

**Commerce Ballarat News Bulletin
11 – 17 December**

Quote of the week:

"I wish we could put up some of the Christmas spirit in jars and open a jar of it every month."
Harlan Miller

505 Club

GHMBA & Designer Commercial Furniture

404 Dowling St, Wendouree
Thursday 10 February
5.30pm – 7.30pm
Members Free
Non-members \$16.50

An evening of networking and fostering relationships to grow your business.
Drinks and savouries provided.

"Mind the Gap: Why EVERY generation just doesn't get it"

Alexandria on Lydiard

30 Lydiard St Nth, Ballarat
Wednesday 9 March
12.00noon
Members TBC
Non-members TBC

Panel discussion about the generation gap, age differences and how to overcome these issues in the workplace. Representing Gen Y: Jessica Saad, University of Wollongong, and Melissa Abu-Gazaleh, Best Catch Foundation. Representing Gen X: Glen Walker, Maxitrans, and Jeff Pulford, City of Ballarat.

B.L.E.N.D

Beaumont Tiles

106 Creswick Road, Ballarat
Wednesday 9 March
5.30pm – 7.30pm
Members Free
Non-members \$16.50

Guest speakers: Melissa Abu-Gazaleh, Best Catch Foundation, and Jessica Saad, University of Wollongong.

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

Commerce Ballarat Race Day

Ballarat Turf Club

Thursday 14 April
Details TBC

Members News

Member to Member Link 17 December

Membership cards have been mailed to all Weekly Bulletin recipients, to be eligible for these offers you must present your membership card at the place of business. All CB members are welcome to participate and make a member to member offer; some proactive members are already lined up for January.

End of an Era

After 26 years in retail Laurie and Helen have decided to try some new challenges and will be closing the doors of **Men Only** early in 2011, a new clothing store will be replacing them soon after.

Men Only have always been known for their quality clothing and that extra special service. A member of CB and the chamber before that Laurie served on the executive for 10 years and two terms as Vice President. We wish them well.

City of Ballarat Activity Centres Business Survey

The City of Ballarat is conducting a study of Activity Centres within Ballarat and encourages Ballarat retailers to complete the survey which can be found at <http://www.surveymonkey.com/s/GG9QJH7>

Participate in VECCI survey for your chance to win an Apple iPad

VECCI, in partnership with the Australian Chamber of Commerce and Industry (ACCI), has launched a National Workplace Skills Survey, and invites you to participate on behalf of your business. Your contribution is vital to ensure that VECCI is able to develop informed policy and advocate on issues of importance and relevance to Victorian employers. The information collected will be anonymous, and will be used to inform policy development and advocacy efforts of VECCI, as well as ACCI and its member organisations. The results of the Survey will be made available to employers, governments, registered training organisations and the community. The Survey will take no more than 20 minutes to complete, and is open until COB Friday 24 December 2010. It can be accessed online [here](#). All Victorian participants will go into the draw to win an Apple iPad valued at \$629.

Ballarat International Foto Biennale - Call for entry still open

Artist participation in BIFB'11 is still open for many aspects of the festival. [Fringe applications](#) will remain open until 1 June 2011, or until there are no more venues available - whichever comes first. We are gradually getting more venues with contact information posted on the website, so keep checking back to see what is available if you haven't already found an exhibition space. Also we are still interested in seeing proposals for possible inclusion in the [Projections Program](#) at BIFB'11. You can download an invitation from [our website](#) that gives all the information on how we would like you to submit your work.

We would also like to encourage photographic groups, associations and clubs to organise their own independent events that will run in Ballarat during the festival period as part of our Affiliate Program.

List of new Victorian ministers and ministries

There is bound to be a constant stream of news forthcoming from the new State Government about its structures and people. Already we have seen an agency important to Bendigo (Regional Development Victoria) switch from the business to the planning portfolio. There are bound to be further changes - the BBC will keep you informed.

The Government's websites will take some time to respond, for instance the new Department of Business and Innovation will assume responsibility of many of DIIRD's previous business support programs.

