

# August Business Festival

# B 31



## 2023 EVALUATION REPORT

In 2023, the B31 Ballarat Business festival was rebranded as the B31 August Business Festival.  
The festival runs annually from August 1 – 31.

Our program offered an exciting range of high-quality events, team building exercises and strategy opportunities designed to target both external and local business owners, managers, employees or people looking to start a business.

Events on offer include networking, lunches, seminars, workshops, breakfasts and much more!  
To ensure visitors had everything they needed to make the most of their time here, the program featured a directory of local restaurants, accommodation, function and meeting rooms and tourist attractions, all with the aim of encouraging overnight stays and local spend.



**Commerce Ballarat**  
Your partner in business

# QUICK OVERVIEW

- In 2023, B31 Ballarat Business Festival was rebranded as **B31 August Business Festival**
- B31 August Business Festival has been running for **18 years in 2023** and Commerce Ballarat have been delivering the initiative since 2015
- **LinkedIn, X, TikTok, YouTube, Facebook** and **Instagram** were used to promote events leading up to and during August
- B31 participants & sponsors were encouraged to use **#B312023** on social media
- **25 Events** in total were planned over the month of August in 2023
- For the first time in 2023 our brochure & website featured a directory of corporate experiences, dining options, meeting spaces, accommodation and tourist attractions to appeal to external business people
- Participants were able to view all events on the Commerce Ballarat website
- Adverts were heard on radio channels **3BA & Power FM**
- Paid promotional advertising was held across social media channels
- Adverts & editorial on events were seen in Ballarat **Times News Group**
- An online feedback survey was sent to event attendees

## SPONSORS

### Major Sponsor



### Event Sponsors



theAdgroup

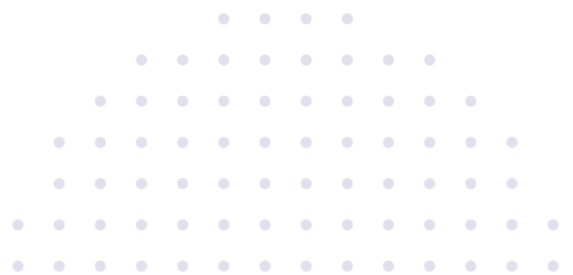


### Core Sponsorship Benefits

- **Signage**  
Corporate logo was on the B31 Banner that was displayed at all events throughout the month of August.
- **Logo Association on All Promotional Material**  
Corporate logo was on all promotional material; 4000 B31 Event Programs distributed.
- **Media Recognition**  
Company received recognition in print and radio advertising throughout the month of August.
- **Website Promotion**  
Company logo was on the Commerce Ballarat website with a link to sponsors website.
- **Digital Media**  
Company tagged in B31 posts on Facebook, X, YouTube, TikTok, Instagram and LinkedIn.
- **Exclusive Rights**  
Only one business from an industry sector.

# EVENTS

- **August Biznet Breakfast** Presented by Commerce Ballarat with City of Ballarat
- **Social Procurement Workshop** Presented by Social Traders with City of Ballarat
- **Ballarat Social Innovators Crazy Good Ideas Showcase** Presented by Crazy Ideas College thanks to the support of Integra, Ballarat Isuzu & Ballarat Tech School
- **HR for Professionals Conference** Presented by Ai Group and Commerce Ballarat
- **Let's Talk Ballarat – Industry Tours at 1816/ Forge/ Housey Housey, The Western Hotel and Essential Candle Co** Presented by Commerce Ballarat with Tourism Midwest Victoria
- **Industry Tour: Bartlett Manufacturing** Presented by Commerce Ballarat
- **Ballarat's Best Pie Awards** Presented by City of Ballarat
- **Industry Tour: Vitrafy Life Sciences** Presented by Commerce Ballarat
- **How to Make Your Business Energy Efficient: A Smart Living Ballarat Special** Presented by local businesswoman, Ellen Burns on behalf of BREAZE Inc. with support from the City of Ballarat
- **Industry Tour: Revolution Print** Presented by Commerce Ballarat
- **Domain Management & Cyber Security for Small Business** Presented by Ballarat Business Centre and auDA
- **Breakfast Seminar – Asset Exposure with Nathan Deppeler** Presented by Worrells
- **Ballarat Business Women Members Showcase** Presented by Ballarat Business Women
- **Podcast Workshop** Presented by Chris Ashmore Media
- **Customer Service Workshop** Presented by BGT
- **Healthy Employees Make Happy Employees – Importance of Good Nutrition** Presented by Nourished Everyday
- **Innovation Lunch: Net Zero Australia, Innovation for a Sustainable Future** Presented by Federation University
- **Let's Talk Ballarat – A Ballarat Snapshot with Karon Farm Coffee, Wilsons Fruit & Vegetables and Black Cat Truffles** Presented by Commerce Ballarat with Tourism Midwest Victoria
- **YPN Movie Night: Barbie** Presented by Commerce Ballarat
- **Mindshop Excellence Program** Presented by Commerce Ballarat in partnership with Mindshop
- **Engaging Your Customer: Brand and Communication Strategies for Regional Businesses** Presented by Franklin Copywriting
- **Do you work for your business instead of it working for you? – Seminar with Graeme Still** – Presented by Worrells
- **Mastering Your Mind: The Brain Spring Clean Workshop** Presented by Commerce Ballarat
- **Let's Talk Ballarat – Distribution of Artisan Products with Saltbush Kitchen and Kilderkin Distillery** Presented by Commerce Ballarat with Tourism Midwest Victoria
- **2023 Federation University Commerce Ballarat Business Excellence Awards Gala Dinner** Presented by Commerce Ballarat





