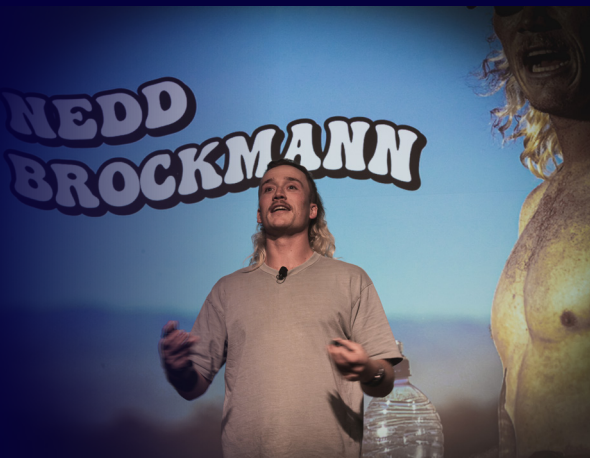
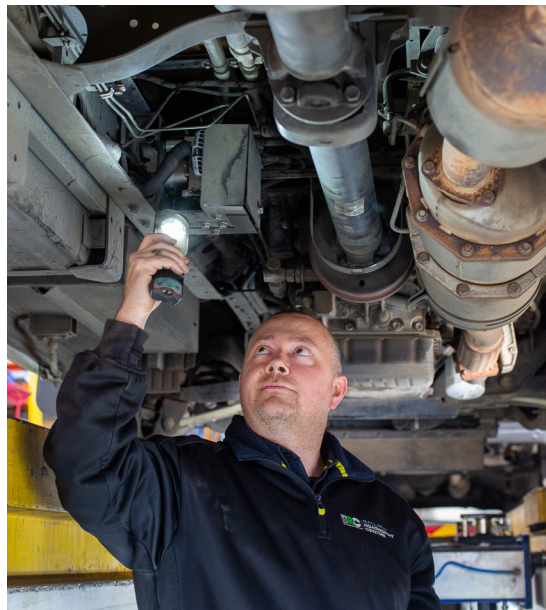




Commerce Ballarat
Your partner in business

MEMBERS ANNUAL REPORT 2022-2023





CONTENTS



ABOUT US

- 4 Letter from the CEO
- 5 Who we are
- 6 Our Board
- 6 Strategic Plan
- 7 Meet The Team
- 20 Coming in 2023/24
- 21 Special Thanks

MEMBERS

- 7 Member Statistics
- 8 Our Members
- 11 Member Feedback
- 12 Benefits of Membership

OUR INITIATIVES

- 14 Business Day Out
- 14 Young Professionals Network
- 15 B31 August Biznet Festival
- 15 b2b Campaign
- 16 Business Wellbeing
- 16 The Ballarat Experience
- 17 Business Excellence Awards 2022
- 17 Industry Chats
- 17 Industry & Education Partnership Bus Tour
- 17 Event Donations & Volunteering
- 18 Social Media Insights
- 19 Advocacy



FROM THE CEO

JODIE GILLETT



Whilst we are loving the return of our freedoms and favourite activities, many business owners and managers are still facing a very difficult business environment. Increased costs, decreased consumer spend, interest rates, high levels of exhaustion and staff shortages mean they need a continued focus from all levels of Government. It is imperative that whilst life is back to normal for many, we continue to remind ourselves that our businesses are very much still in recovery.

We must acknowledge and thank those businesses who have stepped forward to support our organisation with their membership, sponsorship and or the donation of their precious time. Our services would not be possible without this support. We are also fortunate in our city that we work collaboratively, and I want to thank, BRT (Tourism Midwest Victoria), RDA Grampians, Committee for Ballarat, Regional Development Victoria, Australian Hotels Association, AI Group and of course the members of the Victorian Regional Chamber Alliance, in particular my counterparts in Geelong and Bendigo. We also want to acknowledge and sincerely thank the City of Ballarat for their ongoing support.

We have an amazing team, this is not just a job to our employees, they love Ballarat, they love what they do, and they are committed to making a difference. My sincere gratitude to Sam, Michaela, Michelle, Zoe, Cody, Claire, Stacey, Deb and Felicity, you guys are awesome!! Your constant dedication and commitment to supporting our business community is something very special.

I would also like to thank our wonderful Board members for their support, this can be a tough job and it absolutely cannot be done without the backing of an invested and positive Board. Special thanks must go to Hayley Coates, Anne Alexander, James Robson and Ewen Fletcher, they always have time for us even when they really don't. Hayley will be leaving us this year after serving passionately for ten years, three as Chair, to be honest I really can't imagine a Board without Hayley! Not once in ten years have we been made to feel like a burden regardless of what was happening in her personal and or business world, you are a local legend Hayley and we will miss you greatly.

To you our members, you never cease to amaze us with your determination and generosity, we absolutely understand its tough out there and we are always here to offer whatever help we can even if that is just an ear to listen. The key to maximising your membership is to engage, so take note of all the opportunities available and make sure you are not missing out!



Commerce Ballarat

Your partner in business

WHO WE ARE

Commerce Ballarat is the largest independent business group in the city creating a united voice for all business sectors. We offer a broad range of opportunities and services.

MISSION

To provide strong, trusted leadership on matters relevant to business in greater Ballarat.

VISION

To be the number one relevant resource for business.

PURPOSE

Bettering business in greater Ballarat by:

- Creating and driving business activity
- Providing leadership and advocacy
- Collaborating with key stakeholders to advance business
- Facilitating knowledge and skills development for business



OUR BOARD

The Board of Commerce Ballarat is elected from within the membership and is a broad representation of industry sectors. They bring together a wealth of local knowledge, expertise and ambition for Ballarat and the region.



