

**Commerce Ballarat News Bulletin  
23 – 29 July**

**Quote of the Week:**

*"Minds are like parachutes - they only function when open."* - **Thomas Dewar**

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**Commerce Ballarat 505 Club**

**Date:** 11 Aug 2011  
**Non Members:** \$16.50  
**Members:** Free  
**Details:** WIN Television  
Walker Street, Ballarat  
5.30pm - 7.30pm

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

Drinks and Savouries provided

**Members and Non-Members:** [REGISTER HERE](#)

**CGU Commerce Ballarat Business Excellence Awards Gala Dinner**

**Date:** 25 Aug 2011  
**Members:** \$135.00  
**Details:** Mercure Ballarat Hotel & Convention Centre, 6.00pm

These prestigious awards recognise innovation and excellence and celebrate the many opportunities offered by Ballarat and surrounds to those who aspire to reach the peak of their industry within the 15 categories offered for nomination.

Entertainment on the night will be Brad Blaze. Combining lightning fast speed painting with comedy audience involvement, Brad Blaze has enthralled audiences with his unique corporate entertainment shows. It is an awe-inspiring sight as he paints portraits of iconic people, CEO's and celebrities in just minutes often upside down! Together with comedy audience involvement on stage, the shows not only involve his talents... they are fun and entertaining

Tickets on sale 12 noon Tuesday 2<sup>nd</sup> August

**Members and Non-Members:** [REGISTER HERE](#)

**New TenderWrite Series**

August, October, November  
More details soon

**Ballarat BIGGEST Ever Bloke's BBQ**

**Mercure Ballarat Hotel & Convention Centre**  
Friday 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](mailto:Jodie@commerceballarat.com.au)

### **Commerce Ballarat B.L.E.N.D**

**Date:** 28 Sep 2011

**Non Members:** \$16.50

**Members:** Free

**Details:** Royal South Street, Venue TBC, Ballarat  
5.30-7.30pm

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

Drinks and Savouries provided.

**Members and Non-Members:** [REGISTER HERE](#)

### **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 and Non-Members:** [REGISTER HERE](#)

### **Member of the Week**

**Recruitment Vision** aims to be the preferred supplier of Executive and Professional recruitment expertise for clients and candidates in Ballarat and Regional Victoria. We are committed to consistently provide innovative recruitment solutions by building a strong professional team focused on market knowledge, relationships, and excellence in everything we do. Talk to us now about IT Recruitment!!

### **Member to Member Offer**

Click on the heading above to see the new members offer from the City Oval Hotel, all CB members are welcome to participate in this initiative. Over 1000 membership cards have been distributed.

### **Members News**

#### **Ballarat Turf Club**

The Committee of the Ballarat Turf Club is delighted to announce that Mr Lachlan McKenzie has been appointed as Chief Executive of the **Ballarat Turf Club**. Lachlan has been an enthusiast and actively involved in thoroughbred racing and breeding for twenty years. Within this time he has bred and raced many horses. Roles within the Racing Industry include a seven year stint as a Stipendiary Steward for the Victorian Racing Club as well as a current member of the Burrumbeet Park & Windermere Racing Club, for which he was appointed President in 2010. "I am looking forward to the challenges put before me at the Ballarat Turf Club. The Club is well positioned for growth over the coming few years and in my new role I intend to fully explore all opportunities to further develop the Ballarat Turf Club as a leader in the local community and in the Racing Industry"

## UnitingCare

### Friday 5<sup>th</sup> August: UnitingCare Ballarat Op Shop Ball

Inaugural UCB Op Shop Ball for children of Homeless Youth Program – Karrung. Sponsored by *City of Ballarat*, enjoy music, an auction and short animated film in fabulous Op Shop Gear! Cost: \$35. Time: From 7.30pm. Location: Victoria Bowling Club. For tickets 5332 1286 or UCB, 105 Dana Street. [www.unitingcareballarat.com.au](http://www.unitingcareballarat.com.au)

Have you been a member of the week? Free home page advertising spot for members just email [bridget@commerceballarat.com.au](mailto:bridget@commerceballarat.com.au) a maximum 30 word description of your business and a copy of your corporate logo in jpeg format.



Please click on the logo for all the details.

