

# Chamber Chatter



**Beechworth & District**  
Chamber of Commerce & Industry Inc  
Represent | Support | Promote | Act

Chamber Update August 2011

## This month:

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- 13 ways to combat declining
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Beechworth & District Chamber  
of Commerce & Industry Inc.  
P O Box 172  
Beechworth Vic 3747

## New Committee of Management

More than 30 people attended the 2011 AGM and enjoyed an evening of networking and great food at the Green Shed.

The following committee was elected:

President	<b>Jason Dawson</b> (Beechworth Squash & Fitness)
1 <sup>st</sup> Vice President	<b>Darren Carr</b> (Beechworth Home Hardware)
2nd Vice President	<b>Jodie Goldsworthy</b> (Beechworth Honey)
Secretary	<b>Sue Humphris</b> (Lake Sambell Caravan Park) & <b>Tracy McVea</b> (Beechworth Newsexpress)
Treasurer	<b>Kristy Howard</b> (Inspiring Excellence)
Committee members	<b>Fiona Larkings</b> (www.art Design Services) <b>Bill Bell</b> (Golden Heritage Motor Inn) <b>Karen Nankervis</b> (My Beechworth Secretary) <b>Jamie Boatwood</b> (Indigo Shire) <b>Rob Holden</b> (Beechworth Bakery)
Public Officer	<b>Nick Henry</b> (The Ardent Alpaca)

Subcommittees are being formed for membership, finance, policies, communication and events. It is also hoped to form industry specific groups. Anyone interested in being part of these groups please email [contact@beechworthchamber.com.au](mailto:contact@beechworthchamber.com.au)

Members of the newly formed Yackandandah Chamber of Commerce were also in attendance at the AGM and we look forward to working with them as they develop their strategies.



**Beechworth & District**  
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Chamber members are welcome to use the chamber logo on their website and marketing material to show their collaboration. Please contact the secretary for the correct format which must be maintained, plus a link to the chamber website.

Keep up to date with what's happening  
in your chamber - find us on Facebook -  
connect with us on LinkedIn



# Thirteen ways to combat declining sales

This was posted recently in a newsagency Blog, of which Mark Fletcher is the Author. Whilst it is a newsagency Blog, the ideas are relevant to all Retailers and are simple enough to put in place immediately - thanks to Vaughan Lawrence, newsXpress Beechworth, for passing this on.

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As the latest newsagent sales benchmark study indicates, newsagents experienced a difficult Christmas and fourth quarter of 2011. While we each need to reflect the current conditions - economic challenges and structural changes - in our own business plans, there are steps we can take immediately to improve sales.

Here are thirteen simple and low cost steps newsagents can take to arrest declining sales or improve sales if they are not experiencing declining sales:

1. **Rebuild your sales counter.** De clutter. Think about every item you put on the counter and behind the counter. Have a plan for moving the items around. Look at your counter from the customer's perspective. Ensure that you are showing customers on the counter and behind the customers - especially at eye level - what you want them to buy.

2. **De clutter your shop floor and shelves.** Walk through the store from a shopper's perspective. Make paths easy to navigate. Make what you want to sell obvious. Newsagents are great at buying (or being sold) stock and lousy at selling. Less can be more. Less stock on the shop floor can increase sales.

3. **Promote deals.** Between the front door and your top selling hot spots and the sales counter, ensure that you have strategically placed deals - preferably in dump bins. Promote on price and create an impression that yours is a GREAT DEAL place to show. Talk to your suppliers about end of line or other exceptional deals they may have which work with your plans.

4. **Remove all old stock.** If something is more than six months old discount it or throw it out - unless there is a very good reason it should stay.



5. **Undertake a magazine relay based on your sales data.** Build better title adjacencies. Create more more shopper friendly zones. Support better selling titles. Cull dead titles.

6. **Refresh your greeting cards.** Contact your major card supplier. Have them undertake an urgent review and develop a re-plan as a result of this review.

7. **Make business decisions.** Look at the return from each department and category in your business. Make tough business decisions based on your data. Maybe you are carrying departments or categories which do not justify the investment. be prepared to make tough decisions. Also plan for what you will place in the freed space.

8. **Use your top selling items.** Look at the top ten items in your newsagency by unit sales. Brainstorm other products you have which could be easily promoted with these. develop a plan to use your top selling items to lift sales of other items. For example, if lottery products are your top seller, what are you promoting with lottery products. yes,

*(Continued on page 3)*

# Combating declining sales- continued...

your sale people need a simple pitch. If they resist, ensure that they understand the business imperative. If you resist, sell your newsagency as you are not a hungry enough retailer.