ANNE ALEXANDER
CHAIR
Sporting Globe Ballarat



NEVILLE IVEY
DEPUTY CHAIR
Basketball Ballarat



EWEN FLETCHER
TREASURER
Sharp Accounting



MATHEW DENT
Mat's Cellarbrations Ballarat
- Mt Clear, Alfredton & Wendouree



SERENA ELDRIDGE
Cafs



FIONA MURPHY
Diocese of Ballarat Catholic
Education Limited



GABRIELE SUDER
Federation University
Australia



CR PETER EDDY
City of Ballarat North Ward



JAMES ROBSON
On Tap Liquor Consulting &
EDQ Town Planning



HAYLEY COATES
BJT Legal

STRATEGIC PLAN 2021 - 2025



Commerce Ballarat

Your partner in business

STRATEGIC PLAN
2021 - 2025








<p>VISION</p> <p>To be the number one relevant resource for business.</p> <p>MISSION</p> <p>To provide strong, trusted leadership on matters relevant to business in greater Ballarat.</p> <p>PURPOSE</p> <p>Bettering business in greater Ballarat by:</p> <ul style="list-style-type: none"> • Creating and driving business activity • Providing leadership and advocacy • Collaborating with key stakeholders to advance business • Facilitating knowledge and skills development for business 	<p>1. RELATIONSHIPS & PARTNERSHIPS</p> <p>This is the foundation of our core business:</p> <ul style="list-style-type: none"> • Maintain and sustain key relationships and partnerships • Identify and develop new partnerships including external to Ballarat • Understanding our place in the evolving business community and being able to proactively collaborate • Develop and maintain supportive relationships between Board members and the team <p>2. LEADERSHIP & ADVOCACY</p> <p>Provide guidance and a voice for business.</p> <ul style="list-style-type: none"> • Remain at the forefront of relevant business issues • Advocate for our business community on relevant issues • Be proactive in issuing communications 	<p>3. MEMBERSHIP AND SPONSORSHIP</p> <p>Maintain and grow membership and sponsorship base.</p> <ul style="list-style-type: none"> • Target all industry sectors • Create culture of Must Belong • Quantify targets for sponsorship and members • Leverage relationships • Create value proposition and promote member benefits • Create sales pipeline and sell opportunities <p>4. MARKETING</p> <p>Continue a member centric marketing strategy.</p> <ul style="list-style-type: none"> • Capture and assess our marketing strategy • Ensure members are the focus of marketing and promotional activity • Product development to drive business activity 	<p>5. OPPORTUNITIES AND EMERGING ISSUES</p> <p>Identify emerging trends and issues to remain the relevant resource to our members.</p> <ul style="list-style-type: none"> • Research data and stakeholder sources to identify trends • Timely and proactive communication and distribution of information to key stakeholders including the Board and team • Continue to foster a culture that embraces change <p>6. DEVELOPMENT OPPORTUNITIES FOR BUSINESS</p> <p>Current and future events, education and networking.</p> <ul style="list-style-type: none"> • Review and evaluate current development opportunities, education and networking programs • Continue to explore new opportunities for business development • Explore new methods for delivery of programs • Understand members needs to increase member engagement in development opportunities 	<p>7. GOVERNANCE</p> <p>Organisational management.</p> <ul style="list-style-type: none"> • Adhere to the Board Handbook and Code of Conduct • Continue professional development of staff and Board members • Ensure diversity of skills and sectors for Board members • Monitor and assess appropriate support for CEO and team and continue to develop capacity within team to support retention strategy • Assess and review risk ad performance and Board effectiveness <p>8. FINANCIAL SUSTAINABILITY</p> <p>Utilising sound practices and approaches to achieve financial independence.</p> <ul style="list-style-type: none"> • Ensure viability and success for each event undertaken • Explore new funding opportunities • Review membership fees annually • Maintain monthly financial reporting and analysis • Maintain a budget process • Continue to build financial reserves • Continue to explore diversification of revenue streams
---	--	--	--	---

MEET THE TEAM



JODIE GILLET
Chief Executive Officer



ZOE BECKER
Office & Project Manager



SAM KERSTEN
Administration & Events
Coordinator



MICHAELA INGWERSEN
Administration & Events
Coordinator



MICHELLE MORTLOCK
Senior Administration
Assistant



CODY RACKLEY
Administration & Events
Assistant



DEB SLEEP
Business Awards Event
Coordinator



CLAIRE VRIEZE
Mental Health
Clinician/Consultant

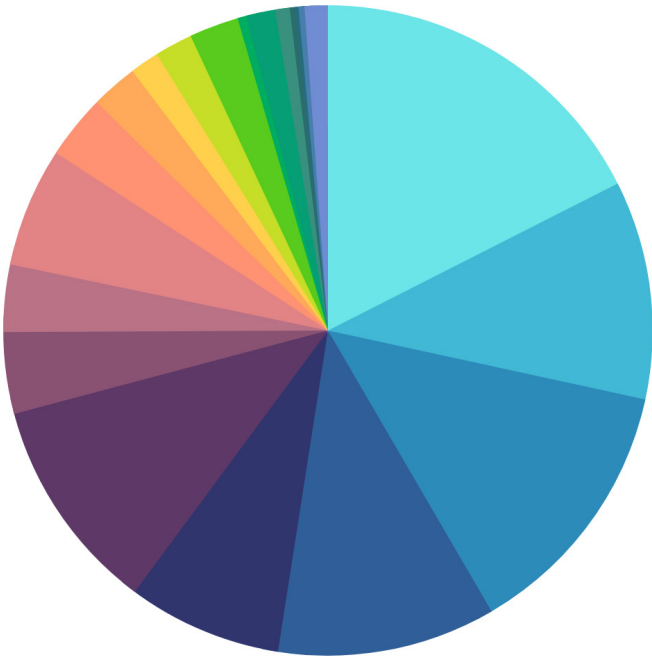


STACEY PRICE
Accounts

MEMBERS

OUR MEMBERSHIP

Commerce Ballarat currently has 650+ members across all industry sectors.



- Business Service
- Professional
- Hospitality
- Retail
- Health
- Contractors & Trades
- Manufacturing
- Charities & Charitable Organisations
- Training & Education
- Creative Industries
- Tourism
- Media & Communication
- Financial Services
- Events & Attractions
- Sustainability
- Transport
- Consultants/Business Improvement
- Funeral Services
- Town Planner
- Wellbeing & Beauty
- Accommodation

