



# EVALUATION REPORT

# RESILIENCE & INNOVATION

# Grampians Project

## OVERVIEW

The Resilience and Innovation Grampians Project was facilitated by Commerce Ballarat and provided development opportunities to businesses located in the Ballarat, West Wimmera, Horsham, Ararat, Northern Grampians, Hepburn, Pyrenees, Moorabool, Golden Plains, Yarriambiack and Hindmarsh regions.

The programs objectives were to inspire innovation, build confidence, improve e-commerce and digital marketing and support business through their COVID recovery.

# PROJECT DELIVERABLES

## **RETHINKING BUSINESS IN A COVID WORLD WORKSHOPS**

Churchill said, "never waste a crisis" these thought-provoking sessions help all that attend to RE THINK their current business mindset, toolset, skill set and culture so as to navigate the covid world successfully. This interactive workshop is beyond just being 'agile' or requiring you to 'pivot' it's about understanding how to scale your business today, the tools and techniques you will need and some of the basics of business we cannot forget if we want success. Customers and consumerism is being re shaped as a result of the pandemic, how will you create lifetime customer value and growth? the answers might just be at this session.

## **INNOVATION IN BUSINESS WORKSHOPS**

How do you make positive difference to the business world and beyond? This will be an introduction to the Sustainable Development Goals and how to incorporate these into your world. Workshops delivered by Federation Business School.

## **READY SET GROW PROGRAM**

RunwayHQ's business growth program is designed for business leaders to learn and apply the skills needed to test and validate an idea to grow their business. Runway programs are practical and hands-on, building the capability to create impact quickly by applying expert knowledge and new skills to real-world business challenges and opportunities.

RunwayHQ's business growth program consists of three key stages Ready, Set and Grow that build on each other sequentially to de-risk the investment required by business to identify, plan for, and activate new growth opportunities.

## **BE MORE DIGITAL PROGRAM**

Be More Digital is a team of local digital specialists assisting businesses during their COVID recovery. The team of specialist will assist eligible businesses with mentoring in digital marketing and strategy implementation, e-commerce, web development and SEO. This service is being provided to approved business operators heavily impacted by the effects of COVID. Businesses will be eligible for 3 hours of free mentoring. Local providers are paid at an agreed hourly rate for their mentoring services.

## **LOCAL LEGENDS VIDEO SERIES & GRAMPIANS BUSINESS FILM FESTIVAL**

A videographer will record one story of innovation and resilience from each region. These stories will be shown at a collective Gala event in Ballarat where we will invite the businesses, teams, and other stakeholders to attend the 'Grampians Business Film Festival'.

The night will be a chance to celebrate our businesses and give share positive stories with our community. A panel of Judges and the audience will be given the chance to vote and choose a winner who will share is \$5k to invest in future innovation of their businesses.

## **BUSINESS DAY OUT**

As part of its role in providing a united voice, strong, reliable leadership and advocacy for Ballarat business, Commerce Ballarat is proud of Business Day Out.

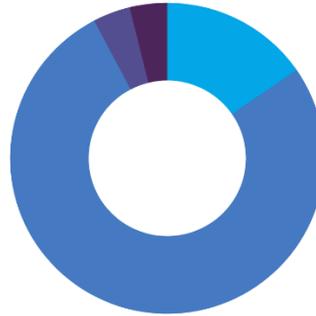
Through this conference Commerce Ballarat aims to foster and promote excellence, innovation and growth within the business community.

