



Members Annual Renewal Report 2015 – 2016

History: Commerce Ballarat is a result of a merger that occurred in 2004 between the Ballarat Chamber of Commerce and the Ballarat Retail Board. Commerce Ballarat operates as an independent body with a broad membership base, working collectively for the advancement of Ballarat businesses.

Today: Commerce Ballarat has grown from 120 members in 2008 to 487 members in 2016 and employs an Executive Officer part time, a full time Events & Executive Assistant, a full time Events & Administration Assistant, a part time Accounts Administrator and a part time Business Awards Event Assistant.

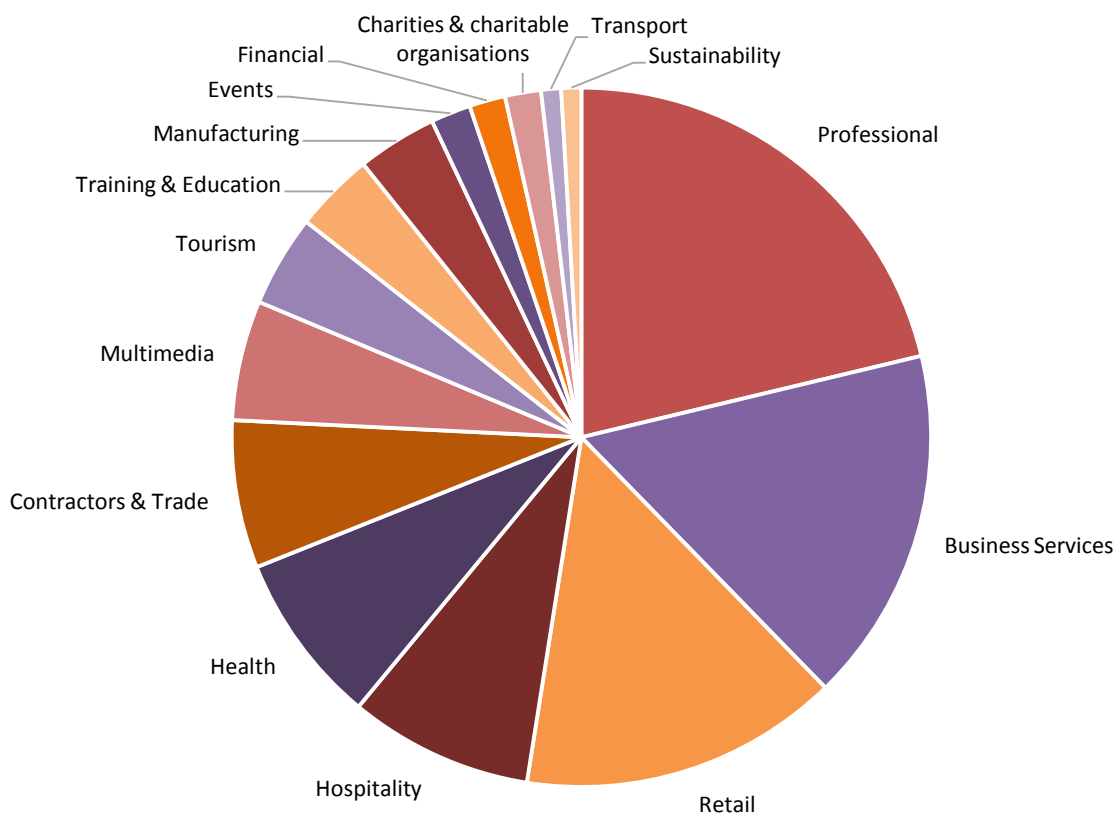
Aim: To offer a wide variety of services to our members. We conduct regular Buy Local campaigns and are the organiser of the Ballarat Business Excellence Awards along with many other initiatives. These include Business Day Out, BisNet, B31 Ballarat Business Month, Business Mentoring Program, 505 Club, Young Professionals Network and many development events.

Our Mission: To provide strong, reliable leadership and advocacy on all matters relevant to commerce in the greater Ballarat region.