OUR MEMBERS

As of 14 April 2023

To view the current list of members visit www.commerceballarat.com.au/directory

1816 / **A** Place To Stay / A Pot of Courage / AC Accounting & Business Solutions / Addpro Security / Admedia / Admire Support Services / Adrian Misseri Podiatry / Adroit Insurance & Risk / Advanced Cranes & Rigging Pty Ltd / Advanced Personnel Management / AF Sourcing / Aiculus / AK&K Equine Services / Alan Burns Signs / Alexa's Treasures / Alison Cole Embroidery / All Required Care / Allan Bros Jewellers Sturt St / Anchored Family Law / Andrew Rowan Wealth Management / Andy's Car Wash / ArbTrack Australia / Art Gallery of Ballarat / ASB Solutions / ASTEC Equipment Services / Asuria / Audi Centre Ballarat / Auntie Jacks Ballarat / Aussie Ballarat / Australian Catholic University (Ballarat) / Australian Industry Group / Australian Road Barriers / Axiom Consulting Engineers Pty Ltd / AXIS Employment / **B**ailey Technologies / Baird & McGregor / Bakers Delight Sebastopol / BALANCE Architecture & Interior Design / Balben Property Transfers / Ballaarat Mechanics Institute / Ballarat & District Trotting Club / Ballarat & Grampians Community Legal Service / Ballarat African Association Inc. / Ballarat Agricultural and Pastoral Society Inc. / Ballarat and District Chiropractic Centre / Ballarat Aquatic & Lifestyle Centre / Ballarat Bearings / Ballarat Business Centre / Ballarat Carpet Court / Ballarat Cemeteries / Ballarat City Honda & Subaru / Ballarat Clarendon College / Ballarat Community Health / Ballarat Construction Management / Ballarat Day Procedure Centre / Ballarat East Neighbourhood House Inc. / Ballarat Embroidery Team & Workwear 30yrs / Ballarat Engineering Plastics / Ballarat Family Care Pharmacy / Ballarat Foundation / Ballarat Golf Club / Ballarat Grammar / Ballarat Greyhound Racing Club Inc / Ballarat High School / Ballarat Hospice Care Inc / Ballarat Indoor Go Karts, Laserforce & Entertainment Centre / Ballarat International Foto Biennale/ Ballarat Isuzu / Ballarat Lawyers Pty Ltd / Ballarat Leagues Club / Ballarat Mailworks / Ballarat Materials Handling Equipment P/L / Ballarat Meat Co. / Ballarat Mower Centre / Ballarat Neighbourhood Centre Inc. / Ballarat Powder Coating & Sandblasting / Ballarat Regional Industries / Ballarat Regional Multicultural Council / Ballarat Regional Tourism / Ballarat Roadworthy Centre / Ballarat Seafoods / Ballarat Skoda / Ballarat Solar Panels / Ballarat Steakhouse / Ballarat Taxis Limited / Ballarat Tech School / Ballarat Tennis Club / Ballarat Times News Group / Ballarat Trans and Gender Diverse Clothes Swap Shop / Ballarat Trophies & Gifts / Ballarat Turf Club / Ballarat Veterinary Practice / Ballarat Wildlife Park / Ballarat's Sanctuary Day Spa / Bank of Melbourne / Barry Plant / Bartrop Real Estate / Basketball Ballarat / Baxter & Stubbs Design, Print & Web / Beam Mobility Australia Pty Ltd / Bed + Sofa / Bendigo Bank / Bendigo Bank - Ballarat Central / Bendigo Bank - Ballarat West / Bendigo Bank - Buninyong / Bendigo Bank - Wendouree / Bendigo Telco / Berry Street Victoria / BestaCare / BGT Jobs + Training / Big Brothers Big Sisters Australia / BJT Legal / BKA Events / Black Cat Truffles Black Hill Plumbing/ Nuflow Ballarat / Black Iron Technology Group Pty Ltd / Black Sheep on Sturt / Black Vault / BlackBox Control / BLOC Music Theatre Inc. / Bloom Well-being / Blue Door Migration / Blue Illusion / Boatshed Restaurant / Bohan Cleaning Services / Bolton's / BrainSweet / Bridge Mall Shopping Centre / Bridgeswade / Brimarco / Brown Hill Hotel / Brown Ink Design / Bueno Design / Busy Bookkeeping / Butler - Chartered Accountants & Butler Private - Financial Planning / BW ADVISERS PTY LTD / **C**.E. Bartlett Pty Ltd / cafe al nord / Cafs (Child and Family Services Ballarat) / Calacare Pty Ltd / Camerons / Campana's Stockade Cellars / Canberra Hotel / Carbon Areion Pty Ltd / Carboni's Pizza Kitchen / CARE4U Support Services Pty Ltd / Cartridge Universe Ballarat / Casabene Group / Cellarbrations at Jacks / Central Highlands Surgeons / Central Highlands Water / Central Square Shopping Centre / Central Victoria Livestock Exchange (CVLX) / Central Victorian Investments / CGU Insurance Ltd / Cheer Box / Chris Ashmore Media / Chris Packer & Associates / Ciaron Maher Racing / Cinque Oakley Bryant Lawyers / City of Ballarat / City Oval Hotel / Clark Rubber Ballarat / Clarke Clean / Clinica Lase Ballarat / Clothesline Café / Club Wyndham Ballarat / Clunes Tourist & Development Association / Colliers International / Committee for Ballarat / Commonwealth Bank / Commtech Ballarat / Cooke & Foley Accountants & Business Advisors / Cooper Audit and Accounting Pty Ltd / CountPro / Country and Vintage Babes / Craft Burger Co / Craig's Royal Hotel / Crazy Ideas College / Creative Cabinetry / Creswick Pharmacy / Crown Hotel Buninyong / Crystal Surface Protection Pty Ltd / Cubby Haus Brewing Pty Ltd / Curbside Coffee / CVGT Australia / **D**ad's Oats / David Bailey Photography & Training / Davidson's Blinds & Shutters / Dearly Plaques & Memorials / de'bee signature balms / DEJ's Packaging / Dellore Plumbing Services / Delta Floorworld Ballarat / Dennis Family Homes / Dental on Errard / Dianne Hadden, Lawyer / Dibber & Boots / DidiMish dessert bar / DMK and Associates / DMS Electrical Contracting Group / Doepel Lilley & Taylor / Dolls Cleaning Services / Drive Café / Driving Miss Daisy