# PROJECT PARTICIPANTS OVERVIEW

Note: This data is only inclusive of those that completed our post event survey

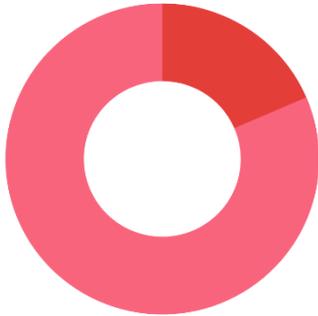
## HOW MANY FULL TIME EMPLOYEES AT THEIR ORGANISATION

**Sole Trader** 15.38%  
**1-4** 76.92%  
**5-20** 3.85%  
**21+** 3.85%



## PARTICIPANTS GENDER

**Male** 18.52% **Female** 81.48%

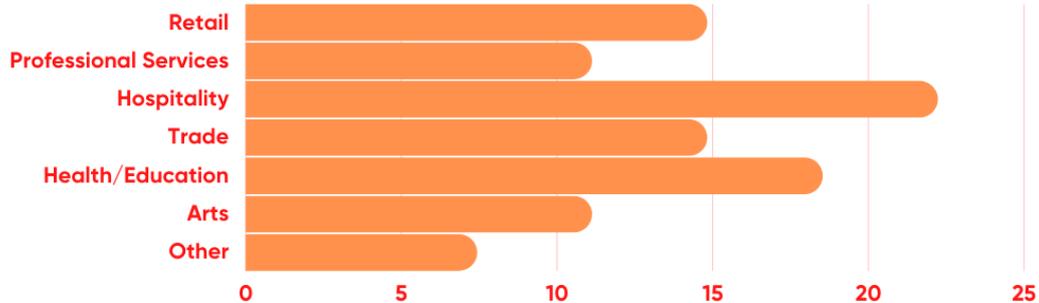


## PARTICIPANTS AGE

**16-30** 7.41% **30-45** 33.33% **45+** 59.26%



## WHAT SECTOR THEY REPRESENT



## WHERE THEY ARE LOCATED



# RETHINKING BUSINESS IN A COVID WORLD WORKSHOPS

Churchill said, "never waste a crisis" This thought-provoking session helped all that attended to RETHINK their current business mindset, toolset, skill set and culture to navigate the covid world successfully. This interactive workshop is beyond just being 'agile' or requiring you to 'pivot' this is about understanding how to scale your business today, the tools and techniques needed and some of the basics of business we cannot forget if we want success. Customers and consumerism are being re shaped because of the pandemic, this session focusses on how to create lifetime customer value and growth.

## PARTICIPANTS GAIN

A simple 2022 Business Roadmap focusing on Vision, Growth, People and Capability which will allow them to begin a process to business success. Be prepared to be challenged on your current thinking and open to insights that will offer an introduction to current trends and allow you to prepare actionable plans to implement going forward.

## ABOUT THE FACILITATOR

**Mike Boyle, SALES SHIFT**

Mike Boyle owns a boutique advisory firm helping businesses, business owners and leaders grow. With a background in sales, marketing and sales leadership, Mike has built an advisory firm committed to assisting business owners and leaders to realise their full potential and achieve their goals. Mike is also a business owner of multiple companies so knows first hand what it takes to grow a business successfully.

Based in Buninyong (Ballarat) he has worked with both metropolitan and regional businesses across Australia/New Zealand for over 25 years. He consults with businesses and hosts Growth Clubs in Melbourne, Ballarat, Bathurst and Toowoomba and understands the challenges of rural businesses intimately.

While navigating his own business resets during the COVID pandemic, Mike was able to assist his clients 'get under' the COVID wave and set a firm foundation to go forward with. This workshop will allow you to take stock of your current position and assess the areas to focus on to secure continuous improvement to achieve business growth.