# MEDIA & COMMUNICATIONS

## Emails & Business Weekly Feature

Commerce Ballarat emails are sent to our members contacts consisting of over 1600 business contacts. Non member emails are sent to a database with over 1000 contacts.

A number of emails specifically featuring B31 upcoming events were sent to members and non members. A feature and link to view all events sat in the Commerce Ballarat Business Weekly newsletter sent each Wednesday throughout August.

DATE	SUBJECT	AUDIENCE	OPEN RATE
21 June	CB Advocacy + B31 Program announced!	Non-Members	30.8%
26 June	July Biznet Breakfast + B31	Members	37.4%
11 July	B31 Business Festival – Full Program 2023	Members	48.1%
11 July	B31 Business Festival – Full Program 2023	Non-Members	36.7%
13 July	B31 August Business Festival Week 1 Events	Non- Members	34.2%
24 July	August Biznet Breakfast	Members	36.9%
24 July	August Biznet Breakfast	Non-Members	33.5%
31 July	Let’s Talk Ballarat Industry Tours	Members	38.5%
7 Aug	What’s on this Week	Members	40.5%

## Social Media Campaign

Social media – Facebook, LinkedIn, X, YouTube, TikTok and Instagram were used to promote all aspects of the campaign. The **#B312023** was promoted as the official hashtag for B31 to help engage users on social media.

Ads and posts across Facebook & Instagram by Commerce Ballarat received a total reach of **68,218** and a total engagement of **3,376**.

For the first time in 2023 we distributed video content via TikTok, B31 content received a total of **62,144** views.

These ads were also posted via Google Ads to YouTube, receiving **25,920** impressions and **13,677** views (views count as someone watching the video for 30 seconds or the duration).

B31 August Business Festival - experience all there is to offer!  
3.4K views • 2 months ago

B31 August Business Festival - bookings now open!  
5.4K views • 2 months ago

B31 August Business Festival - Amanda Johnstone one of Australia's most...  
4.6K views • 2 months ago

B31 August Business Festival - 44.3K views

AI...ChatGPT...breakfast... 17.7K views

## Radio Advertising

B31 Ballarat Business Festival audio adverts played **150 times** on **Power FM 103.1** & **3BA 102.3** from mid-July through to the end of the month.

## Newspaper

**Five** half page adverts were featured in **Ballarat Times News** in the lead up to the festival – June 30, July 7, 14, 21 and 28.



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**August  
Business  
Festival**

**Nurture**

**Balance**

**Thrive**

**#B312023**

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**CommerceBallarat**  
Your partner in business

**commerceballarat.com.au**

## BUSINESS DIRECTORY

### KEY:

DINING

BAR/DRINKS

MEETING SPACE FOR UP TO 25 PEOPLE

MEETING SPACE FOR 25+ PEOPLE

ACCOMMODATION

TOURIST ATTRACTION

CATERING OFF SITE

TEAM BUILDING ACT

### A Place to Stay

10 Smith St, Newington  
0488 226 699

Long-term self-contained accommodation for professional contractors. See Choices houses, cottages or flats

### Aunty Jacks

35-37 Mill St, Ballarat  
(03) 5300 1407

Aunty Jacks - A Brew Pub Like No Other

### August Biznet Breakfast

Date:

Tuesday 1 August

Time:

7:00am – 8:45am

Location:

Tevnia Ballroom, Mercure Ballarat,  
613 Main Road, Golden Point  
Commerce Ballarat Members: \$35  
Non-Members: \$45

Join:

As part of Breakfast in August as we hear from Amanda

Johnstone, Founding CEO of Transurium and one of Australia's most globally recognised AI technologists and high technology communicators.