**9. Community engagement.** Through a local area marketing campaign (talk to your marketing group for ideas) engage with local community groups and charities. Mobilise their members to promote your business. Your local connection is a key point of difference you have over national supermarkets and other businesses which may be competing with you. Create offers for community groups. Speak at their meetings. Find ways to engage and encourage their support.

**10. Use your business data.** If you have a Point of Sale system, use it. Make sure that you know what business decisions you can make from it. get your data checked and tested by your software supplier for quality. Have them tell you what decisions you could make based on your data. they should do this for free.

**11. Refresh displays.** Ensure that you promote with excellent value based displays as customers enter AND leave. Too often displays are one sided and the exit opportunity is missed.

**12. Establish new rules.** That you, the owner or manager, must approve all orders. That all staff wear uniforms and badges. That up-selling at the counter is part of the business. That all supplier reps MUST make appointments. That all supplier reps stop placing orders - use your computer system to do this. That ALL SALES are rung up through your software. No eating or drinking at the counter by staff. No mobile phones at the counter. No stool at the counter.

**Clear up your front window.** Let people see into your store. Be proud.

Share these ideas, discuss them, challenge them, add to them.

This list of ideas is by no means definitive. Consider it a starting point.

It is easy to complain that sales have dipped. Smart business people see the numbers and act. How about you? Start today.

Mark Fletcher has been helping retailers build stronger and healthier businesses for close to thirty years. This help has ranged from consulting advice to hands-on business restructuring work – for small independent retailers through to groups with between 15 and 150 stores.

Mark also owns and operates several retail businesses operating in different market niches as well as a successful online retail business.





**Womens Network Australia recently highlighted KPMG's report on Social Media.**

“There is no reason to be uniformed or inactive when it comes to social media. Last week KPMG released a report into what Australian businesses have gained from having a social media presence and the lessons they've learnt along the way.

The release of the report is well timed with the explosion of interest in social media, however many businesses are still questioning if it is worth the time and effort involved.

Interestingly the report uncovers that only 42 per cent of businesses had a social media presence, compared to 58 per cent of individuals, and that there is no hard and fast rules to the way social media is used.

The report focused on two research questions:

- What should organisations consider when starting their social media journey?
- What insights can be drawn from the experiences of early adopters?

The report recommends some key steps that can be taken by those businesses that haven't entered the world of social media and also provides lessons that can be learnt from early adopters. It's only 20 pages - so print it out, grab a highlighting pen and a coffee and become a networkology student.”

**'Social media: the voyage of discovery for business'**

<http://www.kpmg.com/AU/en/IssuesAndInsights/ArticlesPublications/Documents/social-media-the-voyage-of-discovery-for-business.pdf>



ADVANCED PERSONNEL MANAGEMENT

**To: Beechworth Chamber of Commerce members**

I am contacting you today to thank you for forwarding my email to the chamber members. I contacted you for assistance helping one of my jobseekers into 8HPW work in the Beechworth Area. In less than a week I was contacted and the student, Bree, now has 8HPW over 13 weeks paid employment. She is receiving the best support, is being rotated through a range of areas and will have gained some valuable experiences at the end of her 13 week period. This is much more that I could have ever hoped for.

Thank you to you and your members.

Regards

**Sharon Martin**  
DMS Employment Consultant

As part of her report to APM, Sharon said

“Bree will be rotating through five different areas of the Beechworth Health Service and will be supervised by Mark Weston who has 30+years experience working with people with a disability in his native America. Mark is keen to share his expertise and help Bree’s association with the Health Services.

Bree commence work 21 July 2011. Mark has reported Bree’s enthusiasm and confidence has dramatically increased in the time she has spent at Beechworth Health. Bree is a respected member of the team.

This outcome is better than anything I had hoped for. I am confident this experience will be something that may change Bree’s perceptions and help guide her to a more fulfilling long term goal.”



# Workshops and Training...

## National Industrial Relations System

### NSW IR Workshops 2011

#### Free employer workshops

Since 1 February 2011 all private sector employers have been covered by the national workplace relations system, including modern awards.

NSW Industrial Relations offers **free** workshops providing practical help to assist NSW employers with the new national system.

#### Fair Work for Accountants workshop

Accountants are the first port of call for many employers when it comes to industrial relations matters. This workshop explains the Fair Work system with particular focus on those areas that accountants need to be aware of. These include modern awards and their coverage, record-keeping requirements, transitional provision calculations, employee entitlements on transfer of business, and the role and powers of an inspector.