## WORKSHOPS

- **Ballarat** (Ballarat & Golden Plains Shires) Wed 11 May 2022, Oscars Hotel **18 Participants**
- **Nhill** (Yarriambiack and Hindmarsh Shires) Fri 13 May 2022, Nhill Learning Centre **(Cancelled due to low registrations)**
- **Horsham** (West Wimmera & Horsham Shires) Tue 31 May 2022, Horsham RSL **8 Participants**
- **Ararat** (Pyrenees, Northern Grampians & Ararat Shires) Wed 1 June 2022, Ararat RSL **12 Participants**
- **Ballan** (Moorabool & Hepburn Shires) - Thur 14 July 2022, Ballan Mechanics Institute **5 Booked (8/6)**

## MARKETING

### Print Media

- Ararat Advertiser 6/5, 13/5, 20/05
- Wimmera Mail-Times 18/02, 25/02, 04/03, 07/03, 15/04, 24/04, 29/04
- Nhill Free Press 27/4, 4/5
- Ballarat Times 28/4, 5/5
- The Weekly Advertiser (Horsham) 11/5, 18/5
- The Moorabool News (Ballan) 14/6, 28/6 & 5/7

### Social Media

Facebook and Instagram posts for each individual workshop that were advertised to the below regions.

- Ballarat (Ballarat & Golden Plains Shires)
- Nhill (Yarriambiack and Hindmarsh Shires)
- Horsham (West Wimmera & Horsham Shires)
- Ararat (Pyrenees, Northern Grampians & Ararat Shires)
- Ballan (Moorabool & Hepburn Shires)

### Radio

- 3WM & Mixx Horsham 3-10th March 54 x 30 sec radio commercials +a 90 sec interview
- 3WM & Mixx Horsham 30s BMAD Start Date 27/04/2022 End Date 30/04/2022
- 3WM & Mixx FM Horsham May 9 – 23
- Radio Nhill 27/04/2022 End Date 30/04/2022

### Local Business / Councils Comms

- Marketing material sent to all local chambers/councils for distribution

## FEEDBACK

“The presenter was clear, concise, and easy to understand. He provided us with practical tools we could apply to our business. He also talked us through their use and gave us examples for guidance.”

“Such an enjoyable way to learn, Mike made the day so interesting and not complicated.”

“Very informative engaging it was good to be actively participating rather than just sitting and listening for improvement technical issues, the slides were hard to see, venue issue.”

“Mike Boyle was fantastic and someone whom I hope to maintain contact within the future”

**83.33% OF SURVEY RESPONDENTS SAID THIS SESSION WAS 'BETTER THAN EXPECTED'**



# INNOVATION IN BUSINESS WORKSHOP

Twenty first century business leaders need to be flexible, knowledgeable and be able to inspire people to think creatively and critically about the myriad of problems that confront them daily. This short course provides participants with knowledge and tools to become constructive and reflective agents of change.

## PARTICIPANTS GAIN

- Generate alternative ideas, practices, and solutions that are unique and effective,
- Explore ways to confront complex, messy, ambiguous problems, make new connections, and see how things could be otherwise
- Gain practical skills to facilitate creativity and enhance innovation
- Learn how to work effectively with and in teams to solve problems, produce creative outcomes and design solutions in business and other contexts
- Encourage participants to identify and overcome barriers to creativity and innovation in their businesses
- Understand what elements foster a creative culture and what distinguishes creative organisations.

## ABOUT THE FACILITATORS

### Dr Helen Weadon

Helen has had extensive experience as an educator and leader in the education field. Helen is currently the Associate Dean Teaching Quality in Federation Business School where she has lectured in Human Centred Design, Business Communications, Principles of Responsible Business Education and the role of Business Schools in preparing ethical leaders for the future. She is on the Executive Committee for Learning and teaching for the Australian Business Deans Council. Helen teaches in the MBA program and has supervised students in Industry projects spanning many sectors.

### Dr Shelley Bowen

Shelley is a founder and CEO of Health Futures Australia, a not-for-profit health promotion charity based in central Victoria, with a vision of building a healthier Australia. She has worked at state, national and international levels. Her previous role was the Senior Public Health Advisor for the Victorian government, where she led the redesign of preventive health in Victoria. Awarded recognition as one of Australia's most influential women in 2014 Shelley's preventive health entrepreneurship has led to a focus on working to create a new social market for health and wellbeing outcomes in Australia through the design of transformative policy, practice and social change processes. In February 2020 she graduated from Stanford Business School Executive Program in Social Entrepreneurship, gaining valuable insight to social innovation, entrepreneurship, and enterprise.