Ballarat / Dyers Steak Stable / **E**arls Deli / Eastcolt Pty Ltd / Easy IT / Eat Drink West / Eclectic Tastes / EDQ Town Planning / Elements Health & Fitness / Elite Puppies / Elmstone Property Group / Emporium Flair Co / Enterprising Partnerships Pty Ltd / Ernst & Young / Errard Legal Pty Ltd t/as Errard Legal / Eureka Blinds & Curtains / Eureka Centre / Eureka Concrete (Holdings) Pty Ltd / Eureka Osteo / Eurekaive / **F**ederation University Australia / Federation University Technology Park / Ferndale Confectionery Pty Ltd / Fernwood Fitness Ballarat / Findex / Fiona Elsey Cancer Research Institute / Fire Logic / Flight Centre Wendouree / FLYNN WM PTY LTD / Formation Hairstylists / Formosa Gardens Nursery / Frank Ford Travel / Franklin Copywriting / Freight Bar and Restaurant / Friends of India Network / **G**ain Finance / Gallagher Insurance Brokers / Garden State Insurance Brokers / Gasoline Media / Gawk Outdoor / Gellibrand Support Services / General Plastic Ballarat / Genesis FX / gforce employment + recruitment / GJ Gardner Homes Ballarat / GMJ Compact Solutions / Go Vita Ballarat / Gold Rush Golf / Golden City Hotel / Golden Nugget Bakery / Golden Nugget Discovery Tours / Golden Point Group / Golden Point Hotel / Goldfields BI / Goldfish Real Estate / Goldmine Restaurant and Bar / Grampians Health Ballarat / Grantus / Greater Western Technologies / Green Fox / Grill'd Ballarat / Grounded Pleasures / GroundUp Coffee Recyclers / **H.F.** Deutscher / Handy Girl Australia / Harcourts Ballarat / Harris Kmon Solutions Pty Ltd / Harrison Funerals / Harvey Norman (Electrical) / Hattie and the Wolf / Hawker on Sturt Street / Haymes Paint / Head Start Central Highlands / Healthy Business Finances / Hearty Homes / Heinz Law / Hello People Co / Her Majesty's Ballarat / Highlands Local Learning & Employment Network / High-Profit Media / Hip Pocket Workwear and Safety Ballarat / Hip Pocket Workwear and Safety DTC / Holiday and Cruise Centre / Hop Temple / Hotel Vera Ballarat / Housey Housey / Hstudios Pty Ltd / Ian Wilson Photography / Ignite Accountants / Impact Teamwear / Inception Planning / Inglenook Dairy / Inner Sanctum Careers / Inspire HQ Pty Ltd / Inspiring Potential Life / Integra / Interknit & Branberry / IPN Valuers Ballarat / Isuzu UTE Ballarat / Itesa / Itinerant Spirits / Ivy&Coco / **J** & M Catering / J.V Dodd Building Pty Ltd / James Vac Solutions / Jaymak Ballarat / Jellis Craig Ballarat / JK Personnel / John Holland / Jono and Johnno / Juno Lending and Finance / **K**aringal Flooring Xtra / Karon Farm Coffee / Kaznetic / Kilderkin Distillery / Kombi for a Cause / Kryal Castle / Kwik Kopy Printing Ballarat / **L**ake Health Group / Lake Wendouree Luxury Apartments / Law on Lydiard / Leroy Mac Designs / Lifestyle Travel Ballarat / Loans 4 Wheels Pty Ltd / Local Search / Lola Restaurant / Loreto College / Lucas Lifestyle Estate / Luv-a-Duck Pty Ltd / LYDIARD general / **M** & B Accountants / MacKillop Family Services / Mahar Accounting / Marita Ryan / MAS National / MAS Tax Accountants & Prime Financial / MatchWorks / Mat's Cellarbrations Ballarat / Matt Dunne / MaxiTRANS Services Pty Ltd / MBCM Ballarat / McAuley Community Services for Women / McCain Foods (Aust) Pty Ltd / McCallum Industries / McClellands Consulting Engineers / McDonald's Bakery Hill / McDonald's Ballan / McDonald's Lucas / McDonald's Sebastopol / McDonald's Sturt Street / McDonald's Wendouree / McEvoy Mitchell Racing Pty Ltd / McGrath Ballarat / MDB Landscaping Design and Construction / MDP Photography & Video / Mega Merch Rural & Pet / MEGT Australia / Mercedes-Benz Ballarat / Mercure Ballarat Hotel and Convention Centre / Messer & Opie / MeyerInsure / Mia & Talbot Candles & Gifts / Midlands Golf Club / Midtown Cellars / Milano Partners / Mind Life Clinic / Minogue and Co Real Estate / Mitchell Harris Pty Ltd / MKPro Group / Moon & Mountain / MOR Accountants / Mortgage Choice Ballarat / Mr Jones Dining / MrBrakes-Bosch Car Service Centre / Mulcahy & Co / Munash Natural Fertilisers / Munro & Associates Conveyancing / Munro Engineers Pty Ltd / MWT Global / **N**abenet / National Australia Bank / National Mulchers / NATIONAL TILES BALLARAT / nbn/ Neale Goad / Nevetts Lawyers / Nicola Cerini / North Ballarat Sports Club Inc. / Nourished Everyday / Nurtured Healing Collective/ NWF Lawyers / **O**ak Tree Ballarat Dental / Old Colonists' Club Ballarat Incorporated / Olive Interior Styling / Oliver-Ramsay Security / On Tap Liquor Consulting / OneSteel Recycling / Oriental Zen Chinese Massage / Oscar's Hotel & Cafe Bar / Osteostrong Ballarat / OT Dynamics / Owen Williams / OZ Business Link Pty Ltd / **P.** Frangos & Sons / Pack and Send Ballarat / Pamo Industries / Party Hire Co / Pavilion Management & Consulting Pty Ltd / Paws for Talk / PBSA / Peter Ford Catering / Peter Rowland Group / Peter Tobin Funerals / PETstock - Latrobe St / PETstock - Mair Street / PETstock Delacombe / Phoenix P-12 Community College / Photo Design Ballarat / Phunkemedia / Piano Bar Ballarat / Pierce & Co. / Pinot & Picasso Ballarat / Pipe Doctor Australia Pty Ltd / Pipe Pro Drilling / Pirtek Ballarat / Plan Group Pty Ltd / Platypus Coworking Pty Ltd / PointNorth consulting / Poolside Ballarat / Portable Buildings By Design / PPT (Formerly Prowse Perrin & Twomey) / Prestige Denture Clinic / Preston Rowe Paterson / Prime7 / Pristine Water Systems Central Highlands / Profit Edge / Project Now / Prospect Compounding Pharmacy / Prosper Business Advisors / Pro-tek / Provic Building Approvals / Provincial Media (Ballarat LIVING Magazine) / **Q**uest Ballarat / Quest Ballarat Station / **R**&J Batteries Pty Ltd / Raceline Motorcycles / RACV Goldfields Resort / Radford Athletic Development / Radio Ballarat / Radmac Office Choice / Ragazzone / Raintree Art / Raven Collective Services and Training

Incorporated / Ray White Ballarat / RCC Washroom Services / Real Estate Home Loans / Red Door Carpets and Rugs Pty Ltd / Red Duck / Red Lion Hotel / Regional Development Victoria / Regional Wine Sales Victoria / Renard / Repeat Plastics Australia Pty Ltd / ResiCorp Finance / Restore Hand Therapy / Re-Vitalise Physiotherapy & Pilates / Revolution Print / Richard Start Accountants / Rix Cars, Avis & Budget Ballarat / RJM's wine bar / RMD Design Australia / Rocket and Belle / Rococo Hair Lounge / Roy Hammond / Royal Oak / Royal South Street Society / RSM Australia Pty Ltd / Runway / Rural Financial Counselling Service Victoria West / **S3** Promotions / Saigon Allee Cafe & Restaurant / Sales Shift / Saltbush Kitchen / Sammi & Co / Satellite Studios Brunswick / SC Technology Group / SCA Accounting & Bookkeeping Pty Ltd / Schnitz Ballarat / Seamer Design / Sebastopol Laundry / Sectrol Security / SED Advisory / Selkirk Pty Ltd / Shadforth Financial Group / Sharp Accounting / Shaw's Cycling Centre / Shine Lawyers / Shoeboxbooks & Tax Ballarat / Showbiz Cinemas / Signature Software / Simplex Insurance Solutions / SJH Entertainment and Events / Skin Nation / Slater & Gordon / SLC Sound & Light Concepts / Sleep's Plumbing / Small Dog Design / SMS Integration / Solar Run / Southern Cross Austereo / Sovereign City CrossFit / Sovereign Financial / Sovereign Hill / Sovereign Park Motor Inn / Sovereign Press / Speak Australia / Specialists on Drummond / Spiire / Spinner Kitchen / Spot on Pots and Nursery / Springmount Fine Foods / SPS Consulting / Standby Security Services Pty Ltd / Steamatic Ballarat / Step Up Support Services / Stockland Wendouree / Stoke Design Co / Stroud Homes Ballarat / Studio g.a.s Ballarat / Sturm Software Engineering / Sweet Fern - Fragrance Boutique / **Table 48** / Talina Edwards Architecture / Taylored Gardens / TAYLORED leadership solutions P/L / TBC Plus IT / Telstra / Ten Bag Press / TerryWhite Chemmart Northway Pharmacy / TGM Group P/L / The 18th Amendment Bar / The Ad Group / The Athlete's Foot Ballarat / The Ballarat Club / The Bottle-O Sebastopol The Carpet and Tile Gallery / The Click Collective / The Corporate Advisory Company / The Courier / The Debt Collection Company Pty Ltd / The Essential Candle Company / The Finance Specialists / The Forge Pizzeria / The Foundry / The Gatehouse Ballarat / The George Hotel / / The Ginkgo Tree Creative Studio / The Goods Shed - Events Hall / The Grand Bar Restaurant Functions / The High Tea Mistress / The Hydrant Foodhall / The Lake View Hotel / The Little Cupcake Ballarat / The Mallow Hotel / The Master Builders' Association of Ballarat Inc / The Park Hotel / The Printer & Office Wizards / The Proven Group / The Red Door Pizzeria / The Salvation Army / The Scale Modellers Supply / The Shared Table / The Source Bulk Foods / The Sporting Globe Ballarat / The Support People Pty Ltd / The Tin Roof / The Turret Cafe & Catering / The Underground Movement / The Western Hotel / The WIN Network / The Yacht Club / Tim's Toasties / TinyOffice / Total Outdoor Media 2 Pty Ltd / Total Tools Ballarat / Toyworld Ballarat / Tradie CFO / Training on Track / TRG Accountants / Trident Commercial Finance / Tuki P/L / **UBC** Web Design / uDelivered Holdings Pty Ltd / UFS Dispensaries / UFS Dispensaries - Ballarat Central / UFS Dispensaries - Bridge Mall / UFS Dispensaries - Buninyong / UFS Dispensaries - Delacombe / UFS Dispensaries - Doveton Street / UFS Dispensaries - Doveton Street South / UFS Dispensaries - Mt Clear / UFS Dispensaries - Sebastopol / UFS Dispensaries - Sturt St West / UFS Dispensaries - Sturt Street / UFS Dispensaries - Victoria Street / UFS Dispensaries - Wendouree / UGL Ballarat / Ultechau / Ultra Tune Ballarat / **UNIQUE BRAINS** / **Vic** Urban Plumbing / Victorian Chamber of Commerce and Industry / Vitrafy Life Sciences / Voice FM / Volta Arts & Culture / **Waldron** Solar Solutions / Walk Creative / Warehouse Ballarat / Wayward Winery / WD Timber Floor Sanding / Webster Dolilta Finance Limited / **WEN&WARE LIVING** / Western Bulldogs Football Club / Western United Football Club / Westpac - Commercial / Agri Business Centre / WestVic Plumbing / Westvic Staffing Solutions / Widgery and Wilson / Williams Newsagency / Willow & Stone Estate / Wilsons Fruit & Vegetables / Miltonic's / Windflower / Winslow Constructors / Women's Health Grampians / Wonder Inns / Woodmans Hill Motel / Woolshed Clothing / Workforce Australia - Local Jobs Program Ballarat / Worrells Solvency and Forensic Accountants / Woven Holistic Counselling / WRISC Family Violence and Support Inc / **Xin** Jin Shan Chinese Library | Chinese Australian Cultural Society Ballarat / Xtreme Bounce / Xtreme Technology / **Yanner** Mann Dobson Law / YMCA



