



1: Relationships and Partnerships

Recognise this as the foundation of our core business

- Maintain and sustain key relationships and partnerships
- Identify and develop new partnerships
- Be aware of what other organisations are doing (combine / learn / collaborate / with and from them)
- Develop and maintain relationships between Board members; and between Board members and Commerce Ballarat team
- Increase formal recognition for partners

2: Leadership and Advocacy

Provide guidance and a voice for business

- Be informed on relevant business issues
- Represent business community on relevant issues
- Proactive in issuing media releases to public
- Promote / support professional development

3: Membership and Sponsorship

Maintain and grow membership and sponsorship base

- Leverage relationships
- Create value proposition and promote member benefits
- Create sales pipeline and sell opportunities
- Quantify targets for sponsorship and members
- Explore incentive options
- Explore retention strategies to protect our base
- Create culture of "must belong"
- Target all industry sectors

4: Opportunities and emerging issues

Identify emerging trends and issues to remain the relevant resource for the business community

- Scan multiple data and stakeholder sources to identify trends
- Timely and proactive communication and distribution of information to Board and staff
- Organisation has a culture that embraces change

5: Business Development Opportunities

Deliver relevant education and networking

- Review and evaluate current business development opportunities, education and networking programs
- Gather data on market and membership to identify opportunities and needs
- Explore new opportunities for business development
- Budgeting and scoping
- Increase member engagement

6: Governance

Manage our Organisation

- Assess viability of a voluntary professional chair person
- Continue professional development of staff and Board members
- Develop, retain and recruit at Board level
- Monitor and assess appropriate support for CEO and team and continue to develop capacity within team to support retention strategy
- OHS and Compliance monthly agenda item Continual policy review

7: Financial Sustainability

Utilise sound practices and approaches to achieve financial independence

- Ensure viability and success for each event undertaken
- Explore new funding opportunities
- Review membership fees annually
- Maintain monthly financial reporting and analysis
- Ongoing budget process
- Continue to maintain financial reserves

VISION

To be the number one relevant resource for business.

MISSION

To provide strong, reliable leadership and advocacy on matters relevant to business in greater Ballarat.

PURPOSE OF COMMERCE BALLARAT

Bettering business in greater Ballarat by:

- Promoting business activities
- Providing leadership and advocacy
- Liaising with all levels of Government to advance business
- Facilitating knowledge and skills development for business

Business Mentoring Program

Participants from 2014, 2015, 2016 & 2017

12 THE COURIER Saturday November 25, 2017

NEWS

thecourier.com.au

Business in beards grows

BY VICTORIA
STONE-MEADOWS

COMMERCE Ballarat is taking applications for their 2018 mentoring program that pairs new business owners with experienced business mentors.

Brayden Dorney, 26, started producing and selling Barber's Choice men's grooming products about four years ago and was a part of the 2017 program.

He said the program had been invaluable.

"There was a lot going on and at first I was just selling it to my bearded mates and I had absolutely no idea what to do from there," he said.

"I saw the poster looking for people for the program when I was looking at transitioning from sole trader to a proprietary limited company and I was having a bit of freak out so it was good timing."

"I sent Jodie from Commerce Ballarat a message and said I wanted to apply and two weeks later she said I had been accepted and she sat my down and matched me up with someone who could help."



SHARED KNOWLEDGE: Vicki Colman and Brayden Dorney have learned a lot from each other through the Commerce Ballarat mentoring program. Picture: Victoria Stone-Meadows.

Mr Dorney was matched with Vicki Colman, 54, who has years of experience in running businesses.

"I have worked in retail for a long time, in fact my family have owned and run Mitre

10 stores in Ballarat for 120 years," she said.

"I have worked in small and large business from my IT background with IBM to Dad's butcher shop; I have been in training roles,

implementing services and mentoring all kinds.

"This means I can share skills and experiences and I can send Brayden in the right direction."

For the last 10 months,

Ms Colman and Mr Dorney have been able to grow the Barber's Choice brand and learn new things from each other.

Ms Colman said she has found working with Mr Dor-

ney very rewarding and has enjoyed sharing her experience with him.