## WORKSHOPS

- **Online** (Available to all regions) Wed 17 November 2021, Zoom **10 Participants**
- **Ballarat** (Ballarat & Golden Plains Shires) Wed 16 February 2022, Oscars Hotel **13 Participants**
- **Ararat** (Pyrenees, Northern Grampians & Ararat Shires) Wed 6 April 2022, Ararat RSL **6 Participants**
- **Horsham** (West Wimmera & Horsham Shires) Wed 15 June 2022, Horsham RSL **11 Booked (8/6)**

## MARKETING

### Print Media

- Ararat Advertiser 4/3, 11/3, 18/3
- The Ararat Advocate 25/3, 31/3, 1/4
- Wimmera Mail-Times 27/5
- Ballarat Times 3/2

### Social Media

Facebook and Instagram posts for each individual workshop that were advertised to the below regions.

### Radio

- Radio Ballarat 27/01/2022 - 10/02/2022 90 x 30sec adverts

### Local Business / Councils Comms

- Marketing material sent to all local chambers/councils for distribution

## FEEDBACK

“Knowledgeable and interesting presenters, nice small class size, good opportunity for networking, practical tips that can be easily applied. I am glad I attended and would recommend to others.”

“Very, very helpful and teachers are extremely supported and even if I speak different language, they make sure I understand.”

“Really enjoyed the workshop and am able to take back learnings and put into practice straight away. Would've been nice to have a little more time to chat/network with other participants.”

“Appreciate that the workshop and presenters came to Ararat.”

**100% OF SURVEY RESPONDENTS AGREED OR STRONGLY AGREED THAT THE PROGRAM 'HELPED THEM GAIN ADDITIONAL SKILLS & KNOWLEDGE'**



Marketing Example:  
½ Page Advert in  
Ballarat Times



RunwayHQ's business growth program is designed for business leaders to learn and apply the skills needed to test and validate an idea to grow their business. Runway programs are practical and hands-on, building the capability to create impact quickly by applying expert knowledge and new skills to real-world business challenges and opportunities.

RunwayHQ's business growth program consists of three key stages that build on each other sequentially to de-risk the investment required by business to identify, plan for, and activate new growth opportunities...

## **READY**

Ready is the first stage of the growth program series focusing on evaluation and ideation to support business growth. This practical program will enable participants to evaluate gaps and opportunities in their business. Participants will start with a business health check using Runway's diagnostic tool and then apply design thinking to explore new problems and solutions to respond to changes in the external environment. The READY commitment: 5 x 2 hour LIVE zoom sessions.

### **READY PARTICIPATION**

Delivered Get READY to cohort 1 starting 7 Feb with 5 participants who registered. One had to pull out due to illness, but she joined cohort 2.

Delivered Get READY to cohort 2 starting 21 March with 12 participants who registered. But attendance was patchy with only half who completed the course.

## **SET**

Set will test and validate new growth opportunities identified in the READY program. Participants will determine the best growth strategy to support their findings, create test plans and build a new business model in order to diminish risk and validate opportunities. This program will put participants through the paces and gather real data from real customers to make informed decisions. The SET commitment: 3 x 2 hour LIVE zoom sessions.

### **SET PARTICIPATION**

Delivered Get SET starting 20 April with 4 participants registered.

## **GROW**

Grow supports participants to execute their validated growth strategy into the marketplace. This program meets twice per week for regular accountability check-ins to keep participants on track and masterclasses delivered by industry experts. Runway's masterclass series covers the essentials to launching a business growth strategy, including customer acquisition, marketing, and product solution design. Runway will provide the expertise,

accountability and motivation to successfully execute your growth plans. The GROW commitment: 8 x 1 hour LIVE zoom group sessions PLUS 8 x 1 hour 1-on-1 sessions.

