

**Commerce Ballarat News Bulletin
22 - 28 January**

Quote of the week:

"A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

Mahatma Gandhi

Welcome New Members

[Craig's Royal Hotel](#) John Finning

Let's do Business in 2011

Mercure Hotel and Convention Centre
Main Rd, Ballarat
Friday 4 February from 2pm
Free for CB Members and their Guests

Commerce Ballarat thanks to the generosity of the **Mercure Ballarat Hotel and Convention Centre** invite CB members and guests to a **FREE** barbeque to welcome in the new business year. A great opportunity to develop new relationships and strengthen current ones.

A note donation is requested to assist flood victims throughout Australia.
***Donations of raffle items and auction items would be appreciated, email Jodie@commerceballarat.com.au if you would like to assist.**

505 Club

GHMBA & Designer Commercial Furniture
404 Dowling St, Wendouree
Thursday 10 February
5.30pm - 7.30pm
Members Free
Non-members \$16.50

Hear an update from our new Mayor Cr Fletcher and Councillors.

Drinks and savouries provided.

Regional Industry Link Workshops

BRACE, 602 Urquhart St, Ballarat
Thursday 17 February 10 am -12.00noon
Thursday 24 February 1 pm - 3 pm
Members Free
Non-members \$25

Want to know how you can access new business opportunities?

Register now to attend one of our 'Regional Industry Link' workshops and find out how to make the most of this free program that will match your business to relevant supply opportunities across Victoria.

"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, Best Catch 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, Best Catch 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 4th March and go in the draw to win a race name sponsorship.

Members News

Member to Member Link 28 January

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

100% Discos launches "White Night Package"

This Sunday 100% Discos will launch our much anticipated new "White Night Package" it will also be known as our "White Wedding Package". The system will be launched in the Eureka Ballroom at the Mercure Hotel on Sunday, accompanied by the Eureka Ballroom being decorated for a wedding.

This is not part of Ballarat Brides but 100% Discos is a guest of the Mercure Hotel for the day, come and see what everyone will be talking about.

Are you in the Market? - 10 Commandments of Web Marketing

As you read this, at least one prospective customer will be searching the web for products and services your local business provides.

If that business can't be found via the leading search engines, they won't attract the customer.

Even if they do, can they be certain that their website gives prospects the information they need in the way they want it? And are search engines the best way for that business to promote themselves online anyway? What about email marketing or Web 2.0 techniques? How important is design?

This acclaimed event provides business operators and managers with a comprehensive guide to meeting the online expectations of your customers. Using a special checklist, participants can determine how their online presence is performing and the steps they need to take to improve it.

During the webinar, our presenters will surf the web in real-time to illustrate the benefits of an effective online presence.

Panel

And you will be able to ask your own questions of our experienced panel:

Craig Reardon – Director, The E Team

Rebecca Derrington – Founder and Director, Sourcebottle.com.au

Chris Thomas – General Manager, Reseo

Best of all, it's in plain English.

Who should attend?

This webinar will benefit owners and managers of small to medium businesses interested in understanding the value of web marketing and generating increased business profits through positive online customer experiences.

Webinar details

Tuesday 22 February 2011

5.00 pm to 6.00 pm

Bookings essential

Ai Group Industry Connection Directory launched

To help flood affected businesses, Ai Group launched today a new service for members and the wider business community, the Ai Group Industry Connection Directory.

The online directory businesses the opportunity to connect with business Australia wide to offer products and services available to flood affected companies at free or discounted rates, to help their counterparts get back to business as soon as they can.

You can access the directory at www.aigroup.com.au/industryconnections For companies wishing to list an offer in the directory, it is a very simple process – completing an online form – from the Directory website – with their contact details and information of the offer they are providing.

Australian Bureau of Statistics

6427.0 Producer Price Indexes, Australia, Dec 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6427.0?OpenDocument>

6306.0 Employee Earnings and Hours, Australia, May 2010

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6306.0?OpenDocument>

Australian Chamber of Commerce and Industry

Australian Government Flood Recovery Package, 27 January 2011

<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/Australian-Government-Flood-Recovery-Package>

Inflation Data Signals Need For Caution, 25 January 2011

<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/Inflation-Data-Signals-Need-For-Caution>

Business Backs Government's Call For A Doha Round, 25 January 2011

<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Global-Engagement/Business-Backs-Government-s-Call-For-A-Doha-Round->

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 22 January

Ballarat City Council has devoted \$800,000 in its budget to develop Town Hall Plaza as a new community hub in the CBD. While the council's CBD strategy also proposed development at Camp Street, a significant focus of the document in regard to the CBD is redeveloping the Civic Hall and Town Hall precinct.

Discussions regarding a proposed laneway cafe precinct running in central Ballarat have begun. **George Hotel** proprietor Gary Browning said the laneway would ideally be located between Lydiard and Armstrong Streets along the side of the George Hotel. He said final plans could not be made until final discussions were held with Ballarat Council.

The City of Ballarat council has thrown its support behind the Ballarat Flood Relief Appeal with a \$5000 donation. The Ballarat Flood Relief Appeal has been organised by **The Courier, 3BA** and council to coincide with the Australia Day activities at Lake Wendouree.

PETstock in Ballarat is making a difference for flood victims across Australia, but of the four-legged variety. The animal supplies store has made helping the millions of animals affected by the floods in Queensland and Victoria a major priority.

More students are choosing the **University of Ballarat**, with course demand remaining strong. This year, the university made more than 2200 offers to potential students for commencing places in its undergraduate degrees.

Tuesday 25 January

Ballarat has received its largest ever intake of medical students. In what is hoped to be a major regional boost, 94 students began clinical studies yesterday at Ballarat Health Services Base Hospital and **St John of God Hospital**.

Wednesday 26 January

Mars Confectionary has announced it will donate \$100,000 of chocolate to flood-affected communities in the Ballarat region. National logistics manager

Damien Ross said the company hoped the donation would brighten the days for those who've been affected.

Thursday 27 January

St John of God Hospital welcomed a record number of new babies in 2010. A total of 485 babies were born at the private hospital last year, tipping 2009's record of 475. The battle of the sexes was won by the boys, with a total of 248 compared with 237 girls.

The Guide: Josie Sangster, **Studio G.A.S**

Friday 28 January

Councils in the Victorian goldfields are pushing for the area to become the National Goldfields Heritage Region. **The City of Ballarat**, Pyrenees, Hepburn and Central Goldfields shires are among the seven councils in the bid. They will apply for funding to see if it is feasible to be included under the federal government's National Landscapes program.

Ballarat residents dug deep on Australia Day, raising \$5000 for the Ballarat Flood Relief Appeal. A further \$8000 in goods was donated over a six-hour period at Lake Wendouree on Wednesday. **Ballarat City Council** and **Eclipse Ford** have both also given \$5000, while **Mars Confectionary** donated \$100,000 worth of chocolate.