

Commerce Ballarat News Bulletin
11 June – 17 June

Quote of the Week:

"All you have shall some day be given; Therefore give now, that the season of giving may be yours and not your inheritors." Kahlil Gibran

Welcome New Members:

[Voice FM](#) – Tully Smith

[Ballarat Bearings](#) – Rod Kilborn

505 Club

Adroit Insurance Group & Butler Chartered Accountants

18 Doveton St Nth, Ballarat

23 June, 5.30pm – 7.30pm

Members Free

Non Members \$16.50

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

B.L.E.N.D

GMHBA & Quest

7-11 Dawson St Nth, Ballarat

Wednesday 28 July, 5.30pm – 7.30pm

Members Free

Non Members \$16.50

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 Ambrose Golf Day

Midlands Golf Course

Friday 11 November

\$300 (includes Golf, BBQ and drinks on course)

N.B Teams can only be hosted by Commerce members

Novelty holes and raffle to benefit

Limited numbers

Members News

Watch out for the relaunch of our new **Member to Member page** coming soon!

Public Holiday Debate

Thanks to all who have voted in our November Public Holiday [Poll](#), this poll will assist us to encourage council to re-evaluate for 2012. I would also ask you to vote in The Courier [Poll](#) as well to ensure we get an accurate across the board view.

Commerce Ballarat is concerned about the economic impact on our city of a Friday public holiday six weeks from Christmas.

We need you to clean out the wardrobe!!

The **Soup Bus** operates 5 nights per week from the Civic Hall serving Ballarat's Homeless and underprivileged. In the last 12 months up to 6th July 2011 the bus will have serviced over 10,000 clients ranging in age and sex with the major numbers being males ages 24-35. The bus provides not only food to those that cannot provide it for themselves but also a place to meet and seek assistance in finding emergency accommodation or services.

The Soup Bus needs **warm coats, hats, scarves, blankets and donations**. Members if you can help you can drop your donations to the Commerce Ballarat office between 9am – 5pm for the next week.

Innov8 Catering is now located at **The Ballarat Restaurant & Bar** 203 Dana Street Ballarat. Steve & Jen Wright and Head Chef Dean Pedrotti will make you most welcome.

Australian Active Aim has opened a Business Achievement Centre, It's a place where all is welcome & dreams are created! From over 400 stars hanging from the ceiling, a wishing well (supporting charities), outstanding customer service, other inspirational features throughout the centre... **It's a lovely place to visit!**

It has all services to look after you & your business, also small in-house courses. We have unique gift solutions from a range of businesses product & service display, you can purchase from a huge range of gifts & vouchers.

For more information call (03) 53311335 or email Belinda@australianactiveaim.com.au 325 Mair st Ballarat (next to the Peter Lalor hotel).

Internet a global growth opportunity for retailers

Australian retailers should start to think about how the internet can help them reach the world rather than see it as a threat, says the Research Director of Monash University's Centre for Retail Studies.

Australian retailers should start to think about how the internet can help them reach the world rather than see it as a threat, says Dr Sean Sands, the Research Director of Monash University's Australian Centre for Retail Studies (ACRS).

Speaking at CeBIT in Sydney, Sands cited fashion retailer Supre's experiences as an example of how Australian retailers can reach out to domestic and offshore customers through social media, after the budget fashion brand refreshed its website and included a loyalty scheme that integrated perfectly with the program it offers in-store. The company also invested in a Facebook page and "Really worked on it and responded to customers," Sands told the conference.

The result was 342,241 Likes, at the time of writing, and an unusual spike of interest and orders from Singapore, a nation where Supre has never marketed itself and operates no stores.

"My guess is they are thinking about stores in Singapore now," Sands said, adding that "We are used to thinking about the threat of international competition from online. But it is also an opportunity to take your brand global."

Sands also downplayed the threat of online sales to retailers, saying that the ACRS research shows that while many shoppers research online and use price comparison tools, that research still drives most consumers in-store to make a purchase.

He also said that new marketing tactics enabled by mobile devices, especially discount coupons, can help retailers to attract customers.

"The stigma around coupon collection and redemption is reducing," he said, as coupons are sent directly to mobile devices that consumers use "like their wallets".

While these technological possibilities can boost retailers, Sands also warned that some Australian retailers are yet to develop a good understanding of their customers' online behaviour, and this will make it hard to target them with online tactics. He also said that a compelling in-store experience remains critical, citing OPSM's Melbourne EyeHub, where customers can try on glasses in a wind tunnel to test their performance during sport, as the kind of experience that will attract customers.

