MEMBERS ANNUAL RENEWAL REPORT 2016 – 2017

History: Commerce Ballarat is a result of a merger that occurred in 2004 between the Ballarat Chamber of Commerce and the Ballarat Retail Board. Commerce Ballarat operates as an independent body with a broad membership base, working collectively for the advancement of Ballarat businesses.

Today: Commerce Ballarat has grown from 120 members in 2008 to over 507 members in 2017 and employs a Chief Executive Officer part time, a full time Events & Executive Assistant, a full time Events & Administration Assistant, a part time Accounts Administrator and a part time Business Awards Event Assistant.

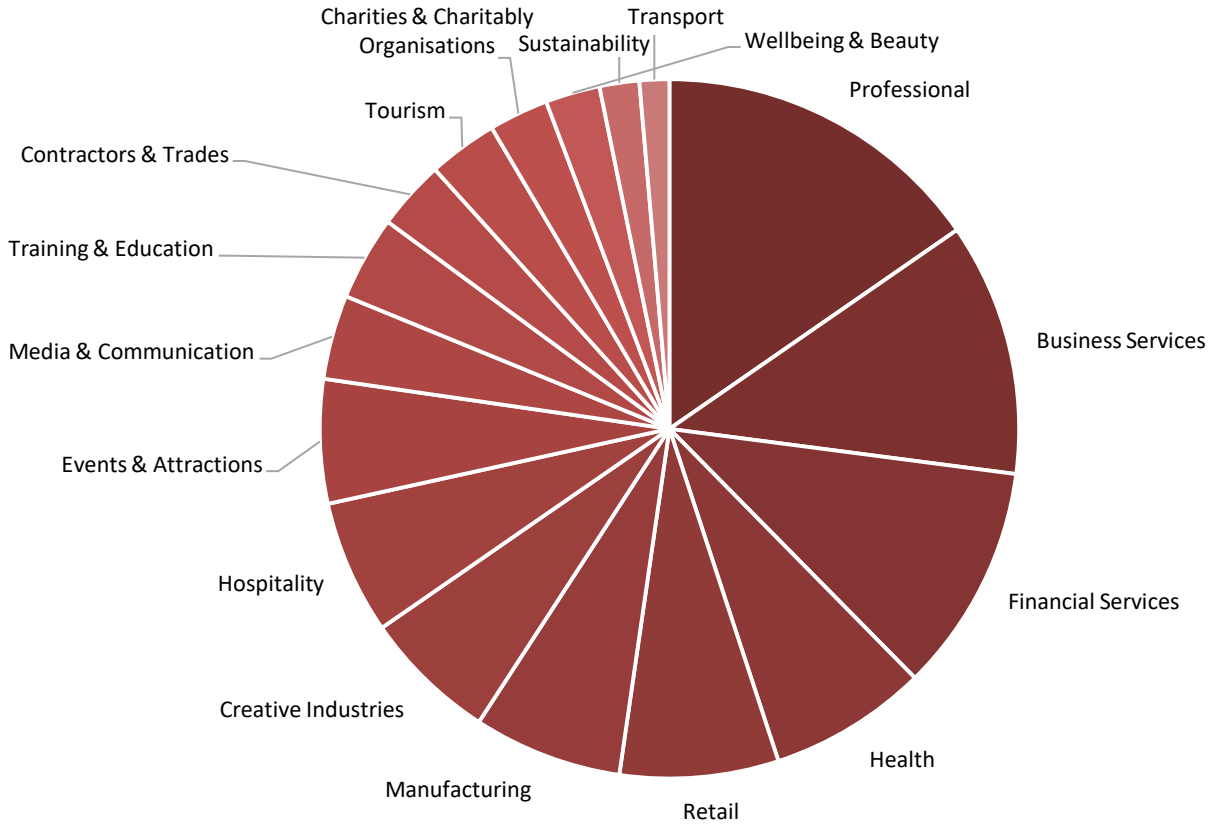
Our Vision: To be the number one relevant resource for business.

Our Mission: To provide strong, reliable leadership and advocacy on all matters relevant to commerce in greater Ballarat.