**WAGGA WAGGA BEC: Tuesday 20 September 2011**

**5.30pm – 7.30pm, Riverina BEC**

**66-70 Coleman Street, Wagga Wagga NSW 2650**

#### Fair Work for Small Business workshop

This workshop provides an introductory overview of the Fair Work system including the National Employment Standards (NES), modern awards and termination of employment. Learn about some of the practical resources that are available to help you navigate your obligations under the Fair Work system.

**WODONGA BEC: Wednesday 21 September 2011**

**5.30pm – 7.30pm, Murray Hume BEC**

**3 Stanley Street Wodonga VIC 3690**

**Seats are limited so register online now to attend these free workshops.**

[www.industrialrelations.nsw.gov.au](http://www.industrialrelations.nsw.gov.au)

Contact NSW Industrial Relations on (02) 9020 4612 for more information.

## FREE

### Business Start - up Workshop

Thinking of starting a new small business?  
Verify the preparations you have undertaken.  
What start-up requirements are necessary.

The Murray Hume Business Enterprise Centre will be conducting a **FREE** 3 hour workshop which provides an overview of the processes and preparations they need to undertake when considering starting a business.

**When:**

**Thursday, 1st  
September 2011**

**Time: 5.30pm-8.30pm**

**Where: 3 Stanley Street  
Wodonga VIC 3690**

**Registration essential**

**PH 02 6024 0400**

[reception@mhbec.com.au](mailto:reception@mhbec.com.au)



# Chambers in our Region



## Invitation

Women in Chamber is a sub-committee of the Albury Northside and Wodonga Chambers of Commerce

## Sharing Tools and Knowledge

Share Learn Grow

Women in Chamber invites you to attend our newly named Sharing Tools and Knowledge (STAK) event, with Guest Speaker Fiona Lawrence, Founder and Proprietor of boutique retail store, Passion Flora, in Rutherglen

Passion Flora was established in November 2003 by owner Fiona Lawrence to reflect her passion for all things floral and botanical and offers an eclectic mix of homewares, fashion and gifts.

The philosophy behind Passion Flora has always been to offer the ultimate shopping experience to their customers. Over the years, Fiona has grown the business through a focus on service excellence, understanding her market, having the appropriate product mix and placement and developing strategic alliances.

Join WIC and Fiona as we share her knowledge on developing a successful business.



**Are you in business?**

**Want to learn from others success?**

**Keen to meet this areas female leaders?**

Please join us at the Women In Chamber STAK Networking evening next week to SHARE TOOLS AND KNOWLEDGE, and network for business growth.

A great atmosphere, nibbles and drinks and lovely door prizes. We will also learn from Fiona Lawrence about her achievements that have placed her as one of this regions finest retailers. **Don't miss it – all welcome,** \$25 Chamber members and \$40 guests (includes two drinks and nibbles).

*\*\* Beechworth Chamber members can attend at members' price thanks to reciprocal membership between Beechworth and Wodonga Chambers\*\**

**When:** Wednesday 24th August  
**Where:** TAFE Space, 158 Lawrence St, Wodonga  
**Time:** 5.30-7.30pm  
**Parking:** Plenty available  
**RSVP:** [Register RSVP & pay online here](#)

**Chamber  
Member  
Benefit**

Prizes and support are kindly donated by the below businesses, please support them as we do.





## **Is the glass half full or half empty?**

The optimist says the glass is half full.

The pessimist says the glass is half empty. The project manager says the glass is twice as big as it needs to be.

The realist says the glass contains half the required amount of liquid for it to overflow.

And the cynic... wonders who drank the other half.

The school teacher says it's not about whether the glass is half empty or half full, it's whether there is something in the glass at all.

Anyway... Attitude is not about whether the glass is half full or half empty, it's about who is paying for the next round.

The professional trainer does not care if the glass is half full or half empty, he just knows that starting the discussion will give him ten minutes to figure out why his powerpoint presentation is not working.

The ground-down mother of a persistently demanding five-year-old says sweetheart it's whatever you want it to be, just please let mummy have five minutes peace and quiet.

The consultant says let's examine the question, prepare a strategy for an answer, and all for a daily rate of...

The inquisitive troublemaker wants to know what's in the glass anyhow... and wants the rest of it.

The homebuilder sees the dirty glass, washes and dries it, then puts it away in a custom oak and etched glass cabinet that he built himself using only hand tools.

The worrier frets that the remaining half will evaporate by next morning.

The fanatic thinks the glass is completely full, even though it isn't.

The entrepreneur sees the glass as undervalued by half its potential.

The computer specialist says that next year the glass capacity will double, be half the price, but cost you 50% more for me to give you the answer.

