what researchers from the **University of Ballarat** are investigating. This ground-breaking research analyses how some athletes cope with the psychological pressure while others fail to do so.

People & Places: Peter McErvale Real Estate office opening

Thursday 12 August:

Ballarat City Council's ordinary meeting was short but sweet last night. In just 45 minutes, councillors addressed six agenda items and awarded \$12,230 in community grants. Another point of discussion at last night's meeting was the final report detailing the success of the Ballarat Heritage Weekend, held over the Mother's Day Weekend. CR McIntosh and Cr Taylor both endorsed the Ballarat Heritage Weekend to become a hallmark event for the city.

Friday 13 August:

More than 1.1 billion litres of water has flowed into Ballarat and district catchments after heavy rain in recent days. **Central Highlands Water** spokeswoman Wendy Stubbs said on Wednesday about 50mm of rain fell, resulting in some terrific inflows to the water system.

Ballarat City Council has awarded grants to five Ballarat community groups under the Council Community Fund program. **Child and Family Services** received backing to fund "Rainbow Hair for Foster Care" – an event celebrating and promoting foster carers.

Ballarat's Selkirk Roosters are kicking goals for community charities, with children battling cancer their latest target. This weekend, a gold coin entry donation will be given to the Cops 'n' Kids charity, which runs camps for children suffering from cancer. The gold coin initiative was started by the **North Ballarat Football Club** five years ago and chief executive officer Mark Patterson said they were dedicated to supporting the community.

Face of the Ballarat Cup: Kirrily Parry, Ballarat Pressings

University of Ballarat has honoured champion distance runner Steve Moneghetti. Moneghetti yesterday received special recognition for his performance in the 1986 World University Games. Vice-chancellor Professor David Battersby presented the Ballarat athletics legend with a framed certificate marking the achievement.

Dates of Interest:

Ballarat ICT Breakfast and post-Breakfast Forum

Date: Tuesday, 17 August 2010

Time: 7.30am

Venue: the Neighbourhood Cable Conference Centre, Greenhill Enterprise Centre, UBTP

RSVP: By Friday 13 August to g.daffy@ballarat.edu.au

[More information](#)

Workers' Compensation and OHS Training Day

Nabenet are presenting a full day training session in Ballarat on Tuesday 7 September 2010. The day will be split into two parts, titled "Employers Guide to the dramatic amendments to the Accident Compensation Act" and "Harmonisation and business change – making OHS profitable". Presenters include Andrew Paice, Director of Nabenet, Andrew Douglas, Managing Director of Douglas LPT, Dr. David Borys, University of Ballarat and Gary Rowe, CEO and founder of Safety Action. Please contact Katie Riches for more information on 1300 662 636.

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

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