WE LOVE HEARING FROM OUR MEMBERS...

"Commerce are genuinely invested in supporting regional businesses and are consistently looking for ways to support the growth of Ballarat."

"Commerce Ballarat run events which assist us in networking and getting our business name known in greater circles. They also provide opportunities to develop business knowledge via workshops."

"I am relatively new to Ballarat. Commerce Ballarat communications and events are giving me good insights into the business community as well as positive networking opportunities."

"The entire team at Commerce Ballarat work incredibly hard to support their members and the Ballarat business community. I would just like to say thank you for all your hard work."

"Keep up the good work, all of Commerce Ballarat staff are doing a great job of keeping the business sector up to date and ahead of the game."

"I would love to see events on changing work places and the way people are working. How does remote, hybrid working, actually work and how does it benefit the business community."

SOME BENEFITS OF MEMBERSHIP

Business Weekly

Weekly newsletter distributed to 1700+ Ballarat businesspeople, all members have the opportunity to promote their news and events within the various sections of the newsletter including success stories, achievements, community events and initiatives your business is involved with, these also feature on the homepage of the Commerce Ballarat website for the week.

Member of the Week

As a member, businesses have the opportunity to have their logo, blurb, social links and website displayed as 'Member of the Week' in the Business Weekly, on our website home page and posted to our social media channels.

Members Directory

A comprehensive directory of our members, members can upload their corporate logo, images, details, links to website, google map and social media handles. This directory is the only comprehensive business directory in Ballarat and as such is used extensively.

Business Events Calendar

Members can both publicise and source upcoming business events and development opportunities that are running in the Ballarat area.

Business Development

Commerce Ballarat subsidises and sources external funding to allow us to offer development opportunities either free for members or at a nominal charge. Including but not limited to: Industry Tours, Industry Chats (Social Change Makers, Hospitality, Retail, People & Culture), Customer Service workshops, business wellbeing and sales programs.

Business Mentoring Program

A program for members offering one on one mentoring and group workshops this program is suitable for new businesses and or those that are looking for growth or change. This year's mentee's and mentors have attended workshops, meet & greets and Business Day Out as part of the 2023 program. Applications will open in November for 2024, places are limited.



Networking Events

We offer a variety of networking events such as the Biznet Breakfast Series, Business Day Out and the Young Professionals Network giving the chance for like-minded people to meet.

Members Only Events

Throughout the year several events are exclusive to our members only including industry tours and networking events.

Advocacy

Commerce Ballarat represents our members and the wider business community on a wide range of issues to all levels of government. More details can be found on page 18.

Biznet Breakfast Series

The Biznet Breakfasts are held on the first Tuesday of each month excluding January & November, they provide participants with an opportunity to network as well as hear from a broad range of guest speakers and topics. These breakfasts are also held at different member venues each month.

In the past year we heard from... **2022 JULY:** Sean Trewick, Circular Economy Ballarat – Waste to Wellbeing Project joined by a small panel of Ballarat's new Circular Economy Champions. **AUGUST:** Dean Pearson, the changing economy – business pressures, consumer attitudes & shifting behaviours. **SEPTEMBER:** Runway Ballarat– Tech entrepreneurs use digital tools to make business and society better. **OCTOBER:** Breakfast with the Stars at Ballarat Turf Club talking all things Spring Carnival. **DECEMBER:** 3BA Xmas Appeal Auction & Raffle + Crazy Ideas College.

2023 FEBRUARY: Partnered with the Fiona Elsey Cancer Research Institute to recognise World Cancer Day, with special guest Ann Peacock who spoke about her life and cancer experiences. **MARCH:** Update from City of Ballarat Councillors, CEO Evan King, and the executive team. **APRIL:** The Petspiration Group and MacKillop Family Services. **MAY:** Facilitated by Stuart Benjamin, Chair, Regional Development Australia Grampians, results of the 2022/2023 Business Confidence Survey. **JUNE:** 'What we know that you don't know', Bridgid Moloney – Ballarat Women's Clinic, Paul Martino – AF Sourcing, and Vanessa Gerrans – Ball Ballarat International Foto Biennial.

Thank you to our 2022/23 sponsors Adroit Insurance & Risk, BJT Legal, Findex, Ballarat Living Magazine, Hip Pocket Workwear & Safety, gforce employment + recruitment, Radio Ballarat and **Supported by** City of Ballarat.