"84% of multinational corporations think AI will provide them a competitive edge. 83% of businesses claim that incorporating AI into their company plans is a major priority. By 2030, artificial intelligence might produce \$57 billion for the global economy and 57 million new positions and enable employees to use more creativity. Over 10 million people worldwide will require up-skilling in the following three years as a result of AI's influence on jobs." – Demandage

As a captivating keynote speaker and CEO of an AI company, Amanda has a unique ability to explain AI and technologies like ChatGPT to business owners in a simple, informative yet engaging way. Leave inspired and with the starting tools and ticks you need to embrace this new technology to propel your organisation. No prior knowledge of AI is required to attend.

To register: [comm@ceballarat.com.au](mailto:comm@ceballarat.com.au)

AUGUST

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**August  
Business  
Festival**

**B  
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**Major Sponsor**

**CITY OF  
BALLARAT** 

**Event Sponsors**

 **3BA**  
102.5 FM

 **Power 102.5**  
Ballarat's Biggest Hit Radio

 **uifs**  
Business

**theAdgroup** 

**Ballarat**  
Great River Group

 **CommerceBallarat**  
Your partner in business

**For more information contact:**

**Commerce Ballarat**  
Ph: 5333 3233  
[commerceballarat.com.au](http://commerceballarat.com.au)

**August Business Festival**

**B31**

**Nurture**

**Balance**

**Thrive**

**Major Sponsor**

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**Commerce Ballarat**

**commercebballarat.com.au**

2023 Video Promo

[illegible]

Ballarat Times News  
Group Half Page

# t for marathon circuit

**Team USA** members, including (clockwise from top left) Coach John Smith, Coach John Smith, Coach John Smith, and Coach John Smith, are preparing for the upcoming marathon circuit.

# Regular day about continuing cycles

**Team USA** members, including (clockwise from top left) Coach John Smith, Coach John Smith, Coach John Smith, and Coach John Smith, are preparing for the upcoming marathon circuit.

# Input asked on overhaul draft

**Team USA** members, including (clockwise from top left) Coach John Smith, Coach John Smith, Coach John Smith, and Coach John Smith, are preparing for the upcoming marathon circuit.

# 1

**Nurture • Balance • Thrive**  
During 303 August Business Festival

**14** Postcard Workshop  
with Jeffery J. O'Connell

**15** Customer Service  
Workshop

**16** Healthy Employees  
Mean Happy  
Employees at  
Grand National  
Business Festival

**17** 2014: New Rights  
and New Rules

**18** International Leadership  
and Business  
Innovation

**19** Safe, Well-Designed  
and Sustainable  
Buildings

**20** 2014: New Rights  
and New Rules

# A local local State Member of Parliament I'm here to represent you and this Bristol Community

Listening to the community is an important  
part of my job. I will be at the festival to hear  
what you think about the future of Bristol.

**Juliana Addison MP**  
MP for Bristol East

# VILLAGE ROOTS REVAL

A HOOD OF THE TAPPA BLUE BLOODED & DOWN BEAT

**ANDREW BORG • PETE DUFFY • BLUE LIMIT**

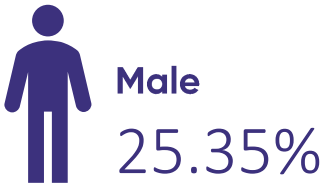
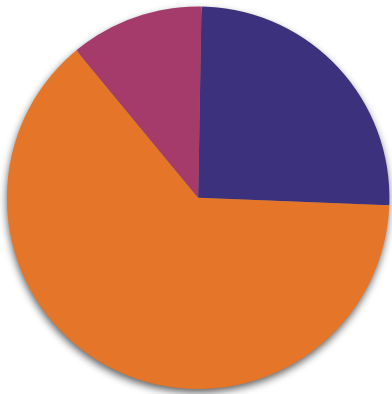
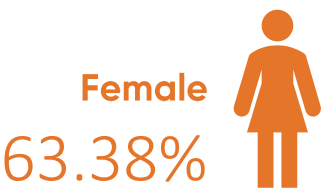
**SATURDAY IS JULY**  
BRISTOL CITY MUSIC & MUSIC OF THE