The first engineer says the glass is over-designed for the quantity of water. The second engineer says (when the half is tainted) he's glad he put the other half in a redundant glass.

The computer programmer says the glass is full-empty.

The Buddhist says don't worry, remember the glass is already broken.

The logician says that where the glass is in process of being filled then it is half full; where it is in the process of being emptied then it is half empty; and where its status in terms of being filled or emptied is unknown then the glass is one in which a boundary between liquid and gas lies exactly midway between the inside bottom and the upper rim, assuming that the glass has parallel sides and rests on a level surface, and where it does not then the liquid/gas boundary lies exactly midway between the upper and lower equal halves of the available total volume of said glass.

The scientist says a guess based on a visual cue is inaccurate, so mark the glass at the bottom of the meniscus of the content, pour the content into a bigger glass; fill the empty glass with fresh content up to the mark; add the original content back in; if the combined content overflows the lip, the glass was more than half full; if it doesn't reach the top, the glass was more than half empty; if it neither overflows nor fails to reach the top then it was either half-full or half-empty. Now what was the question again?

The Dutchman would suggest to both pay for the glass and share the content. Then tells you he will have the bottom half.

The personal coach knows that the glass goes from full to empty depending on the circumstances, and reminds the drinker that he can always fill the glass when he wishes.

The grammarian says that while the terms half-full and half-empty are colloquially acceptable the glass can technically be neither since both full and empty are absolute states and therefore are incapable of being halved or modified in any way. The auditor first checks whether the empty half is material and then designs the audit procedures to obtain sufficient evidence to conclude that the glass is indeed empty.

## Sixty Seconds with....

### ***Why did you take on your current position as Business Development Officer at the Indigo Shire?***

I love dealing with and encouraging business people to achieve their best.

### ***What jobs/businesses have you done in the past?***

Motor Mechanic by trade, retail for many years, sales rep, Business Development Benalla Council, and owned an autoBarn store.



### ***What do you love most about being in Beechworth?***

The people have a great sense of community and belonging plus I love the North East.

### ***Why are you a chamber member, what benefits do you see?***

I am part of the chamber because I see a distinct synergy between business and council leading to prosperity for the shire.

### ***Why did you join the chamber exec?***

In my role as Business Development Officer it is important that I am aware of any issues arising within our business community and being at the coal face is the best place to be.

### ***What would you like to see happen in Beechworth in the next 5 years?***

I would like to see consistent trading hours throughout the township, improved networking, communication and cross pollination between businesses.

**Favourite footy team?** Car'n the Tigers (don't care really)

**Favorite movie?** Do I have to choose one? Grand Canyon, Pulp Fiction, Moulin Rouge.

**Favorite food?** A roast always goes down a treat

**Favourite music?** Really anything accept eclectic Jazz, that's just weird.

# Beechworth Community Christmas...

Meetings are now underway for the Beechworth Community Christmas to be held over the weekend of December 11th & 12th. The vision of the weekend is to create a festive atmosphere bringing together community groups, businesses, families and individuals.

A bazaar is planned on the Saturday morning in the Anglican Church grounds, buskers in the streets singing Christmas carols, Santa roaming around, face painting, and lots more.

Businesses are currently being approached to support a book of vouchers which will be distributed in October to encourage locals to plan their Christmas shopping in Beechworth.

Extensive marketing is also planned to bring visitors from throughout the region to Beechworth, promoting it as the perfect Christmas shopping destination.

For further information please contact:

Anne Stelling 57283302

[astelling1@dodo.com.au](mailto:astelling1@dodo.com.au)





fundraising for



# market

**“Is back by popular demand”**

Racks and tables overflowing with pre-loved quality clothing, shoes, hats, scarves, accessories... & that's just the beginning!

This market has grown beyond expectation every year and it is an event that brings the community together, as well as earning sellers \$\$\$ and providing unbelievable, once-a-year bargains for buyers.

## Call for Sellers

All sellers to be registered no later than  
September 23rd, 2011

to register for Loads of Clothes 2011, sellers need to send an email to [pandf@beechworthmontessori.vic.edu.au](mailto:pandf@beechworthmontessori.vic.edu.au) or phone us on 03 5728 2940 to find out more!

Memorial Hall - Beechworth  
October 22 & 23, 2011  
Saturday | 9am-3pm  
Sunday | 10am - 2pm



# You're invited

to the launch of  
Beechworth & District **Community Bank**<sup>®</sup> Branch

**When:** Friday 9 September 2011 from 10:30am.

**Where:** 78 Ford Street, Beechworth.

On this day Beechworth & District **Community Bank**<sup>®</sup> Branch will be officially launched and become the 278th **Community Bank**<sup>®</sup> branch in the Bendigo Bank network.