Our Vision: To represent the industry sectors within the local Ballarat community by providing:

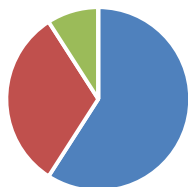
- Advocacy and support
- Networking opportunities
- A platform for members to build partnerships to enable them to grow their business
- An arena to address local issues at a local level

MEMBERS BY SECTOR 2015 - 2016



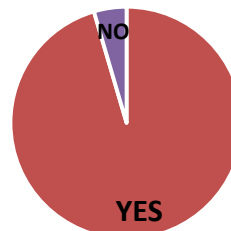
Members Satisfaction Survey 2015 – 2016

HOW DO YOU FIND THE SERVICE PROVIDED BY COMMERCE BALLARAT?

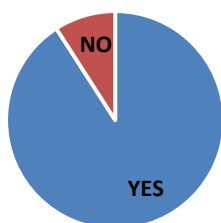


■ Very satisfied ■ Satisfied ■ Neutral
■ Dissatisfied ■ Very dissatisfied

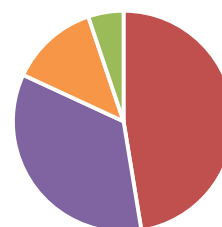
HAVE YOU FOUND THE NEW WEBSITE TO BE MORE USER FRIENDLY?



DO YOU LIKE THE NEW FORMAT OF THE BUSINESS WEEKLY?



DO YOU READ THE BUSINESS WEEKLY?



■ ALWAYS ■ MOST OF THE TIME
■ OCCASIONALLY ■ NEVER

Benefits of Membership

Business Weekly - Weekly newsletter distributed to over 1600 Ballarat business people.

Member News - All members have the opportunity to promote their news and events to over 1600 local business people.

Members Directory - A comprehensive directory of our members: members have the ability to upload their corporate logo, images, and details and display a google map and social media handles. This directory is the only comprehensive business directory in Ballarat and as such is used extensively.

Member of the Week - Every Commerce Ballarat member has the opportunity to have their logo and business description placed in the Business Weekly and on our website home page for 1 week.

Business Event Calendar - Members can both publicise and source upcoming business events and development programs.

505 Club: bi-monthly - Free evenings of networking and fostering relationships to grow your business, hosted by members within their business.

Young Professionals Network – Free coffee networking mornings for professionals in their 20's & 30's opportunities to network and build mutually beneficial relationships, also includes networking evenings throughout the year.

Mentoring Program – Free program for members offering one on one mentoring and group workshops, program is suitable for new businesses or those that are looking for growth or change. Applications open November 2016, places are limited.

Business Development - We contribute financially to the running of our programs and also source external funding to allow us to offer these events either free for members or at a nominal charge.

In the past year Commerce Ballarat offered development opportunities, including;

- Business Day Out

- Commerce Ballarat Mentoring Program
- Business Awards Application Writing Workshops
- BisNet Breakfasts
- Government Lobbying and Community Engagement
- B31 Ballarat Business Month
- Ignite your Business Workshop
- Business Success Seminar

New and Exciting Events/Opportunities Established in 2015 – 2016

New website - Includes the following new features; integration of our social media feeds displayed, easier navigation to where you want to go, updated look and feel to the members directory, great fresh new look for our events calendar and refreshed new overall design.

New Business Weekly – In conjunction with the launch of our new website our Business Weekly also got a refreshed new look. This has made it more convenient to read and find the news you're looking for.

Ignite your business workshop – This workshop was held in partnership with Federation Business School. The workshop was free for all members and covered the topic of understanding the benefits of strategic planning for business. It focused on growing business in a sustainable way and identified the strategies to give an edge on competitors.

Commerce Ballarat Advocacy

Commerce Ballarat represented our members and the wider business community on a wide range of issues to both local, state and federal government. Some of the issues are:

- The 'New Public Holidays'
- Penalty Rates for Retail and Hospitality
- Ballarat Show Day public holiday
- Election Priorities

Representation

Commerce Ballarat represented the membership: examples

- IPPA Advisory Board
- Economic Strategy Expert Reference Group
- City of Ballarat Jobs Forum
- Community Charter for the Prevention of Violence against Women Reference Group
- VicRoads Forum
- Local Advisory Panel
- N.I.G.E.

Commerce Ballarat Business Excellence Awards

The 2015 Federation Business School Commerce Ballarat Business Excellence Awards campaign was again a major success. The focus for Commerce Ballarat is to encourage businesses to use this as an important opportunity to review and reflect on the past 12 month's performance.