Greens' bank levy would only be passed on to you

Not satisfied with their previous proposals for a death tax and a currency tax, the Greens are now lobbying for the introduction of a bank levy on Australia's 'big four' banks.

The Greens' Adam Bandt is proposing a 'too big to fail' levy, which would work like a profit tax to finance "government aid and subsidies" that the banking sector receives.

"It is time to ask whether we in fact have an implicit too-big-to-fail policy in Australia. And if that is the case, isn't it time the financial beneficiaries of this policy be asked to provide something in return?" Mr Bandt says.

He argues that the banks should be obliged to give something back (ie. the bank levy) in return for regulatory and public support the banks receive, and that the levy should be discussed at the tax summit in October.

However both the Government and Opposition have previously stated their opposition to a levy, and even Treasury officials argue that any extra 'too big to fail' measures are unnecessary because of the effectiveness of existing policies.

Of course, like all levies, a bank levy would only result in costs being passed on to consumers and clients, including the tens of thousands of businesses that borrow from the big four banks.

Calling Victoria's export champions

Victoria's exporting companies are encouraged to apply for the prestigious 2011 Governor of Victoria Export Awards. Minister for Manufacturing, Exports and Trade Richard Dalla-Riva said the awards recognised local companies at the top of their exporting field.

"By nominating you can help to shape Victoria's exporting future and show the nation exactly what Victoria is capable of," Mr Dalla-Riva said.

Now in its 32nd year, the Governor of Victoria Export Awards are presented across 14 categories during a formal ceremony at Government House in October.

Victorian winners are then eligible to participate in the 2011 Australian Export Awards with the winners being announced in Brisbane in November 2011.

"I encourage all Victorian exporters to support the 2011 Governor of Victoria Export Awards and look forward to discovering more world-class export stories that are unfolding across this state," Mr Dalla-Riva said.

Applications close 14 July apply online at www.exportawards.gov.au/Apply

Australian Bureau of Statistics

5609.0 Housing Finance, Australia, Apr 2011

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

5671.0 Lending Finance, Australia, Apr 2011

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5671.0?OpenDocument>

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 June

BGT Employment, Training and Youth Services – a Ballarat institution – has blown out the candles celebrating 25 years of contributing to Ballarat's community. At a cocktail party at Lake Wendouree last week, the organisation celebrated employing and placing more than 5500 apprentices and trainees into the workforce. **BGT** chief executive David Edwards paid tribute to the staff and supporters of the organisation. "They do a great job for both the employee and the business and I personally can't praise their work highly enough," he said.

People and Places: Angela Carey **The Courier**, Craig Whitfield **Viatek**

Monday 13 June

As Australia continues to debate the proposed introduction of a national carbon tax, a Ballarat company is leading the way in cutting emissions. **Infinty Entertainment Ballarat** set out to show that small businesses can offset their carbon emissions and show larger industry the way. Already **Infinty** has offset 25 tonnes of annual emissions, and expects to continue to cut its carbon pollution in future years. The company has charged staff with the challenge of emissions from every event it is involved in.

Tuesday 14 June

Ballarat's top floors are in for a top new look. The Ballarat Upper Level Reuse Project aims to revamp unused upper storey's of the CBD's historic buildings, currently mainly used for storage. Part of the **Ballarat City Council's** CBD Strategy, it is planned to "add vibrancy and new life" to the existing buildings. "The spectacular heritage buildings of Ballarat are very different to the ancient relics of Rome but it just goes to show that buildings are never too old to be reinvigorated."

Wednesday 15 June

Ballarat's newest medical clinic, the **UFS** dispensaries clinic, officially opened yesterday. Although it has only opened on a small scale so far, it is expected that it will be in full operation in two weeks' time. **UFS** chief executive officer Lynne McLennan said the new clinic was "off to a good start" and would be running at full speed in two weeks. "It's looking great from outside and inside," she said.

Thursday 16 June

Commerce Ballarat is pushing for Melbourne Cup Day to become the November public holiday. And a poll on the business group's Facebook page shows support for the plan, with 83 percent of voters backing the move. "It's no reflection on the show but it's a Friday, which is a 12 hour trading day and the busiest day of the week, leading into a long weekend," Ms Gillett said.

The Guide: Lisa Frys **Salon Boji**, John Thomas **Ballarat Business Centre**