## Media

### Four ways to manage Generation Y workers

*Source My Business 28 July*

#### **1. Know what they want**

Multi-generational understanding is essential to retaining your top employees, whether they are from Generation Y, X or are Baby Boomers. Stereotypes can only take a business so far when it comes to retention – to get a real understanding of what staff *really* want we need to ask them directly.

To find out what motivates your employees, ask the tough questions during a one-on-one conversation or group workshop: “What are the three things that will make you stay?” and “What are the three things that will make you leave?”. This isn’t about using their answers as a desperate attempt to retain employees at any cost, but instead using their motivators to develop a flexible retention strategy that fits within your budget.

#### **2. Show them where they can go**

Gen Y employees have a reputation for being disloyal, but their behaviour usually stems from their desire to continually develop new skills and experience. Simply put, they’ll look elsewhere if their needs aren’t being met. Energise your staff for a long-term future with your business by showing them where they can expect to go and develop if they perform well.

Future opportunities shouldn’t necessarily equate to a promotion: consider both informal and formal development/training opportunities that you can offer to staff, including lower-cost options such as on-the-job learning, job rotations, and online learning with blogs and webinars, plus formal training.

#### **3. Create a positive work environment**

Recognition for achievements is a sticking point for most Gen Y employees. An effective recognition strategy is essentially a communication strategy that demonstrates two things to employees: that their high performance is valued and which behaviours equate to ‘success’ in the business. Gen Y’s drive for praise is

often due to a desire to know if they are on track and contributing meaningfully to the business.

By fostering a positive work environment where recognition of accomplishments (both individual and business-wide) is a core component of workplace culture, your business will experience dramatically improved employee satisfaction – across all generations.

#### **4. Don't forget about the other generations**

While each generation has its strengths, managing and motivating a multi-generational workforce can sometimes become challenging. Experienced staff can sometimes feel neglected with an influx of fresh talent, while younger workers can become frustrated by organisational structure and hierarchies.

To engage all generations in your business, consider asking your experienced staff to become mentors or run group training workshops and share their knowledge. This not only shows these employees how much you value their skills but combats knowledge loss, while allowing employees of all experience levels to see each others' strengths in action.

Generation Y will be extremely productive and high performing if engaged and motivated well. However, they will also be more difficult to recruit, retain and manage than any other generation in history – so far!

Managing a multi-generational workforce is a challenge but when done well, results in higher employee satisfaction and a workplace environment that excites employees of all generations.

### **Retail is a focus for Victoria's Small Business Festival**

*Source Australian Retailers Association 18 July*

On the back of a tough 12 months for the Australian retail sector, **Victoria's Small Business Festival** is aiming to give Victoria's retailers a much-needed fillip. With around \$62 billion in sales generated by Victorian retailers each year<sup>1</sup>, the importance of the sector to the state's economy cannot be overstated.

Victoria's retail sector is dominated by small business, which represents over 96% of the state's 46,000 retail businesses. Employing around 25% of those who work in retail nationally, approximately 319,000 people work in the Victorian retail sector. In Melbourne alone, there is an eclectic mix of over 342,000 retail outlets ranging from large department stores and boutiques to laneways and pop-up shops.<sup>2</sup>

From Retail Selling Strategies From The Top to the Reed Gift Fair, Retailers Lunch in Melbourne, the Regional Shopping & Destination Fair and Small Business Heroes Exhibition – The Retailers, there are many festival events taking place throughout the state this August to inspire and provide practical support to Victorian retailers.

To celebrate the contribution of small business to the retail sector, the **Small Business Heroes Exhibition – The Retailers**, will be on show at the Atrium, Federation Square and the Central Square Shopping Centre in Ballarat during August. This unique photographic exhibition will feature business owners taking an innovative or interesting approach to their retail operation.

For retailers looking to capitalise on current trends and find new products for the busy Christmas period and beyond, the **Reed Gift Fair** is a must. Bringing together buyers and sellers in the homewares industry at Melbourne Showgrounds, this five-day trade-only event will see thousands of suppliers from around Australia exhibiting to Victorian retailers.

**The Retailers Lunch** at Zinc @ Federation Square will bring together members of the business community to be inspired, to network and to

celebrate the role of the small business retail sector in Victoria. With tips and advice on how to make retail businesses stand out from the crowd, keynote speaker, multi-award winning business woman and VIVO Café CEO, Angela Vitoulkas, will share the story of her success and her passion for small business.