**TICKETS £40/£25**

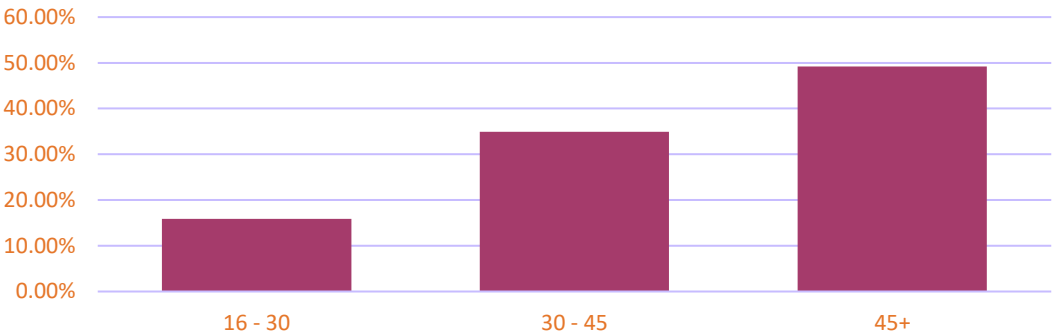
# PARTICIPANTS PROFILE

## Gender

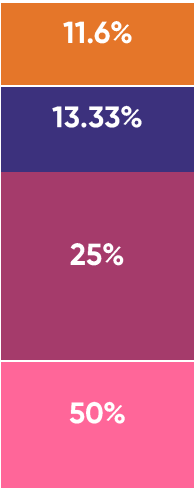
(0% Other, 11% Prefer not to specify)



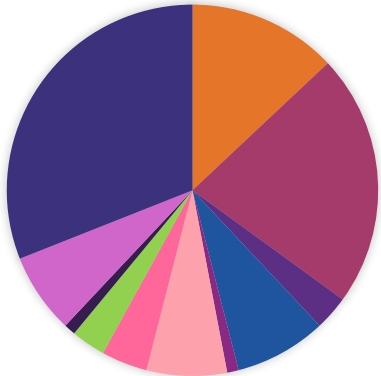
## Age



## Business Size



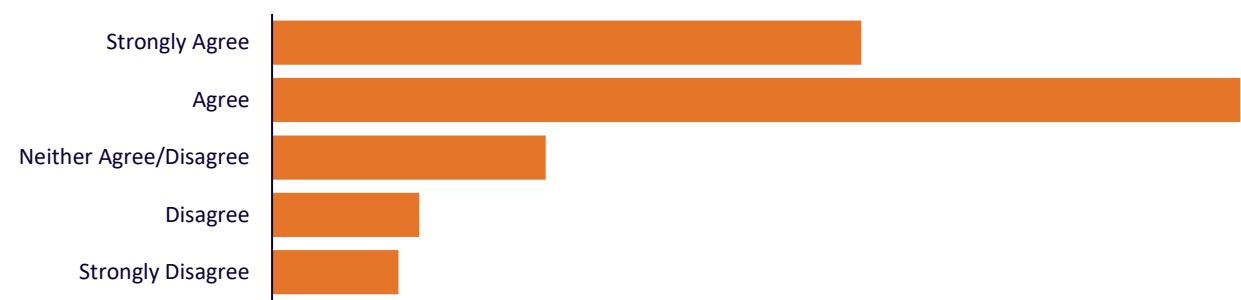
## Sectors



- Retail
- Professional Services
- Hospitality
- Manufacturing
- Trade
- Health
- Education
- Charity/ NFP
- Creative Industries
- Media and Comms
- Other

# Participation Satisfaction

The event I attended helped me gain additional skills and knowledge.



The event I attended improved my business networks.



The event I attended provided me with information I intend to apply to my business.



To what extent did the event meet your expectations?



**"Great session, passionate business with great scope to be both an example to and supply partner with other local businesses. Welcoming and warm team, a great example of positive workplace culture to learn from."**

[Industry Tour: Revolution Print](#)

**"Incredible amount of information packed into 2 hours, covered so much and definitely worth the money charged. Great facilitation and delivery by Chris, thank you!"**

[Podcast Workshop with Chris Ashmore Media](#)

## Looking forward to 2024...

- Sponsorship opportunities now open to previous supporters
- Expressions of interest for event hosts March

## Commerce Ballarat

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