

# Commerce Ballarat Business Weekly

2 October – 8 October

## Welcome New Members

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Troy Peterken – [Inglenook dairy](#)



Electrical  
**Laser**  
Ballarat

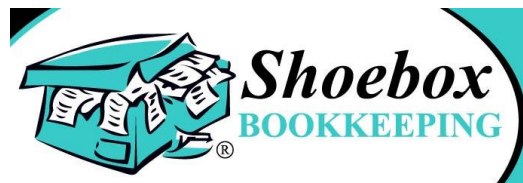
VIC REC No. 13219

Zane Conroy- [Laser Electrical Ballarat](#)



Ian Deacon – [Ballarat Isuzu](#)

## Member of the Week



First month FREE for Commerce Ballarat members!

We have the formal qualifications and experience necessary, but we aim to forgo the "jacket & tie" mentality and put our clients at ease with our approach.

Whether you choose to use Shoebox Bookkeeping for your bookkeeping needs or Shoebox Tax & Accounting for your tax needs, we can help you. We can work in conjunction with each other or with your existing bookkeeper or accountant to allow the most efficient and cost effective flow of information.

Our pricing starts from less than \$20 per week

[www.shoeboxbooks.com.au](http://www.shoeboxbooks.com.au)

## Follow us on Social Media



'Follow us

## Events

### 505 Club

Hosted by **McCallum Industries**

**Date:** 09 Oct 2014

**Members:** Free

**Non Members:** \$16.50

**Venue:** McCallum Industries, 1802 Sturt Street

**Time:** 5:30pm -7:30pm

**Details:** An evening of networking and building relationships to grow your business  
Drinks and nibbles provided

**Members and Non Members:** [REGISTER HERE](#)

### Next 505 Event:

**December 4** 505 Club hosted by Golden City Hotel  
[REGISTER HERE](#)

### Young Professionals Network Events

#### Coffee Catch Up

The Young Professionals Network is now meeting on a regular basis - **the last Thursday of every month.**

Our next catch up will be on; **Oct 30, 7:30-9am @ Craig's Royal Hotel**, 10 Lydiard St Sth. Please come along for a free chat and a coffee before work. No RSVP required.

#### Evening Networking YPN

@ **Red Lion Hotel**, 221 Main Rd

**Date:** 19 November

**Members:** Free

**Non Members:** \$20.00

**Time:** 5.30pm -

First Drink and savouries provided. RSVP Required.

[REGISTER HERE](#)

### Commerce Ballarat Info Comm Breakfast

**Date:** 12 Nov 2014

**Members:** \$15.00

**Non Members:** \$25.00

**Venue:** Sails on the Lake

**Time:** 7.00am-8.45am

**Details:** Running a family business can be immensely rewarding, but also present unique and often unexpected challenges. Harwood Andrews is dedicated to supporting family businesses and in this breakfast seminar will cover topics relating to succession planning, development of family business structures, family constitutions, trade mark and intellectual property considerations for your business, and managing the challenges, pressures and unique factors that family businesses often face.

**Members and Non-Members:** [REGISTER HERE](#)

### Melbourne Food and Wine CEO Natalie O'Brien

**Date:** 25 Nov 2014

**Members:** Free

**Non Members:** \$25

**Venue:** Jackson's & Co, Cnr Mair & Lydiard sts

**Time:** 3pm - 5pm

**Details:** Key note speaker - Natalie O'Brien, CEO of the Melbourne Food and Wine Festival, followed by drinks and networking.

**Members and Non-Members:** [REGISTER HERE](#)

## Items of Interest

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Q&A with Jeff Gomez on transmedia storytelling – What is it and why should brands care - [Read article >>>](#)

Facebook is TV's Ice Bucket Challenge – [Read article >>>](#)

An infographic every boss should read – [Read infographic >>>](#)

Facebook location based ads – [Read article >>>](#)

## VIDEO OF THE WEEK

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Welcome to the Executives from IBM in our city as part of the IBM Smarter Cities Challenge. Ballarat is only one of 16 worldwide to have won the opportunity to unite some of the world's leading data experts with our community and we look forward to the outcome of their research in relation to waste management over the next three weeks.

What is all about?



Smarter Cities: Bold leadership and engaged communities with IBM's Michael Dixon - [watch video >>>](#)

### The Team BLOG

[Day One](#)

[Day Two](#)

## Members News

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### Business Day Out 2015 Speakers Announced



BDO 2014

BDO 2015 will again be held at Novotel Forest Resort Creswick on May 20 2015. Once again we have sourced amazing speakers on such topics as business trends, leadership, innovation and marketing. Early bird tickets will go on sale February 1st so make sure you don't miss out! [More details](#). Members currently have the chance promote their business state-wide, through all forms of media and print marketing material. More information contact [jodie@commerceballarat.com.au](mailto:jodie@commerceballarat.com.au)

### 2015 Commerce Ballarat Mentoring Program

APPLICATIONS ARE NOW OPEN for the 2015 Commerce Ballarat Mentoring Program. This is an exciting opportunity for Ballarat businesses, suitable for new enterprises or those that require assistance to grow or develop their business further and for Commerce Ballarat Members the program is free of charge! For more information [download flyer](#) Limited Places

### SC Technology Group Ballarat- Hosting Technology showcase

Mark your diaries! On Tuesday 28<sup>th</sup> October, SC Technology Group Ballarat is hosting a Technology Showcase featuring all the latest technology you need for your business. If you would like to learn how to increase your workflow efficiency and cut costs using specialised software, this is an event not to be missed! To register for the breakfast session or a personal demonstration, click [here](#) and win a \$50 Myer Gift Card.