A little known fact is that 28% of all Victorian small businesses are based in rural and regional areas, many of them involved in retail.

**Retail Selling Strategies From The Top** has been designed to pass on essential selling skills for regional retailers. Visiting Shepparton, Bendigo, Sale, Morwell and Geelong, these informative and entertaining seminars will examine new retail selling strategies, the best people strategies for retail businesses and common mistakes made in retail sales.

The **Regional Shopping & Destination Fair** will bring the best of the country to the city for one day at Federation Square. Visitors to the Fair will be able to buy unique and interesting products from some of Victoria's finest regional retailers and small businesses. Regional tourism officers will also be on hand to provide visitors with insights into why they should make regional Victoria their destination of choice for their next day trip, long weekend or extended holiday.

Also at Federation Square during August will be the **Social Studio Magic Tent**, featuring textiles and fashions created by designers from Collingwood's Social Studio. The Social Studio combines design, manufacturing and retail spaces, along with a vibrant café, to create training and employment opportunities for refugee youth in fashion, retail and hospitality.

If you are involved in retail, make sure you put aside some time in August to take part in Victoria's Small Business Festival. This year, it's all about you!

**To order a copy of the festival event guide or to view events online, visit [www.business.vic.gov.au/festival](http://www.business.vic.gov.au/festival)**

## **Australian Bureau of Statistics**

6457.0 International Trade Price Indexes, Australia, Jun 2011

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6457.0?OpenDocument>

8301.0 Production of Selected Construction Materials, Jun 2011

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/8301.0?OpenDocument>

6401.0 Consumer Price Index, Australia, Jun 2011

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0?OpenDocument>

## **Australian Chamber of Commerce and Industry**

### **Carbon Tax will Undermine productivity**

<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/RBA--Carbon-Tax-Will-Undermine-Productivity>

### **Rates Pause Best Option Given Uncertainties**

<http://www.acci.asn.au/Research-and-Publications/Media-Centre/Media-Releases-and-Transcripts/Economics-Industry/Rates-Pause-Best-Option-Given-Uncertainties>

## Regional Industry Link

If you're not on it, how are you going to know about it?

Register on [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au)

Click [here](#) for current opportunities

## Media

**Publication:** *The Courier* [www.thecourier.com.au](http://www.thecourier.com.au)

### Saturday 23 July

Staff and customers at the **Ballarat Beechworth Bakery** have raised more than \$4000 to help beat stress. Yesterday the bakery raised funds for the third year in a row for Lifeline Stress Down Day.

**People and Places – Art Gallery of Ballarat**, Sari Baird, Gordon Morrison and Craig Fletcher.

### Tuesday 26 July

A Bakery Hill revamp could see part of Main Road closed to two-way traffic. A plaza, alfresco dining areas and ornamental lighting are also being considered under a draft **Ballarat City Council** plan to overhaul the maligned CBD entrance. The concept plans will be available on **Ballarat City Council's** website from Thursday.

**People and Places – Body Connect Personal Training**, Mel Studzinski

### Wednesday 27 July

**People and Places – Bendigo Bank**, Caius Ryan, Stacey Grose of BJT

### Thursday 28 July

A NOT-FOR-PROFIT organisation that provides employment and training for people with disabilities has once again been the target of a "brazen" theft.

**Ballarat Regional Industries** in Wendouree had a four-wheel drive, trailer and bobcat stolen in the early hours of yesterday morning, in what appeared to be a calculated attack.

### Friday 29 July

Moving to a foreign country to study can be a daunting experience, especially half way through the year. A foreign language and foreign country can be difficult barriers to overcome, so the **University of Ballarat** is trying to make it that little bit easier. In collaboration with the **City of Ballarat, UB** hosted a welcome day for some 115 international students that were beginning study in the new trimester.

**Child and Family Services** Ballarat is seeking foster carers in the Ballarat region. Training sessions will begin tomorrow and there are no restrictions on who can apply to become foster parents. **CAFS** foster carers Alice and Bert Van Der Heyden are aged in their 70's and have been foster parents for almost 30 years. They have cared for more than 200 babies in the time. Contact CAFS on 5337 3333 and register to attend the free training session starting tomorrow.

**Who's in it today?** David Wright **Colliers International**