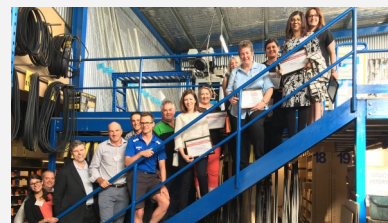
"I have been very much a soundboard for Brayden; he can ask me questions and show me things, we've discussed ways we can grow and work in line with marketing and basic business strategy," she said.

"I have given him guidance on price points and what makes his product different; I have challenged him to think about price and the where and why of his products."

Mr Dorney will be launching new products next month and said he would not have been able to grow his business the same way without the mentoring program.

"I think it's been great, it's hard when starting a new business to know where to find people to help support you," he said.

Those interested in applying for the 2018 mentor program can send a one-page letter to Commerce Ballarat stating how their business could benefit from this program to jodie@commerceballarat.com.au



"Simplex Insurance Solutions was established in Ballarat in 2005, with the assistance of Commerce Ballarat we have been able to grow our business to a point where we have over 1200 clients both local and interstate.

Commerce Ballarat has assisted us with networking events such as After Five where we can meet other professional business people who can assist us in our growth with their services and in turn may also wish to utilise the services that Simplex has to offer too. The Commerce Ballarat Race day is a great networking event where we normally have a table and bring some of our clients along to a fun day and it provides our clients with an opportunity to network too. Commerce Ballarat also has relevant business courses, such as the Savvy Social Media course last year which for an old dinosaur like me, it helped me feel more comfortable in the Social Media market place. I find Commerce Ballarat is great value for money and has assisted my company to be the success that it is today." **Kay Jackson - Simplex Insurance Solutions**

"I believe strongly in supporting CB as local businesses should be supporting each other so as to retain as much business in Ballarat as possible. Being a member of CB can ensure that this is possible. The more members the stronger CB becomes and in turn the stronger Ballarat businesses become in difficult economic circumstance as we are all facing now." **Wayne Krause - Nextra Wendouree**

"It has been invaluable to me, to have expert folk to talk to about my business, its direction and how to go forward. The support and information has been a great guide and has provided some fabulous opportunities." **Alison Shirley, Body Brilliance Pilates**



"Ballarat Mailworks is a family business that was established in October 2009 and immediately joined Commerce Ballarat. Without the initial support and guidance of Commerce, we would not now have a successful and viable business. Their ongoing support and communication to us is excellent and we thoroughly recommend any business new or old to become a member." **Neil McLeod, Director - Ballarat Mailworks**



For joining us in the fun of Pancake Day while raising funds and awareness for homelessness

Commerce Ballarat



Carolyn Barrie
Carolyn Barrie
Chief Executive Officer

17/2/2016
Date

Commerce Ballarat have participated in the Uniting Ballarat Pancake Day from 2016—2018



4 THE COURIER Friday February 16, 2018

NEWS

Tax cut helps businesses in Ballarat

BY VICTORIA
STONE-MEADOWS

BUSINESSES in regional Victoria have been benefiting from a reduced payroll tax rate since it was slashed from 4.85 per cent to 3.65 per cent in July last year.

Commerce Ballarat Chair David Wright said Ballarat Businesses said the cuts to the payroll tax has been a boon for Ballarat businesses.

"The threshold for payroll tax is \$625,000 per year so it applies to serious businesses with a decent or average employment number," he said.

"From a Commerce Ballarat perspective, the government has cut payroll tax two years in a row to help businesses and jobs and we think it's a tremendous support.

"Anything to assist with the extra impost in running

a small business I'm sure is greatly appreciated by many businesses in Ballarat."

Mr Wright said the feedback Commerce Ballarat had received from local businesses about the tax cut has been overwhelmingly positive.

"It's also reducing those roadblocks to allow business to grow and that's the best thing out of it," he said.

"Any measure that cuts red tape and means less red tape to deal with is better and this is seen by many businesses throughout Ballarat as an assistance not a hindrance."

The tax-free threshold will increase to \$650,000 on 1 July 2018 and Mr Wright said more small to medium businesses in Ballarat will be exempt from payroll tax.