## GROW PARTICIPATION

GROW is now in progress which started on 4 May and will conclude on the 22 June. We have progressed two of the businesses through to GROW.

With the current GROW course, there was a conflict between two of the business. Therefore, what we've ended up doing is delivering two GROW courses where each business has their own dedicated facilitator and coach. So, they are well and truly getting a high impact and personalised course.

The two business that have progressed onto GROW are:

- Choosing Harmony
- Bobbi Cook Behavior Management

## MARKETING

### Print Media

- Ararat Advertiser 26/11/202, 3/12/2021
- Stawell Times News 26/11/2021, 3/12/2021
- Wimmera Mail-Times 24/11/2021, 26/11/2021, 1/12/2021, 3/12/2021

### Social Media

- Facebook and Instagram advertisements for the entire Grampians region.

### Radio

- Ace Radio (Horsham) 80 x 30-second radio 29/11/2021 -3/12/2021

### Local Business / Councils Comms

- Marketing material sent to all local chambers/councils for distribution

## FEEDBACK

We can't speak highly enough of the opportunity presented to us by Runway to be part of the ready, set, grow program with Nichola and Mark. It has provided us with many useful tools for examining our current position and direction of our new business as well as tools to examine the viability of potential future directions for us to head in. It has provided us with strategic insight backed up by real world examples. Would highly recommend it for anyone developing a business to make the most of.





The Be More Digital program assists businesses in the Grampians region during their COVID recovery. A team of local digital specialists across the region will provide eligible businesses with mentoring in digital marketing and strategy implementation, e-commerce, web development and SEO.

Businesses are eligible for 3 hours free consultation with a local provider. Digital providers from each region were given the opportunity to take part in the program. Not only did this provide digital mentoring for businesses severely impacted by COVID-19 but also work for the providers who participated from across the region.

## PROVIDERS

- [Aubrey + Areegra](#) (Servicing: West Wimmera, Horsham, Yarriambiack, Hindmarsh)
- [Designscope](#) (Servicing: All areas)
- Gasoline Media (Servicing: All areas)
- [Genesis Fx](#) (Servicing: Hepburn, Moorabool, Golden Plains)
- [High-Profit Media](#) (Servicing: All areas)
- [JRM Social](#) (Servicing: All areas)
- [Mulcahy & Co Marketing](#) (Servicing: All areas)
- [Pierce & Co.](#) (Servicing: All areas)
- Regional Rising (Servicing: All areas)
- [Seamer Design](#) (Servicing: All areas)
- [Stoke Design Co](#) (Servicing: Ballarat, Ararat, Pyrenees, Hepburn, Moorabool, Golden Plains)
- [Studio 8](#) (Servicing: All areas)

## MARKETING

- ACM Digital Campaign (50,000 impressions) 4 week campaign across Facebook, Instagram, [www.mailtimes.com.au](http://www.mailtimes.com.au) and all other websites where ads are accepted.
- The WIN Network Advertising
- Social boost 11 Feb (14 days)
- Social boost 27 Apr (7 days)
- Email campaigns to all regions



## PARTICIPATION

54 businesses took up be more digital mentoring totaling 176 hours.

AFRO - HAIR BY NATACHA  
Akasha Wellness  
Andy Smith Photographic  
Anthony Verity  
Ballan Bowling Club  
Ballan Builders  
Ballan Local Butcher TA Zammit Retail  
Ballarat Cystic Fibrosis Inc  
Ballarat Turf Club  
Barney's Bar & Bistro  
BCMA  
Brockman-Munn  
Bueno Design  
Chepstowe Vineyard  
Crossroads Trading  
Eau Verte Café  
Eureka Osteo/OASIS Pilates  
Explore the Mallee