For a summary of the new ministers and ministries visit this page: <http://www.premier.vic.gov.au/ministry.html>

Meanwhile the Labor opposition's frontbench is reported today in The Age here: <http://www.theage.com.au/victoria/new-look-for-labors-shadow-team-20101206-18mv7.html>

Thoughts on Twitter Versus Facebook for Business

This article comes from the website and blog: [Entrepreneur](#) where author Mikal Belicove writes:

(the article with links is [here](#))

I'm of the opinion there are two camps when it comes to online marketing and the use of social media to drive business messaging and customer action:

- Those who mostly use Facebook
- Those who mostly use Twitter

Sure, many businesses display the blue-based badges for both Facebook and Twitter on their homepage, which suggests that they maintain an active profile on both platforms. But if you take the time to analyze their efforts, you'll find that in most cases, only one profile is kept current. And it's that profile that might stand a chance of producing positive measurable results.

Oh, and while we're on the topic: Don't think for one moment that automatically sending your Facebook status updates or blog posts to Twitter -- or vice versa -- means you're keeping either of those social media platforms up to date. In fact, if that single action accounts for half or more of what you do on Facebook or Twitter, it's a sign of laziness -- not to mention being out of touch.

So when someone asks me why Twitter doesn't produce the same type of results for their business as Facebook, or they want to know how they can use Twitter to lift sales and grow their business, I tell them they're asking the wrong question. The best way to determine which social networking platform is best for your business and then how to use it starts with having a clear understanding of who your customers are; where it is online that your customers choose to gather and why; and what exactly it is that motivates your customers to act.

Once you have that information in hand, you'll likely have the answer to your question.

What's important to know is that these two platforms are inherently different. These days, for instance, pretty much everybody knows what Facebook is. The same can't be said about Twitter. And therein lies one of many challenges facing the businesses that choose that platform. Put simply, anytime you have to stop to explain to your customers how to use a service, in addition to why they should use it, you've lost them.

Other challenges associated with using Twitter include:

Characters: Twitter limits the number of characters in its messages to 140. While communicating in 140-character messages isn't impossible (far from it in fact), for those new to truncated communications, it can be rather challenging.

Images: As I pointed out in last Thursday's entry (New Report Uncovers the Anatomy of a Facebook Post), messages with embedded images tend to receive more attention. And since Twitter doesn't naturally conform to embedded images, it's just not as useful or as inclusive a platform as Facebook.

Branding: Facebook, aside from your profile image, presents a clean and unified user experience from page to page. Twitter allows users to customize their page's

background, which can be a good thing or a bad thing, depending on the user's talents. If done correctly and according to recommended specifications, a branded Twitter page can look spectacular. Unfortunately, more often than not -- and due to a variety of factors -- most business-customized Twitter backgrounds look butt ugly. Not nearly as awful as the majority of MySpace pages, but bad nonetheless.

Timeliness: Twitter is an "in the moment" and "moment-to-moment" platform. If your audience isn't online and paying attention at the moment you hit the Tweet button, chances are your message only reaches a small percentage of your intended audience. On Facebook, businesses have Pages, which users are accustomed to visiting and then scrolling through.

Usage: You might have noticed that it's a lot easier to use Twitter improperly than Facebook. As a result, some people report experiencing irrelevant noise and chatter, which ultimately makes Twitter less useful -- and more annoying -- for some.

Before you get the wrong idea, I'm not suggesting that businesses shy away from using Twitter; nor am I intimating that Twitter holds little or no value to businesses. In fact, quite the opposite is true. Numerous case studies from leading brands such as JetBlue, Dell and American Apparel (as well as from smaller organizations such as Teusner Wines, CoffeeGroundz, and even the U.S. Geological Survey) clearly outline how Twitter is being used to help businesses meet and exceed their goals.

But if you're wondering why Twitter doesn't produce the same results as Facebook or other socially engaging efforts, it may not be you. It might just be the platform. In any event, to get a leg up on exactly how to use Twitter to support your business-related goals, read [Twitter's 101 Guide for Businesses](#).

Read [article with links](#).

