

Commerce Ballarat News Bulletin
19 – 25 February

Quote of the week:

“Everyone must take time to sit and watch the leaves turn.” Elizabeth Lawrence

"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 \$42pp

Non-members \$50pp

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

Facilitated by John Fitzgibbon General Manager 3BA & Power/FM.

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, Top Blokes Foundation, and Jessica Saad, Angel Recruitment and Consultancy.

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

\$55pp or \$550 for a table of ten

All those who have attended our race days know this is the fun way to do business. **Early Bird Reward** Book a table before 11th March and go in the draw to win a race name sponsorship.

Members News

Member to Member Link 25 February

Take a look at what's on offer this week!

All CB members are invited to participate in this initiative. Do you have stock you would like to move quickly, would you like more people to visit on a particular day or time?

B2b Sponsorship Open

Sponsorship is now open for the next b2b campaign. The next campaign will be run at the start of April leading into the school holiday and Easter period. The

focus for this campaign will be business to business spending. For more information contact Jodie@commerceballarat.com.au

Telstra Business Awards - nominations now open

Australians are urged to celebrate the nation's best small and medium businesses by nominating them for the 2011 Telstra Business Awards. Entries opened this week for the Awards program - now in its 19th year of recognising excellence in business. It is bigger than ever in 2011 with the introduction of two new Awards, the Telstra Regional Business Award and the People's Choice Award. For the second year, entrants in the Awards can elect to receive a 70-page Business Health Check, an independent report that assesses a company's performance against best practice and can help in identifying opportunities for growth. For finalists and winners, the Awards offer accolades, public profile and the privilege of joining an exclusive national business alumni. Winners will share \$500,000 in overall cash and prizes. For more information or to nominate visit www.telstrabusinessawards.com

Highlands LLEN delivers Workplace Learning Coordinators Program

The Workplace Learning Coordinators Program is funded by the State Government to coordinate workplace learning programs undertaken by secondary school students. In the Ballarat area, the Highlands Local Learning and Employment Network are delivering the program. We are currently gearing up to roll out a series of presentations to secondary school groups to teach them about the world of work. As a local employer, if you would be prepared to give a brief presentation of 10 to 15 minutes to secondary students in years 10 and 11 on the realities of working within your industry, and give some hints and tips on how to approach employers. Please contact Andrew Wallace on 03 5336 5018 or awallace@highlandslen.org or Debra Cutts on 03 5336 5030 or dcutts@highlandslen.org or visit www.highlandslen.org

B31 Ballarat Business Month



Applications to host are now open, if your business or organisation is interested in participating please complete this [application form](#).

How small businesses are using social media

As technology adoption among small businesses increases, social media is an area that more business owners are becoming interested in. In fact, social media is predicted to see one of the biggest increases in online marketing spending this year, just behind website and e-mail marketing.

Social media aggregator [Postling](#) created [this infographic](#) which analysed nearly 20,000 [Postling](#) users to extract information on how small businesses are using social media. This is American trend data, but Australian's are eager adopters of online technology. Does your business's experience concur? [Click here](#) for the article.

Facebook pages for business - what you need to know

Facebook, Twitter, Linked-In, MySpace, the others. If you're thinking about dabbling in social media for your business then Facebook is probably where you'll start. Hey, you probably have a personal account anyway.

Facebook is the largest social media site in the world and therefore maximises your businesses opportunity to make contact with customers. But remember

when selecting your structure online you will probably want to [start a 'page' with a business account](#), rather than a 'group' or a user profile.

There have been some recent changes to the way Facebook uses, embraces and enables pages. If you're serious about your FB presence have a look at these articles which describe the new look of pages.

- [Facebook launches pages redesign](#) (Mashable)
- [What the new Facebook pages mean for users & owners](#) (Mashable)
- [Big Opportunities for Small Businesses in Facebook Pages Redesign](#) (Social Media Today)

Australian Bureau of Statistics

1367.2 State and Regional Indicators, Victoria, Dec 2010 (Final Issue)
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/1367.2?OpenDocument>

6345.0 Labour Price Index, Australia, Dec 2010
<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6345.0?OpenDocument>

Australian Chamber of Commerce and Industry

Impact of Carbon Price on SMEs, 23 February 2011
<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/Impact-Of-Carbon-Price-On-Small-Business>

Solidarity with New Zealand Business Community, 23 February 2011
<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/Solidarity-With-New-Zealand-Business-Community>

Industry Call to Restore Traditional Approach to Leave Loadings on Termination, 22 February 2011
<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Workplace/Industry-Call-To-Restore-Traditional-Approach-To-L>

Regional Industry Link

If you're not on it, how are you going to know about it?
Register on www.regionalindustrylink.com.au come to the free Information Sessions, details at the top of this bulletin.

Click [here](#) for current opportunities

Media

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

Saturday 19 February

Ballarat City Council has won an award for its work in securing a sustainable water supply for Lake Wendouree. The Local Government Professionals Award for Excellence was presented to mayor Craig Fletcher at a ceremony on Thursday night.

Organisers of the Volunteer Recognition Awards 2011 have encouraged Ballarat to nominate the region's unsung heroes. Nominations are now open for the second year of the awards, which will culminate on May 14 at the end of National Volunteers' Week, with a presentation at the **Novotel Forest Resort**. The awards are run by **United Way** with major sponsor **City of Ballarat**.

Monday 21 February

More parents will be able to stay with their sick children after a special donation to the Ballarat Base Hospital paediatric ward. After a month of fundraising **Southern Cross Ten Ballarat** raised \$3843.50 for the ward through Southern Cross Media's Give Me 5 For Kids Appeal.

More than 1000 cyclists strapped on their helmets and pulled on their bike shorts to raise money for the **Ballarat Cancer Research Centre** yesterday. The 2011 Ballarat Come to Life Cycle Classic was held yesterday, with an estimated 1150 riders taking part in the fundraiser.

Tuesday 22 February

Regent Cinema is joining forces with local retailers to help celebrate 100 years of nursing care in the Ballarat community while raising vital funds. Retailers **Rokk 66** and **Studio Gas** will hold a clearance sale at the Regent Cinema next Thursday evening, prior to the cinema's premiere of the film *Conviction*.

Harcourts and Landmark real estate companies will soon operate under the same title. The two companies have signed a memorandum of understanding to establish a real estate venture as one organisation. The joint venture, to be known as Landmark Harcourts, will operate as a standalone business.

Wednesday 23 February

Ballarat YMCA Camera Group celebrates its 50th birthday this August, and its annual awards this month show there is as much enthusiasm at the club as ever. The awards celebrated the efforts of nine of the group's most talented amateur photographers.

St John of God Hospital maternity ward has a new infant incubator and bladder scanner, thanks to a \$42,000 donation from the hospital's auxiliary. The infant incubator, which replaces an older model, allows staff to observe new born and premature babies.

Thursday 24 February

Soon-to-be university students enjoyed a range of activities at the Main Event festival yesterday afternoon, **University of Ballarat's** biggest O-Week event. Students were treated to a free barbecue, live music and other entertainment including a buckling bull, sumo suit wrestling, bungee trampolines and henna tattooing.

The Guide: Tony Diamond, **UFS Dispensaries**