Fabulous Flower Co  
Flying Chillies  
Grampians First Aid  
Grampians Pioneer Cottages  
Grampians Wine Tours  
Grantus  
GroundUp Coffee Recyclers  
Haddon Community Learning Centre  
Hairway to Heaven  
Horse Shepherd Equine Sanctuary  
Inspiring Potential Life  
Kerry's Healing Crystals  
Leading Edge Real Estate Pty Ltd  
Lilac Moon Tai Chi School  
Live Young Love Life  
Lou Callow  
Macarthur Street Primary School  
Market Hotel Pty Ltd

McFall Real Estate  
McLaren Marbeling  
Nicola Cerini  
Past Time Genealogy Pavilion  
Management and Consulting  
Pentland Hills Landcare Group Inc  
Plum tuckeded Inn  
Re-Vitalise Physiotherapy  
Rupanyup Living  
SMS Integration  
The Bookkeeping Nerd  
The Pancake Kitchen  
THE PLOUGH @ MYRNIONG  
The Safety Nerd  
The Seahorse Cottage Well Being Centre  
The Strength Evolution  
Tor Roxburgh  
WHAT KNOTS Pty Ltd

## FEEDBACK

"Greatly appreciate the skills and knowledge plus confidence I gained."

"Being a not-for-profit business this program provided us an extremely valuable opportunity to afford to consult with a professional to upgrade our website. We are very appreciative of this support, thank you."

"Very positive experience. I encouraged a neighbour to utilise the program, of which she has with much success. Thank you"

"Very grateful for the opportunity to get to know someone without the pressure of expensive quotes right from the start"

**100% OF PARTICIPANTS EXPECTATIONS  
WERE MET OR EXCEEDED**



# Local Legends Video Series & Grampians Business Film Festival

A videographer recorded one story of innovation and resilience from each region, local councils and business groups nominated a business to feature for their region. These stories were shown at the Grampians Business Film Festival event in Ballarat at the Regent Cinema on June 2 where the businesses, teams, and other stakeholders attended.

The night was a chance to celebrate our businesses and give share positive stories with our community. A panel of Judges and the audience were given the chance to vote and choose the winners who will shared in \$5k prizes for them to use to invest in future innovation.

All businesses were supplied their vision post event to distribute through their channels and use for future promotion.

## FEATURED BUSINESSES

### Ararat

Acacia Caravan Park

### Hepburn

Beppe Bar & Kitchen

### Hindmarsh

Dimboola Imaginarium (*JUDGES CHOICE WINNER*)

### Horsham

Bonnie & Clydes Pizzeria

### Moorabool

The Local Taproom

### Pyrenees

Cave Hill Creek (*AUDIENCE VOTE WINNER*)

### Yarriambiack

Rupanyup Living

### West Wimmera

Beetanicals

### Northern Grampians

Absolute Outdoors

### Ballarat

Formosa Gardens Nursery

### Golden Plains

WesEggs

## JUDGES

### Linda Wong

Managing Director,  
Runway

### Assoc. Prof. Sam Henson

Heads of Campus (Ballarat),  
Federation University Australia

### Mike Boyle

CEO & Sales Scientist,  
Sales Shift

WATCH THE VISION CAPTURED ACROSS THE REGION &  
GRAMPIANS BUSINESS FILM FESTIVAL...



# Business DAY OUT

As part of its role in providing a united voice, strong, reliable leadership and advocacy for Ballarat business, Commerce Ballarat is proud of Business Day Out.

Through this conference Commerce Ballarat aims to foster and promote excellence, innovation and growth within the business community.

## OVERVIEW

- The 10th annual Business Day Out was held at the Mercure Ballarat Hotel and Convention Centre on Wednesday 25 May 2022
- 139 people attended Business Day Out 2022
- All attendees were given the opportunity to provide feedback post event via an online survey

The afternoon featured keynote speakers Carolyn Creswell founder of Carman's Kitchen, Abdullahi Alim sharing his journey from a refugee to the WA Young Australian of the Year and a panel discussion on 'Reinventing Our Food System' with Tony Cartwright the Chief Executive Officer & Director of TUI Foods and Karen Inkster a Farmer at Wallup.