"It'll take in a bigger cross section of businesses to assist or fully negate the impost

of payroll tax," he said.

"It will make it easier for them to pay employees decent wages and we think that's absolutely fantastic."

Figures from the State Revenue Office show 2,160 regional businesses per month received the cuts between July and December 2017.

Victorian Treasurer Tim Pallas said the cuts to the payroll tax rate has allowed businesses to increase their operations in regional areas where it's needed most.

"Our reduction of the payroll tax rate has allowed more than 2,000 regional businesses to expand their operations and take on new employees."

"We're ensuring that every part of our state can prosper and that regional Victorians in particular can reap the benefits of our economic success."

BUSINESS EXCELLENCE AWARDS 2017



Federation Business School and Commerce Ballarat wish to congratulate all FINALISTS in the 2017 Federation Business School Commerce Ballarat Business Excellence Awards

Central Highlands Water

Trade Business Award

Advanced Cabinetry
G.J. Gardner Homes Ballarat
Pipe Pro Directional Drilling

CGU Insurance

Community and Government

Award

Ballarat Community Health
Ballarat Neighbourhood Centre
Uniting Ballarat

City of Ballarat

Restaurants, Cafes and Pubs

Business Award

Carboni's Italian Kitchen
Hop Temple
Griffin Burger

Commerce Ballarat

Creative Industries Business

Award
Hstudios
MAKE Art School
Overwrought Sculpture Garden & Gallery

Federation Business School

Innovation Award

Ballarat Community Health
Dearly Plaques & Memorials
Pipe Pro Directional Drilling

GMHBA

Health and Wellbeing

Business Award

Ballarat Veterinary Practice
St John of God Ballarat Hospital
UFS Dispensaries

Harwood Andrews

Franchise/Buying Group

Business Award

Boost Juice Ballarat
RAMS Home Loan Centre Ballarat
The Athlete's Foot Ballarat

Mercure Ballarat Hotel and

Convention Centre

Professional Service Business

Award

Adroit Insurance Group
Sharp Accounting
Telstra Business Centre Plus IT

Loreto College

E-Commerce and Online Award

Grove Cycles & Bike Rack Café
Stems Flower Market
The Provincial Hotel

Power FM

Small Business Award

Central Victorian Investments
Raceline Motorcycles
The Scape Artist

Regional Development Australia -

Grampians

Paddock to Plate Business Award

Backyard Beekeeping Ballarat
Black Cat Truffles
Salt Kitchen Charcuterie

Stockland Wendouree

Retail Business Award

Boost Juice Ballarat
Sinclair Meats
Specsavers Optometrists Ballarat & Wendouree

Commerce Ballarat

Manufacturing Award

Advanced Cabinetry
Albins Performance Transmissions
Ceramet

The Courier

New and Emerging Business

Award

Clarke Clean
East India Trading Company
The Yacht Club

The WIN Network

Customer Service Award

Adroit Insurance Group
Oak Tree Ballarat Dental
Sovereign Press

Visit Ballarat

Special Events and Attractions

Business Award

Creswick Woollen Mills
Regional Touring
Museum of Australian Democracy at Eureka

Winners will be announced at a gala presentation dinner to be held at Mercure Ballarat Hotel and Convention Centre on Thursday, 24 August.



EVENT REGISTRATIONS OPEN

REGISTRATIONS CLOSE 23 MAY, 2018



Craig Hutchison
Redefining Sports Broadcasting



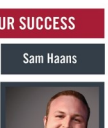
Dr Amantha Imber
Innovation Survivor



Georgia Beattie
The Future of Work



Miyo Fallshaw



Sam Haans

SECRETS OF OUR SUCCESS

WEDNESDAY 30 MAY, 2018

MERCURE BALLARAT HOTEL & CONVENTION CENTRE

Register Online at www.commerceballarat.com.au

b2b

business to ballarat

Ballarat! This Christmas you can be part of the movement!

When you're thinking about your Christmas shopping list, think b2b Business to Ballarat! Because every dollar you spend in Ballarat supports our economy, our families and our future! So make it a b2b Christmas and give your Business to Ballarat!

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