

Commerce Ballarat News Bulletin
18 June – 24 June

Welcome New Members:

[Professionals Ballarat](#) – Laurie Gillett
[Paul Tabbitt Hairdressing](#) – Paul Tabbitt
[Ballarat Lending Centre](#) – Ray Watson

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.

505 Club

WIN Television

Walker Street
11 August, 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

New TenderWrite Series

August, October, November
More details soon

Ballarat BIGGEST Ever Bloke's BBQ

Mercure Ballarat Hotel & Convention Centre
16 September

Ballarat's BIGGEST Ever Bloke's BBQ will provide an entertaining approach to men's health. With all funds raised from the event going to the local national Prostate Cancer Foundation this is a great opportunity for your business.

We are looking for support from a number of local businesses, if you would like to support the event financially or through in-kind support please contact Jodie Gillett on Jodie@commerceballarat.com.au More information

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

We need you to clean out the wardrobe!!

Thanks to all our members who have dropped off items already, we will have the box available for the next week. 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 in the next week.

Commerce Ballarat Business Achievement Award – Members Nominate

In 2011 Commerce Ballarat are introducing a new annual award that will be nominated by our members and voted on by the Board. This award will be to recognise either an individual or a business who has contributed over many years to business and the whole of the Ballarat community.

Nominations will be open until 5pm on the 8th July, we require our members to email the Executive Officer Jodie@commerceballarat.com.au stating in 50 words or less why they believe their nominee should be considered. The award will be presented at the CGU Commerce Ballarat Business Excellence Awards Gala Dinner. Criteria

Tourism and the high Aussie dollar – does it actually matter?

Source: VECCI 21 June 2001

Research undertaken by Tourism Australia and Tourism Research Australia on the impact of the increasing Australian dollar on the Australian tourism industry indicates that exchange rates are not as influential in determining travel behaviour as previously believed.

According to this research, the exchange rate has more bearing on tourism expenditure than visitation and has a modest influence on destination choice and travel purchases, with the fundamental driver of tourism for Australia being the economic growth of source countries and the subsequent income, wealth and consumer confidence of their people.

The researchers also found travel decisions are impacted by a complex and interrelated set of variables, which differ by market, travel type and age. While exchange rates are one factor in explaining the travel choices of both Australian and international travellers, their impacts are relatively modest and short-term.

Other influences include airfares and costs associated with the trip purchase, such as accommodation and visitor attractions.

The researchers found:

A high Australian dollar has more impact on visitors' spending once they arrive in Australia and less impact on international visitor numbers and nights.

Different travel segments respond in different ways to exchange rates when it comes to their travel decision-making.

In choosing Australia, the exchange rate between the source country and Australia was found to play a greater role in the purchasing decision than the country's overall exchange rate performance.

Current exchange rates in the US, UK and Euro-zone partly reflect the current weakness in their respective economies.

The impact of exchange rates is greater on domestic tourism than international tourism, although income is likely to be the biggest driver. Australians travelling for holiday purposes are the most responsive to exchange rates, while those visiting friends and relatives are the least.

The outcomes from this research present both challenges and opportunities for the Australian tourism industry. Strong growth in economies such as China and India will present significant opportunities, with the latest international arrivals figures continuing to show the growing importance of Asia as the key driver of Australian's international tourism growth. However the greatest challenge is the increasing number of Australians able to afford, and choosing, to travel overseas.

Five booming industries

Looking for a growth industry in which to invest or work? We've found five that analysts and experts say are about to surge.

1. Fair Trade goods

Not many markets can point to 2000% growth. That's right: two thousand percent. But industry researcher [IBISWorld](#) says that's the increase in domestic spending on Fair Trade goods since 2005.

The company says Australians will spend "\$188.3 million on certified Fair Trade goods in 2010-11, which represents an increase from just \$9.0 million five years ago." By 2015/2016 the company says that number will have grown to \$676 million.

Cocoa and chocolate are the leading fair trade commodities, helped by the fact that Cadbury's Dairy Milk chocolate range and Nestle's Kit Kat source cocoa from Fair Trade suppliers. Those big brands' move to Fair Trade mean it accounts for 5.6% of all chocolate sales in Australia in 2010-11, IBISWorld says.

Tea and textiles are both experiencing surging sales too, while Fair Trade coffee sales have clocked up sales of \$64.9 million and risen 771% in five years.

2. Biofuels for planes

Ethanol is appearing at more and more petrol bowsers as an additive that extends the world's supplies of fossil fuels. The CSIRO says a similar change could be coming to jet fuel. A recent report, [Flight Path to Sustainable Aviation](#), says that Australia and New Zealand could grow 12,000 jobs in this industry.

Better still, the report says the fuel can be made without having to stop growing edible crops: crop stubble, forestry residues, municipal waste and algae are apparently suitable sources of jet biofuels.

The report also notes that there's a lot of work to do before this idea can be realised, with "creation of a supportive market structure and supply chain" and "Development of refining plants" high on the list. Certification and independent verification of fuels will also be necessary.