OUR INITIATIVES

Business Day Out 2023

In 2023 attendees came from across Regional Victoria to participate in Business Day Out and were inspired by Nedd Brockmann who is a 24-year-old sparky from Central West NSW who is focused on changing the world one step at a time. Matt Nunn who is the founder and Managing Director of Nunn Media, his objective was to not only create an organisation that delivers great results for his clients but also to retain the company's family values. Alex McMahon - Co-Founder and current Co-Chair of the Ampol Rainbow Alliance. Panel Discussion 'Get Comfortable Being Uncomfortable' with Dave O'Brien (CEO, C.E Bartletts), Sara Quon (CEO, The Sovereign Hill Museums Association), Claire Vrieze (Psychologist, Commerce Ballarat). The day concluded with a networking session that brought together many local businesses who could display their products and services.

As part of the 2023 program, 12 Secondary Schools including 400+ staff and students also had the opportunity to hear Nedd Brockmann's story.

Thank you to our sponsors CountPro, JK Personnel, Quest Ballarat Station, Cafs, Simplex Insurance Solutions, Sovereign Press, Brown Ink Design, The Goods Shed, Ballarat Times News Group, Radio Ballarat, WIN Network and Supported by City of Ballarat.

[CLICK HERE TO VIEW THE 2022 EVALUATION REPORT.](#)

Young Professionals Network

The Commerce Ballarat Young Professionals Network aims to provide a platform for young businesspeople from all sectors to engage and build their networks. Over the past 12 months YPN have hosted a variety of after work networking events with 120+ attendee's total including Paint & Pints, After Work Drinks @ Piano Bar, Barefoot Bowls & After Work Drinks @ Renard.

Thank you to our supporting sponsor EDQ Planning/On Tap Liquor Consulting.



B31 August Business Festival

Commerce Ballarat facilitates B31 August Business Festival in August every year with a variety of networking and development opportunities delivered throughout the month. In 2022 the B31 program delivered a number of events throughout the month of August, including Biznet Breakfast, YPN, How To Tender Right!, Wellbeing, 2022 Federation University Commerce Ballarat Business Excellence Awards, Mindshop Excellence, Unlocking the Secrets to Team Wellbeing, BRT Ballarat Accommodation Forum, Breaking down the Barriers for Women in Trades, Surviving and Thriving, Networking 1-0-FUN!, Circular Ballarat program – Aspire Workshop, Victorian Regional Safety Conference, RAILSafe, Sovereign Hill site visit, BrainSweet Workshop & the Small Business Bus.

Thank you to 2022 sponsors JK Personnel, Shine Lawyers, Ballarat Times News Group, The Ad Group, Radio Ballarat and **Supported by** City of Ballarat.

b2b Campaign

The biannual media campaign focuses on both business to business spending and encouraging awareness in the general public of the importance to our city of spending locally. A #ShopBallarat campaign ran across traditional and social media in November and December as well as our annual Christmas Competition. This year participants had to spend \$30 at a participating business between November to December to go in the draw to win one of three \$1000 prize packs. Our #GetYourWinterCoatOn campaign ran across the Winter months through traditional and social media marketing. Commerce Ballarat invests heavily in these campaigns, but **they would not be possible without the support of our b2b Gold sponsors** Simplex Insurance Solutions, Wilson's Fruit & Vegetables, Sovereign Press, Mercedes-Benz Ballarat, Shine Lawyers Ballarat, Telstra Business Centre Plus IT, Central Victorian Investments and Ballarat Materials Handling Equipment. We also thank our media partners Ballarat Times News Group, 3BA/Power FM, The WIN Network and Prime7 and Supported by City of Ballarat.



Business Wellbeing

Commerce Ballarat once again partnered with the EACH 'Partners in Wellbeing – Small Business Wellbeing Program' with Claire as our mental health and wellbeing clinician for this initiative. In the last 12 months she conducted 83 individual wellbeing / mental health consultations to members via video or in-person and provided seven consultations to small business owners and managers in relation to concerns about the wellbeing or mental health of a staff member, this is a free and confidential service.

eight workshops have been run over the past 12 months including:

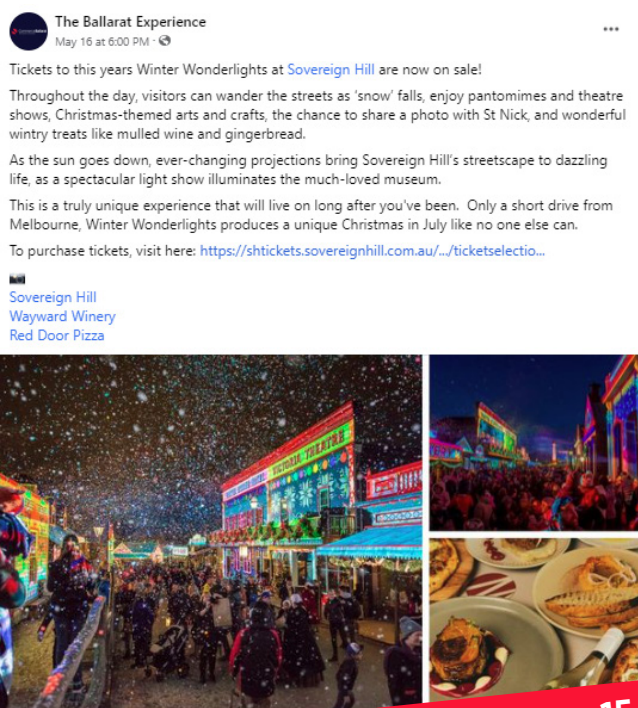
- Men & Mental Fitness
- Boundaries & Self-Care in the Helping Profession
- Self-Care for Doctors
- Self-Care for Admin Professionals
- Managing the Impact of Vicarious Trauma in the Workplace
- The PERMAH Model of Wellbeing
- Self-Care in a Post-Pandemic Era
- Psychological Health Regulations – Info Session & Discussion

At the time of printing funding for this project has been cancelled by the Victorian State Government, we are advocating strongly for the continuation of this program.

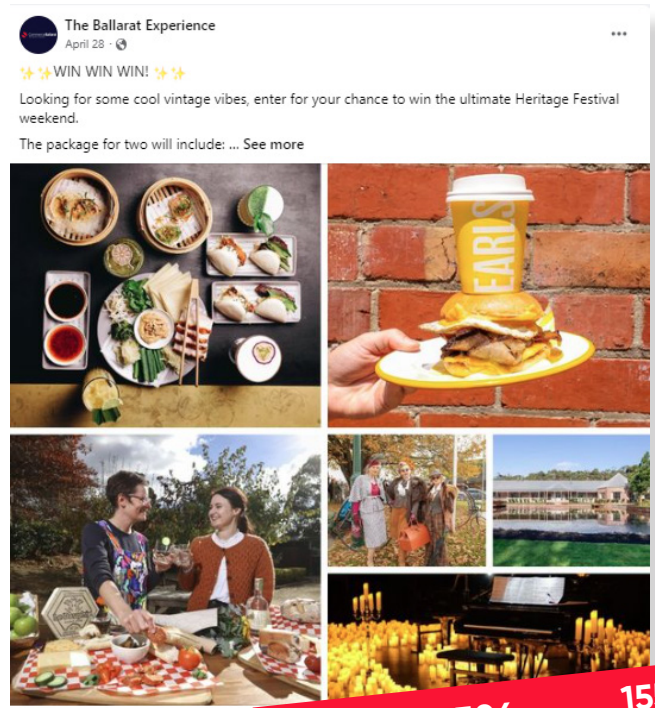
The Ballarat Experience

The Ballarat Experience is an initiative of Commerce Ballarat, aimed at driving tourism within Ballarat and supporting our local businesses. 'Money can't buy' experiences are created and then put up as part of a competition to be won. The initiative is marketed externally to Ballarat throughout Victoria via Facebook.