## MARKETING

### Online

- Web page which included embedded YouTube Videos from speakers
- Social Media – Facebook, Twitter, Instagram & LinkedIn
- Business Weekly Newsletter
- Digital marketing pack sent to Councils state-wide

### Social Media

Twitter, Facebook, Instagram and LinkedIn were used to promote all aspects of Business Day Out 2022 pre, during & post event. A variety of posts were used for promotion including; images, quotes from previous attendees, videos from speakers, promotional adverts, many of these were boosted to help reach the wider Ballarat region and surrounding regional towns. The hashtag for 2022 was **#BallBDO2022** it allowed for attendees, presenters, sponsors and us to share content prior, during and after the event.

### Examples of attendees getting involved and using the #BallBDO2022

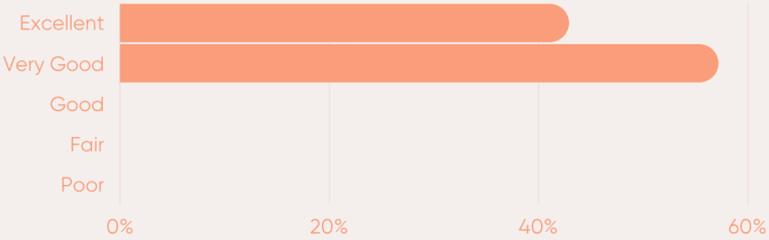




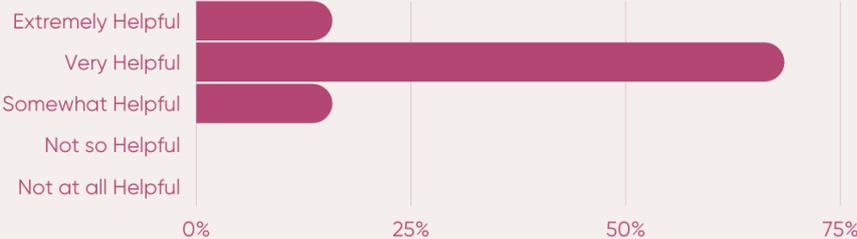
*"Best BDO for years! Well done!!!!"*

**Feedback**

Overall, how would you rate Commerce Ballarat's Business Day Out?

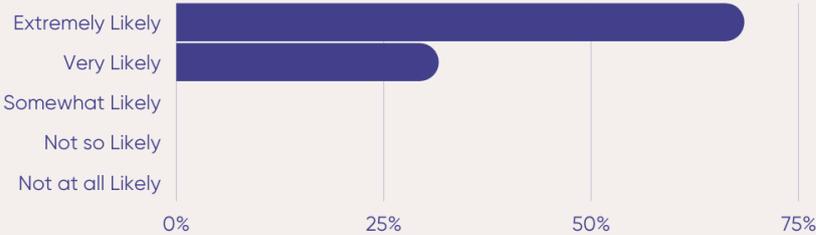


How relevant was the content presented at Business Day Out?



*"The two individual speakers were great, covering broad topics and I think 've taken away valuable insights from both."*

How likely are you to attend the event again in the future?



*"Carolyn Cresswell and Abdullahi Alim were both excellent - can't pick a favourite between the two!"*

As a bonus to the usual Business Day Out program guest speaker Abdullahi Alim also shared his incredible journey with students from across the city.

**OVERVIEW**

- Held at Her Majesty's Theater Ballarat on Wednesday 25 May 2022
- 12 Schools attended: Mt Clear College, Loreto College, Ballarat High School, Woodmans Hill Secondary College, Ballarat Clarendon College, Phoenix P-12 Community College, Mt Rowan, Grammar, HighlandsLLEN YAB, St Patrick's College, Federation College and Beaufort Secondary College.
- With a total of 300+ students





# RESILIENCE & INNOVATION Grampians Project