But if these pieces can be made to fall into place, Australia and New Zealand could save \$2billion a year on fuel imports, an opportunity of very decent size.

3. Bicycles

Would you believe that bikes represent a bigger opportunity than aviation biofuel? IBISWorld says Australia's bicycle industry will grow 17.2% over the next five years and reach \$3.2 billion in sales.

The news is not all good, however, for two reasons:

1. Some of the growth is rebound: in 2005-2006 the industry clocked up \$2.8 billion, but that dropped off after the GFC.
2. \$723.7million of the sales will go towards accessories, and that means Lycra. Lots of it. And given that cycling is becoming a prominent pastime among men in their 40s and 50s, that means MAMILS – [middle aged men in Lycra](#). Not a pretty sight!

4. Finance, Insurance and Real Estate

Hiring intentions are a good gauge of a hot industry, so we weren't at all surprised when a survey from [ManpowerGroup](#) reported that 26% of companies in the mining sector want to hire more staff.

But we were surprised that 28% of businesses in the transport and utilities sector also plan to put on more workers – up 11% from the group's previous survey.

The biggest surprise of all? 29% of employers in the Finance, Insurance and Real Estate sector want more people. And that level of demand has persisted for months, putting it ahead of mining as a people-hungry industry.

The mining sector's reputation as skills-deprived may not be so deserved after all.

5. IT services

It's hard to imagine a product or service that is not in some way underpinned by technology, so analyst firm Ovum's prediction that "IT services spend within the Asia-Pacific region will grow at a compound annual growth rate (CAGR) of 6.6% during the next four years to hit \$USD205 billion by 2015" is not startling.

The reason for the growth is that big business is spending again, after GFC-induced nervousness.

And the good news is that there are opportunities for locals.

"Many of the regional and local players continue to display strong growth in core areas of expertise and industry-specific offerings, especially in areas such as mining, financial services and telecommunications," says the report's author, Jens Butler, the Principal Analyst with Ovum's IT Services team.

Australian Bureau of Statistics

5671.0 Lending Finance, Australia, Apr 2011
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/5671.0?OpenDocument>

8166.0 Australian businesses take \$143 billion worth of internet orders (Media Release), 2009-10
<http://www.abs.gov.au/ausstats/abs@.nsf/MediaRealesesByCatalogue/73F360C49FBD9C49CA2575E0000187BE?OpenDocument>

3101.0 Australia's population growth rate continues to slow (Media Release), Dec 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/MediaReleasesByCatalogue/CA1999BAEAA1A86ACA25765100098A47?OpenDocument>

8166.0 Summary of IT Use and Innovation in Australian Business, 2009-10
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8166.0?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 18 June

Chocoholics have yet another excuse to reach for a **Mars** Bar, now that the chocolate is made from sustainable sourced cocoa. From this month, all Mars Bars in Australia and New Zealand will be produced using cocoa sourced from Rainforest Alliance Certified farms in West Africa. Michael Ryan, general manager of **Mars Chocolate Australia**, said the company planned to source all cocoa from certified cocoa farms by 2020.

People and Places: Cheryl Sturgeon, Leeanne Petters and Sharee Thornton **UFS Dispensaries**

Monday 20 June

A high profile commercial Ballarat property did not receive any bids at auction last week. Between 15 and 20 people turned up to the auction of the building at the corner of Creswick Road and Webster Street. **Professionals** Auctioneer Michael Edgar described the corner spot as "iconic" and a rare opportunity.

Tuesday 21 June

Castlemaine Goldfields has unearthed one of Ballarat's best ever gold finds. **Castlemaine Goldfields** managing director Matt Gill said it was one of the greatest strikes he'd ever seen. "This is one of the best underground gold intersections recorded to date in the Ballarat goldfield, and reinforces our conviction that the best area to explore and mine for gold at Ballarat is at the northern part of the goldfield," Mr Gill said. About 100 workers are employed at the Ballarat Gold Project.

Wednesday 22 June

Employers in Ballarat have welcomed a decision to ease minimum engagement requirements for younger workers. Until now, regulations have only allowed retailers to offer work to students for a minimum of three hours. But Fair Work Australia yesterday announced it planned to ease the minimum limit to one-and-a-half hours, allowing more retailers to offer after-school shifts to students. **Petstock** Ballarat assistant manager Cat Orchard said the changes meant her business could offer more opportunities for young people. Commerce Ballarat executive officer Jodie Gillett said the changes included restrictions to protect younger workers but give employers more flexibility.

Commerce Ballarat's vice chair Andrew Rowan said he couldn't provide specific comments on the carbon tax because nobody knows exactly what it will be. "I think everyone is just looking for the detail at the moment," he said. "One side is

saying one thing and the other is saying another thing.” Mr Rowan said he hope the details were released as soon as possible to give businesses enough time to prepare.

Friday 24 June

Who’s in it today? Ballarat Restaurant and Bar opening

North Ballarat Business Lunch

Bendigo Bank - Caius Ryan & Simon Cornwell

Webster Dolittle Finance Limited – Shelley Webster

3BA/Power FM – Roger Le Grand

JN Cooke Foley – Dennis Foley