7 competitions were run on The Ballarat Experience Facebook page with a total of 38,754 impressions, total reach of 180,261 and total engagement of 23,761.



222 Likes
98 Comments
15 Shares



677 Likes
306 Comments
155 Shares

Business Excellence Awards 2022

The partnership Commerce Ballarat has with Federation University continues to evolve and strengthen, it is a critical partnership for our business community, we thank the whole team at Federation University. The awards are a rare chance for businesses to review and reflect on their performance. Participation continues to be strong with 1700+ business people involved throughout the process in 2022. **Thank you to 2022 sponsors** Federation University, Nevetts Lawyers, Central Highlands Water, nbn Local, Cafs, Hip Pocket, Workwear & Safety (Ballarat), Bartlett Manufacturing, Federation University Technology Park, Regional, Development Australia Grampians, Runway HQ, Mercure Ballarat Hotel and Convention Centre, Ballarat Times News Group, City of Ballarat, Power FM, Vitrafy Life Sciences, The WIN Network & Admedia.

Industry Chats

Our Industry Chats are a chance for businesses in specific industries to come together, collaborate and share ideas, discuss issues, and hear from specialist guests addressing some of these topics. We currently run Industry Chats for People & Culture, Hospitality & Tourism and Retail.

Industry & Education Partnership Bus Tour

Once again we were thrilled to partner with the Victorian Education Department and HighlandsLLEN to deliver a tour in March this year. Secondary School Principals and Career Advisors were taken on a bus tour with the objective of giving education leaders a better understanding of industry and employment trends. Sectors focused on in 2023 were health, early childhood education, manufacturing, hospitality and construction. We sincerely thank our partners, businesses that donated gifts, secondary schools and industries, Federation University, Ferndale/So Soft, Hop Temple, Regional Development Victoria – Grampians, Bartlett Manufacturing, Central Highlands at Victorian Skills Authority, City of Ballarat, Karon Farm Coffee, 1816 Bakehouse, The Source Bulkfoods, Central Highlands Water, The Little Cupcake, Dee Bee Balms, Mia and Talbot, John Holland & Integra Group.



CB EVENT DONATIONS & VOLUNTEERING

- ▶ Ballarat Foundation Christmas Appeal
- ▶ The Petspiration Group
- ▶ MacKillop Family Services
- ▶ WRISC
- ▶ Fiona Elsey Cancer Research Institute
- ▶ Run for a Cause
- ▶ Ballarat Cycle Classic

SOCIAL MEDIA

At Commerce Ballarat we use social media extensively to promote and talk about our members, events, news and information across our networks. We use Facebook, Instagram, Twitter, LinkedIn and YouTube. We feel that it is important to cover all these networks to target and support various groups of people and their businesses.

2022/23 INSIGHTS **statistics from 1st July 2022 to 31st May 2023*

417,853

Reach

54,060

Link Clicks

7,274

Shares

15,974

Likes & Reactions

2,004

Comments

16,823

Followers

Commerce Ballarat is at The Park Hotel.
Published by Instagram • February 4 • Ballarat •



1480
Likes

116 comments 9 shares

Commerce Ballarat
Published by Michaela Jean • April 21 •

If you haven't been to [Carpenter Carvery](#) yet, you are definitely missing out! Fancy a warm, hearty dinner, without the dishes? From Tues - Sun they're serving up roast dinners, amazing salads, homemade desserts (bounty cheesecake anyone? 🍰), carvery rolls, the best fried chicken you'll ever try, and plenty of sides to top off your meal. They haven't forgotten about our Furry Friends either. Every night they package up any leftover meats and suitable vegetables into 34 tubs... See more



136
Likes

9 comments 7 shares

commerceballarat
Ballarat, Victoria



Liked by shinelearning_australia and 75 others
commerceballarat We say farewell to Pete Louise, we are speechless 😭 thank you for

105
Likes

commerceballarat



73
Likes

Liked by wilsonsfruitandvegetables and 71 others
commerceballarat Say hello to our Member of the

commerceballarat



64
Likes

Liked by buninyonggiftouse and 63 others
commerceballarat Our member of the week is @wonderinns! ❤️... more

Commerce Ballarat
Published by Chelsey Buttenworth • March 8, 2022 •

Happy International Women's Day!
We would like to thank and acknowledge just some of the amazing women in our community who offer their incredible support to our city...
#IWD2022
Chris Packer & Associates, Federation University Australia, Ballarat Council, Sovereign Hill, Frank Ford Travel, Hip Pocket Workwear & Safety, A Tuk, BJT Legal, 103.1 Power FM Ballarat, Carboni's, Cafi, Black Cat Truffles, Central Victorian Investments, Formosa Gardens Nursery, Simplex Insurance... See more



130
Likes

78

ADVOCACY

Commerce Ballarat represented our members on a wide range of issues to the community and Local, State and Federal Government.

Including:

- Victorian Regional Chamber Alliance
- Central Highlands Economic Development Forum
- Energy Regional Advisory Panel
- Central Highlands Inclusion Working Group
- Ballarat Heritage Advisory Committee
- Central Highlands Water Customer Advisory Panel
- Runway Project Control Group
- Youth Integrated Health and Wellbeing Hub Working Group
- Ballarat Jobs Plan Taskforce
- Technical Advisory Group for State Gov Small Business Wellbeing Project
- Central Highlands Innovation and Entrepreneurship Group

As part of our role, we aim to provide strong, reliable leadership and advocacy on matters relevant to business in greater Ballarat.

- VRCA Joint Statement – Victorian Workforce and Housing Issues (October 22)
- VRCA Joint Statement – Further Support Withdrawn from Regional Victoria (June 23)

Throughout the year Commerce Ballarat also provide comment to media regarding relevant topics and issues.

Victorian Regional Chamber Alliance

Commerce Ballarat also facilitates the Victorian Regional Chamber Alliance (VRCA), monthly Zoom meetings plus an annual in person development day. Relevant guests are invited to join our online discussions which gives a voice to regional and rural Victoria.

LINGERING SHADOW Excellence awards now open for applications

Regional business sector still hit by debt and slow recovery

BY NEVE WALTON

THE state budget has done little to help businesses in Ballarat, leaders say, as they warn many are still in the recovery process.

When the state treasurer Tim Pallas handed down the budget on Tuesday, he said the 2023/24 outlook marked

post-COVID-19 recovery.

But Commerce Ballarat chief executive Jodie Gillett has said there was not a lot in the budget for businesses and the regions were a long way from being on top of the financial hit they took in 2020-21.

"I think it's really important for governments of all

[businesses are] very much still in recovery - they are not recovered," she said. "Even if a business is actually now starting to have some success, they've got a lot of built-up debt from previous years that they have to deal with."