### Haslegrove Food & Wine Dinner

An evening of eating, drinking and exploring the world of beautiful food and Haslegrove Wine, Thursday the 16<sup>th</sup> of October at the Lydiard Wine Bar at 7pm. Tickets are \$118 and can be purchased by emailing [leah@georgehotelballarat.com.au](mailto:leah@georgehotelballarat.com.au) or visiting @The Lane Restaurant.

### Comfort Inn Franchisee of the Year Australasia 2014

Congratulation to [Comfort Inn and Suites City Views](#) for winning the Choice Hotels Franchisee of the Year Award! There were more than 270 properties in the Choice Hotels network and to qualify for awards consideration, each business was required to meet strict criteria relating to property development and growth, participation in Choice Hotels' training, conference, sales and marketing activities as well as receiving consistently high guest feedback.

### Red Lion United Way Golf Classic

Players at the Red Lion United Way Golf Classic will have the opportunity this year to win a Ford Kuga donated by Eclipse Ford, all they need to do is hit a hole-in-one and the car is theirs! This year's Golf Classic will be held at the Ballarat Golf Club on Friday October 17. The prestigious event provides the business community the opportunity to network whilst enjoying a competitive but friendly afternoon of golf, and raising much needed funds for the community. To enter a team email [events@unitedwayballarat.org.au](mailto:events@unitedwayballarat.org.au) or call 5331 5555.

### Bendigo Bank Business Advantage Luncheon

The final instalment for 2014 of the very successful Bendigo Bank Business Advantage Luncheons will take place in a few weeks' time! On Friday October 24<sup>th</sup>, we will be hearing from sales guru Trent Leyshan and you won't want to miss this one. Send along your sales team, your sales manager and come along yourself. Get sales tips and tricks from the Boom! Sales founder and watch your sales figures soar. Bookings are essential – so get a table together and book ASAP to reserve your spot. [More details](#)

### Ballarat Beef Festival - WIN a spot in the stellar 2015 music line-up!

The search for music gold is on! We're on the hunt for the best Victorian band or artist to complete the outstanding music line-up for the 2015 Festival. This is a once-in-a-lifetime opportunity for an aspiring band or musician. So if this is you or if someone you know is an up-and-coming band, click [here](#) to find out more and enter the competition! Entries close 7 November 2014.

## Articles

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### **Richard Branson's Guide to Finding a Mentor**

Source: [Entrepreneur](#) 06 October 2014

No matter how smart you are, or how brilliant or disruptive your business concept might be, every entrepreneur needs a good mentor [read more >>>](#)

To find your mentor click [here](#) for more information on applying for the **2015 Commerce Ballarat Mentoring Program**



### **What would happen if we turned three stereotypes upside-down?**

Source: [Smart Company](#) 06 October 2014

Stimulating start-ups, innovation and STEM (science, technology, engineering and mathematics) is critical for Australia's economy. But we need to challenge some of our beliefs about who can and can't do these things if we want to lay the groundwork for substantive change [read more >>>](#)

## Australian Bureau of Statistics

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4610.0.55.008 Gross Value of Irrigated Agricultural Production, 2012-13  
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/4610.0.55.008?OpenDocument>

5368.0 International Trade in Goods and Services, Australia, Aug 2014  
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5368.0?OpenDocument>

8731.0 Building Approvals, Australia, Aug 2014  
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8731.0?OpenDocument>

8153.0 Internet Activity, Australia, June 2014  
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8153.0?OpenDocument>

## ICN Gateway

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If you're not on it, how are you going to know about it?  
Register on [www.icngateway.com.au](http://www.icngateway.com.au)

Click [here](#) for current opportunities

## Members in the news

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### Publication - [The Courier](#)

A landmark petition which changed the face of history and evoked a grassroots movement calling equality for women is currently being displayed at the **Museum of Australian Democracy at Eureka**

This year for the first time you can purchase your **Ballarat Show** tickets and enter show categories now online.

Last week **Golden City Hotel** handed over the keys to its new owner Tim Kearney.

The City of Ballarat have credited **M.A.D.E**, Sovereign Hill, the **Art Gallery of Ballarat** and **Ballarat Regional Tourism** for the work being done to celebrate the Eureka Stockade's 160<sup>th</sup> anniversary.

Racing returns this week at the **Ballarat Turf Club** after almost a year in the wilderness.