The awards would not be possible without our naming rights sponsor Federation Business School and category sponsors: CGU, City of Ballarat, Powercor, Central Highlands Water, Harwood Andrews, Ballarat Regional Tourism, Nova Pharmacy, The Courier, Mercure Ballarat Hotel and Convention Centre, Radio Ballarat, WIN Network, Regional Development Australia – Grampians and Stockland Wendouree.

BisNet

BisNet breakfasts provide local businesses with information that adds value to what they do by presenting motivational speakers in a wide range of topics. BisNet breakfasts are held on the first Tuesday morning of every month, and provide small to medium sized business enterprises with the opportunity to hear from a range of business and industry professionals. Past speakers have included; John Kazanas, Kate Torney, Peter Gordon and Greg Carpenter. Thank you to our BisNet sponsors; Plus IT, mta Optima, Radio Ballarat, Harwood Andrews, Adroit and The City of Ballarat.

Business Day Out

Commerce Ballarat initiated Business Day Out in 2013 with the strong belief regional businesses should have easy and affordable access to the best speakers to help grow and develop their businesses. In 2016 over 200 people from across Regional Victoria attended and were inspired by The Hon. Jeff Kennett AC, Nicole Eckels,

Jason Cunningham and Jordana Borensztajn. Thank you to our BDO sponsors; BGT, Mercure Ballarat Hotel and Convention Centre, Victorian Government, Simplex Insurance Solutions, City of Ballarat, Brown Ink Design, Sovereign Press, WIN Network, Radio Ballarat and The Courier.

Business Mentoring Program

Ten businesses are given the valuable opportunity to grow and develop their business with individual mentoring and group training. Mentees are matched with experienced local business people for one on one monthly sessions as well as two half day group sessions throughout the year with a selection of experts in their field who will focus on all aspects from business planning to social media marketing. Thank you to our 2015 mentors; John Emery, Graham McMahon, Jennifer Kelly, Brett Macdonald, Tony Chew, Mick Taylor, Greg Veal, Kay Jackson, Laurie Gillett, Rod Kilborn, Peter Wilson and Jo Stevens.

"Commerce Ballarat's Mentor program has helped me to understand the finite principals of running a small business, without the shoulder to lean on life would be much harder." – Comment from a 2015 Mentee

B31 Ballarat Business Month

B31 Ballarat Business Month is held during August and provides over 25+ events to businesses. Whether you are the Business Owner, Manager or Employee, we encourage you to make some time to attend the fantastic development and networking opportunities on offer during August. Sometimes your business needs a little TLC. Thank you to our sponsors City of Ballarat, Victorian Government, Crowe Horwath, Ink Digital Media, The Courier, Radio Ballarat, People @ Work.

b2b Business to Ballarat

The media campaign focuses on both business to business spending and encouraging awareness in the general public of the importance to our city of keeping the dollars locally. Commerce Ballarat invests heavily in these campaigns but they would not be possible without the support of our b2b Gold sponsors RU Advertising, Ballarat Mercedes-Benz, Sovereign Press, Crowe Horwath, Tanya Daniels The Good Guys and Wilson's Fruit & Vegetables. We also thank our Bronze sponsors Nashish Design and Central Victorian Investments and local media The Courier, 3BA/PowerFM, WIN Network, and Prime. Supported by The City of Ballarat.



Business Networks Alliance Victoria – BNAV

Commerce Ballarat was instrumental in forming this organisation, the aim of this initiative is to bring Victoria's local business representative organisations closer together, to interact and learn from each other. The 2016 March meeting was held in Ballarat and attended by business groups from across Victoria.

Coming up in 2016/2017

- 505 Clubs hosted by; Crowe Horwath, Radio Ballarat, Po Box Designs, Ballarat Bearings
- B31 Ballarat Business Month
- Federation Business School Commerce Ballarat Business Excellence Awards, August 25
- BisNet Breakfasts, first Tuesday of the month – Featuring Shaun Hossack, Margot Spalding, Breakfast with the Stars of the Track, Kate Torney and the 3BA Christmas Appeal
- Young Professionals Network Evening Events
- Spot the B2B Bunyip Christmas Competition
- Commerce Ballarat Mentoring Program 2017
- Business Day Out 2017
- B2b Buy Local Campaigns

Comments from our members:

"Very happy with membership. Clear and concise communications and definitely feel supported, thank you!"

"Having been a member for less than a year I am very impressed at the range of networking events and business building programs I have had been able to attend, held by Commerce Ballarat."

"You do a great job -thank you."