Purpose of Commerce Ballarat:
Bettering business in greater Ballarat by:

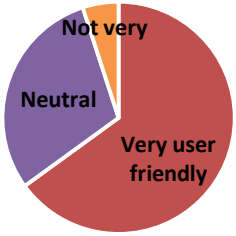
- Promoting business activity
- Providing leadership and advocacy
- Liaising with all levels of Government to advance business
- Facilitating knowledge and skills development for business

MEMBERS BY SECTOR 2016 - 2017

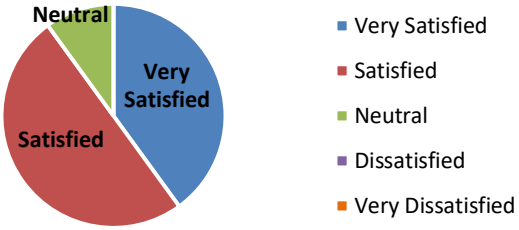


HOW DO YOU FIND THE SERVICE PROVIDED BY COMMERCE BALLARAT?

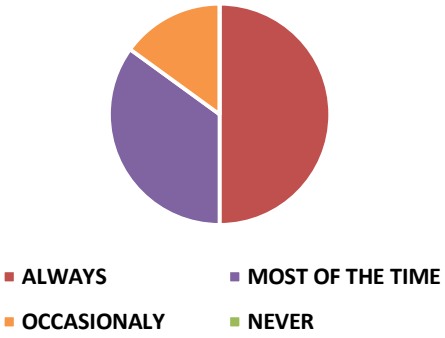
HOW USER FRIENDLY DO YOU FIND THE COMMERCE BALLARAT WEBSITE?



ARE YOU SATISFIED WITH OUR ADVOCACY ON BEHALF OF THE BUSINESS COMMUNITY?



DO YOU READ THE BUSINESS WEEKLY?



Benefits of Membership

Business Weekly - Weekly newsletter distributed to over 1600 Ballarat business people.

Member News - All members have the opportunity to promote their news and events to over 1600 local business people.

Members Directory - A comprehensive directory of our members: members have the ability to upload their corporate logo, images, and details and display a google map and social media handles. This directory is the only comprehensive business directory in Ballarat and as such is used extensively.

Member of the Week - Every Commerce Ballarat member has the opportunity to have their logo and business description placed in the Business Weekly and on our website home page for 1 week.

Business Event Calendar - Members can both publicise and source upcoming business events and development programs.

After Five: **bi-monthly - Free** evenings of networking and fostering relationships to grow your business, hosted by members within their business.

Young Professionals Network – Free coffee networking mornings for professionals in their 20's & 30's opportunities to network and build mutually beneficial relationships, also includes networking evenings throughout the year.

Mentoring Program – **Free** program for members offering one on one mentoring and group workshops, program is suitable for new businesses or those that are looking for growth or change. Applications open November 2017, places are limited.

Business Development - We contribute financially to the running of our programs and also source external funding to allow us to offer these events either free for members or at a nominal charge.

In the past year Commerce Ballarat offered development opportunities, including;

- Business Day Out
- Commerce Ballarat Mentoring Program
- Business Awards Application Writing Workshops
- BisNet Breakfasts
- B31 Ballarat Business Month (31 workshops and events)
- Ignite your Business Workshop
- Business Success Seminar
- Winning & Sourcing Business - Information Session

What was new in 2016 – 2017

- What's your a2z of Ballarat business? We believe Ballarat has it all, the a2z of business, in most cases there is no need to purchase goods or services externally from Ballarat. A social media competition was run in conjunction with this campaign.
- Facebook Member Profiles: Members are invited to participate in an interview process that is posted to our page on the weekends as an interesting reading item.

Commerce Ballarat Advocacy

Commerce Ballarat represented our members and the wider business community on a wide range of issues to both local, state and federal government. Some of the issues were:

- Ballarat Show Day/Melbourne Cup Holiday
- AFL Grand Final Parade Holiday
- City of Ballarat future planning
- Railway and Civic Hall Precinct
- Hospitality Industry Inquiry
- Mair and Sturt Streets future planning

Representation

Commerce Ballarat represented the membership:

- Economic Strategy Expert Reference Group
- City of Ballarat Jobs Forum
- Community Charter for the Prevention of Violence against Women Reference Group
- VicRoads Mair Street Advisory Group
- Local Advisory Panel

Commerce Ballarat Business Excellence Awards

The 2016 Federation Business School Commerce Ballarat Business Excellence Awards campaign was again a major success. The focus for Commerce Ballarat is to encourage businesses to use the process as an important opportunity to review and reflect on the past twelve month's performance.