Ms Gillett said she wanted to see Ballarat businesses thrive and did not want to

advantage them, even if they had seen success during lockdowns.

"Isn't that amazing that they were able to potentially offer jobs to those that were struggling?"

Ms Gillett was also concerned about the absence of funding for initiatives like GROW Central Highlands,

to economic development and job growth in the regions was launched in September last year. Leaders indicated it would be beneficial ahead of large infrastructure programs like the hospital upgrades and the Common-

wealth Games in 2026.

GROW's main goal was to help create more pathways

opportunities for people's barriers to work. Business involved with GROW we commit to key principle

locally and socially, being inclusive and advocating collaborating. This program is among others, like a

Shapers, which missed on

Excellence awards now open for applications

BY MIRIAM LITWIN

NOMINATIONS are now open for awards celebrating business excellence in Ballarat.

The Federation University Ballarat business excellence awards aim to showcase local businesses and their achievements.



Business awards celebrate success

IT'S TIME TO CELEBRATE the success of Ballarat's businesses. The Federation University Ballarat business excellence awards are now open for nominations. The awards recognize the achievements of local businesses and their contributions to the community. The awards are open to all businesses in the Ballarat region, regardless of size or industry. The awards are judged by a panel of experts in the field. The awards are presented at a ceremony in Ballarat. The awards are a great way to celebrate the success of local businesses and their contributions to the community.

RADcentre takes top prize

IT'S TIME TO CELEBRATE the success of Ballarat's businesses. The Federation University Ballarat business excellence awards are now open for nominations. The awards recognize the achievements of local businesses and their contributions to the community. The awards are open to all businesses in the Ballarat region, regardless of size or industry. The awards are judged by a panel of experts in the field. The awards are presented at a ceremony in Ballarat. The awards are a great way to celebrate the success of local businesses and their contributions to the community.

Staff shortages a 'core' Business focus

BY KIRRA GIBBS

BALLARAT business operators battling increasing costs and staff shortages are banking on population growth and the Commonwealth Games to give them the boost they need. Commerce Ballarat's latest Business Confidence Survey found shortages of staff was the most significant concern for hospitality, retail, manufacturing, and professional services business owners in the 2022/23 financial year, with difficulties filling vacancies because applicants lacked required skills or simply because of a lack of applicants.

Contributing to staffing issues were accommodation shortages, and caution about catching COVID-19, meaning people "have less tolerance for a work environment where they don't have the risk of catching the virus to be relatively higher".

Businesses are also struggling to attract and retain staff, with many operators reporting that they are having difficulty finding people with the right skills and experience. This is particularly true in the hospitality and retail sectors, where staff shortages are a major problem. Many businesses are also reporting that they are having difficulty finding people with the right skills and experience. This is particularly true in the hospitality and retail sectors, where staff shortages are a major problem.



Business focus on staff shortages

Businesses are also struggling to attract and retain staff, with many operators reporting that they are having difficulty finding people with the right skills and experience. This is particularly true in the hospitality and retail sectors, where staff shortages are a major problem. Many businesses are also reporting that they are having difficulty finding people with the right skills and experience. This is particularly true in the hospitality and retail sectors, where staff shortages are a major problem.

COMING UP IN 2023/2024

- Biznet Breakfasts
- Young Professionals Network After Work Catch Ups
- Industry Chats and Tours
- B31 August Business Festival – bigger & better this year!
- b2b Xmas Competition
- Commerce Ballarat Mentoring Program 2024
- Business Day Out 2024
- b2b Buy Local Campaigns
- Business Development



Commerce Ballarat sincerely values the support of our community. We would like to say special thanks to the people below who have helped us deliver information, services and opportunities to the business community over the past financial year...

Prof. Bridget Aitchison

Anne Alexander

Keith Bartlett

Stuart Benjamin

Prof. Duncan Bentley

Jenny Berry

Tim Bone

Andrew Bradley

Jason Brian

Richard Brosnan

Warick Brown

Peter Brugman

Rhoni Callahan

Ange Cannizzaro

David Canny

Akash Cheema

Subin Cherian

Tony Chew

Carolyn Chong

Lydia Cloke

Hayley Coates

Simon Coghlan

Sheree Collins

Vicki Coltman

Susan Cowie

Dan Cronin

Rob Croucher

Michael Cushing

Ray Davies

Kate Davis

Siobhan Dent

Mathew Dent

Neil Doolan

Adrian Doyle

Michael Duffin

Dominic Dunne

Cr Peter Eddy

Leigh Edward

David Edwards

Lise Egan Bales

Serena Eldridge

Diana Filipov

Alistair Finlay

John Fitzgibbon

Garry Flanigan

Ewen Fletcher

Carmel Flynn

Peter Flynn

Katrina Franc

Ben Franklin

Dani Fry

Melanie Fulcher

Jennifer Gankse

Dr Diane Gibney

Brendan Gillett

Michelle Gladman

Belinda Glass

John Gleeson

Dianne Gow

Mandy Grant

Stacey Grose

Neil Haase

Jason Hargreaves

Dr Tim Harrison

Leah Haynes

Assoc. Prof Sam Henson

Adam Hobbs

Kate Hogan

Samantha Hogan

Gary Holding

Cindy Holyoak

Pete Hughes

Neville Ivey

Kay Jackson

Danielle James

Rod Kilborn

Evan King

Sharon Knight

Prof. Christina Lee

Jamie Lockett

Jodie Lorimer

Brett Macdonald

Marsha Manillof

Kesh Manton

Paul Martino

Julie Mason

Chris Mason

Tim Mathews

Rebecca Mathews

Chris McDonald

Wes McKnight

Graham McMahon

Andrew McMaster

Jordan McPhan

Megan McPherson

Luke McPherson

Elise Middleton

Jane Miller

Lisa Mitchell

Justin Mitchell
Cr Daniel Moloney
Simon Monk
Chris Montgomery
Kelli Moran
Bill Mundy
Peter Murphy
Fiona Murphy
Bryley Murrell
Sarah Myers
Dave O'Brien
Phillippa Owens
Lindy Packer
Andy Pobjoy
Andy Pobjoy
Michael Poulton
Chris Pratt
Jeff Pulford
Bernadette Purton
Judy-Ann Quilliam
Pete Quon

Natalie Robertson
James Robson
Andrew Rowan
Peter Rowe
Marita Ryan
Helen Ryan
Anthony Schinck
Andrew Sculley
Lauren Sculley
Pat Shaw
Aaron Skinner
Aaron Skinner
Jamie Sleep
Tracey Sleet
Nichola Sleight
Nicola Sleight
Janet Smith
Kassy Stabb
Helen Stephens
Wendy Sturgess
Prof. Gabriele Suder

Brian Taylor
Cr Ben Taylor
Michael Taylor
Nick Thurlbeck
Kristy Tippet
Melinda Toye
Darren Trigg
Leon Underwood
Claire Vrieze
Tim Walshe
Jennifer Watt
Matt Wilson
Madeleine Witham
Linda Wong
Claire Wooton
Brad Wootton
David Wright
Katie Wright
Jase Yean
Yvonne Zhou







www.commerceballarat.com.au

Follow us on