Christmas message from Victorian Equal Opportunity & Human Rights Commission

Christmas affords us the time to stop and be thankful for a busy and rewarding year. During my reflection, I appreciated the opportunity to visit Ballarat as part of the regional tour of Victoria, which was completed in November. One of the highlights for me this year has been the opportunity to work with Chambers of Commerce and Business Associations across Victoria. I would like to take this opportunity to encourage your members to stay in touch with the Commission and to regularly visit our [website](#). Have a Merry Christmas and a fulfilling 2011.

Australian Bureau of Statistics

6324.0 Work-related injury or illness down, men still at most risk , 2009-10
<http://www.abs.gov.au/ausstats/abs@.nsf/MediaReleasesByCatalogue/ABB0F70DE64B2203CA256AE2007D070F?OpenDocument>

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

8101.0 Innovation and Technology Update, Dec 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8101.0?OpenDocument>

Australian Chamber of Commerce and Industry

[Transcript: ACCI Chief Executive Peter Anderson - Doorstop, Canberra - Senate Economic Committee - Competition in the Banking Industry - 15/12/10](#)

[MR167: ACCI to Senate Inquiry - Reduced Banking Competition is Hampering the Recovery](#) - 15/12/10

[MR166: Supported by Domestic Reform and Trade Facilitation Trade Agreements Work](#) - 14/12/10

Regional Industry Link

If you're not on it, how are you going to know about it?
Register on www.regionalindustrylink.com.au

Click [here](#) for current opportunities

Media

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

Saturday 11 December

The Ballarat RSL will close its doors and move to **The George Hotel** by 2012. The Victorian RSL State President David McLaughlin confirmed long-standing rumours yesterday that the RSL will move its operations to the Lydiard Street pub. It comes just days after council approved a transfer of eight electronic gaming machines from the sub-branch to the hotel.

People and Places: Bill Mundy, Telstra Country Wide

Monday 13 December

St John of God Hospital Ballarat maternity staff has been seeing double with three sets of twins in the nursery. The twins spent almost three weeks in the nursery together before two sets went home on Saturday.

Tuesday 14 December

The **McCallum** Foundation has received \$100,000 from the Percy Baxter Charitable Trust that will go towards establishing a new facility. The money will help fund a new building for the McCallum foundation's Club LOWD (Life Options Work Directions).

Wednesday 15 December

We all now Oprah is big, but now she is larger than life thanks to the skills of a Ballarat graphic designer. **Brown Ink Design's** Andrew Deutscher assisted in the creation of the massive 10 by 10 metre brick mural to honour the recent visit from the talk show queen.

Entries are now open for next year's Begonia Parade as part of Ballarat's annual Begonia Festival. The parade, which will be held on Monday, March 14, will travel along Wendouree Parade, celebrating next year's theme of "life on the lake". **City of Ballarat** councillor for destination and connections Samantha McIntosh said the festival would have extra significance with water and life returning to Lake Wendouree.

The City of Ballarat has received funding from the federal government for several community projects. The council was awarded \$669,000 under the government's Regional and Local Community Infrastructure Program, an initiative that promotes the building and renewal of local community infrastructure.

The **University of Ballarat's** new Primary Industries Training Centre officially opened yesterday. The impressive centre at the corner of Gillies and Gregory streets received \$2.98 million in federal government funding.

People and Places: Cr Judy Verlin, **City of Ballarat**, Marcia Beggs, Fran Starbuck and Janet Rallis, **BEST Community Development**.

Thursday 16 December

The University of Ballarat will be Australia's first to open an undergraduate campus in India in July. Vice-chancellor David Battersby said yesterday the New Delhi campus would accept up to 500 students in business and IT courses.

Friday 17 December

A mountain of toys is making its way to the homes of disadvantaged children around Ballarat, thanks to the **3BA** Christmas Appeal. The toys will be delivered to the homes of children by local welfare agencies **UnitingCare**, The Salvation Army, Anglicare and the St Vincent de Paul Society as part of 3BA's effort to brighten Christmas for underprivileged families.