The awards would not be possible without our naming rights sponsor Federation Business School and category sponsors: Federation Business School, CGU Insurance, City of Ballarat, Central Highlands Water, Harwood Andrews, Visit Ballarat, Nova Pharmacy, The Courier, Mercure Ballarat Hotel and Convention Centre, Radio Ballarat, The WIN Network, Regional Development Australia – Grampians, Stockland Wendouree and Viatek.

Business Day Out

Commerce Ballarat initiated Business Day Out in 2013 with the strong belief regional businesses should have easy and affordable access to the best speakers to help grow and develop their businesses. In 2017 businesses from across Regional Victoria attended and were inspired by Gus Balbontin, Steph Prem, Mark McCrindle, Stephen Macdonald and Kevin Wall. Thank you to our BDO sponsors; City of Ballarat, Brown Ink Design, Simplex Insurance Solutions, Sovereign Press, Mercure Ballarat Hotel and Convention Centre, Radio Ballarat, The WIN Network, WDEA, VicSuper, The Courier and Victorian Government.

"I think it's an excellent event, each year there are idea's that you can 'take away' and implement (try to) or things that you can change to suit the business needs. It's a recharge for me .. the diversity and quality of the presenters is always really good, so I feel more motivated with fresh ideas stimulating actions, even if the application is completely different to that of the presenter or their business.." BDO 2017 Attendee

BisNet Breakfast

BisNet Breakfasts provide local businesses with information that adds value to what they do by presenting motivational speakers in a wide range of topics. BisNet breakfasts are held on the first Tuesday morning of every month, and provide small to medium sized business enterprises with the opportunity to hear from a range of business and industry professionals. Past speakers have included; Shaun Hossack, Margot Spalding, Braith Cox, Kate Torney, James Pearson, Matthew Nicol. Thank you to our 2016 BisNet sponsors; City of Ballarat, Radio Ballarat, MTA Accounting, Harwood Andrews, Plus It and Adroit Insurance Group.

Business Mentoring Program

Ten businesses are given the valuable opportunity to grow and develop their business with individual mentoring and group training. Mentees are matched with experienced local business people for one on one monthly sessions as well as two half day group sessions throughout the year with a selection of experts in their field who will focus on all aspects from business planning to social media marketing. Thank you to our mentors; John Emery, Brett Macdonald, Tony Chew, Mick Taylor, Greg Veal, Kay Jackson, Laurie Gillett, Rod Kilborn, Peter Wilson, Judy Verlin, Tim Kearney, Darrne Evans, Vicki Coltman, Jamie Sleep, Jennifer Kelly, Matijn Schroder, Chris Cartledge, Peter Flynn and Lesley Mullaney.

"Generally speaking, the greatest thing we can give each other is encouragement! And, the encouragement from my business mentor both on a personal level and on a business level has enabled me to take my business to the next level" Comment from one participant.

B31 Ballarat Business Month

Whether you are the Business Owner, Manager or Employee, B31 offers opportunities to grow and develop your business. We encourage you to make some time to participate in 2017. Sometimes your business needs a little TLC. Thank you to our 2016 Sponsors City of Ballarat, Crowe Horwath, Ink Digital, Victorian Government, People @ Work, The Courier and Radio Ballarat.

b2b Business to Ballarat

The media campaign focuses on both business to business spending and encouraging awareness in the general public of the importance to our city of keeping the dollars locally. Commerce Ballarat invests heavily in these campaigns but they would not be possible without the support of our b2b Gold sponsors RU Advertising, Ballarat Mercedes-Benz, Simplex Insurance Solutions, Sovereign Press, Crowe Horwath and Wilson's Fruit & Vegetables. We also thank our Bronze sponsor Central Victorian Investments and local media The Courier, 3BA/PowerFM, WIN Network, and Prime. Supported by The City of Ballarat.

b2b business to ballarat

b2b business to ballarat

Coming up in 2017/2018

- After Five hosted by; Body Brilliance Pilates, Formation Hairstylists, RDV, Mitchell Harris
- B31 Ballarat Business Month
- Federation Business School Commerce Ballarat Business Excellence Awards, August 24
- BisNet Breakfasts, first Tuesday of the month – Featuring Paul Chapman, Susan Alberti, Patrick Shaw
- Young Professionals Network Evening Events
- Spot the B2B Bunyip Christmas Competition
- Commerce Ballarat Mentoring Program 2017
- Business Day Out 2017
- B2b Buy Local Campaigns

"Overall really good work from the whole CB team. Hard to criticise the work being done. Keep it up!"

"Well Done Team, you have been great for the business community."