**The branch will be open for business from 2:00pm  
Friday 9 September 2011.**

*We look forward to seeing U all there.*



Bendigo and Adelaide Bank Limited. ABN 11 068 049 178. AFSL 237879. (S36308) (08/11)

Beechworth & District **Community Bank**<sup>®</sup> Branch

**A strong membership is vital for our Chamber to thrive.**

**Please support your fellow Chamber members.**

### **Welcome to New Members**

Beechworth Bus Lines  
Beechworth Classic Apparel  
Beechworth Pizza  
O'Connor Festival Services

### **Current Members**

Barnsley House B&B	Inspiring Excellence
Beechworth Accounting & Financial Services	Katherine Hammerton Country Clothing
Beechworth Bakery	Kore Graphics
Beechworth Boudoir	Lake Sambell Caravan Park
Beechworth Emporium	LeBlanche Ice Creamery Beechworth
Beechworth Gas	Lucas Mill
Beechworth Ghost Tours	Lyn Clark Accounting
Beechworth Gold	Matilda's Cottages
Beechworth Home Hardware	My Beechworth Secretary
Beechworth Honey	Nicholas Hotel
Beechworth Hotch Potch	North East Broadcasters - 3NE/EdgeFM
Beechworth Mini Buses	Ovens and Kiewa Veterinary Centre
Beechworth Montessori	Pennyweight Winery
Beechworth Newsagency	Period Building Conservation Pty Ltd
Beechworth Pantry	Provenance Restaurant & Accommodation
Beechworth Pharmacy	Silver Creek Caravan Park
Beechworth Provender	The Ardent Alpaca
Beechworth Squash & Fitness Centre	The Armour Motor Inn
Beechworth Surgery	The Beechworth Sweet Company
Best Western Beechworth Motor Inn	The Finer Things of Life
Bridge Road Brewers	The Green Shed
Carriage Motor Inn	The Old Priory
Country Charm Swiss Cottages	The Spa at Beechworth
Freeman on Ford	Trish Forrest Communications
Giaconda Vineyard	WAW Credit Union
Golden Heritage Motor Inn	Wodonga Chamber of Commerce
Hibernian Hotel	WWW.ART Design Services
Indigo Shire Council	Yackandandah Motor Inn

**Membership renewals are now due, please ensure you have renewed to continue to be part of our dynamic organisation and to receive your chamber benefits**

# Member to Member discounts

Many Chamber members have been offering M2M discounts as shown below. The Executive would like to encourage more chamber members to be involved with this program by changing the presentation of these offers to include monthly vouchers.

**If you have an offer for fellow chamber members,  
either ongoing or available for a limited time,  
please let the chatter editor know at [chatter@beechworthchamber.com.au](mailto:chatter@beechworthchamber.com.au)**

## August/September M2M OFFERS



**THE ARDENT ALPACA**



Store Sale on now - 25% discount until end of September **PLUS** chamber members receive an additional 6% discount off stock (excluding items on special)

[www.ardentalpaca.com.au](http://www.ardentalpaca.com.au)

[www.beechworthcarrigemotorinn.com.au](http://www.beechworthcarrigemotorinn.com.au)



Free cooked breakfast for 2 and a bottle of local wine on arrival for members family, friends and staff.



**My Beechworth Secretary**

10% off advertising in 2012 Indigo Buckleys Guide  
Exceptional promotion opportunity to visitors for your business



[www.mybeechworthsecretary.com.au](http://www.mybeechworthsecretary.com.au)



**Lake Sambell Caravan Park**

10% off the going rate for Members families staying in Beechworth

[www.caravanparkbeechworth.com.au](http://www.caravanparkbeechworth.com.au)

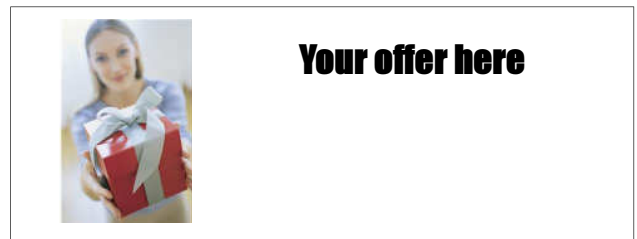


**SEPTEMBER FACE LIFT**

If you've just stepped into a new business or feel that your business is a bit out dated and needs "a face lift" then contact Korinne at Kore Graphics. For the month of September Kore

Graphics is offering a free consultation to all chamber members & 20% off the design or redesign of your existing logo.

[www.koregraphics.com.au](http://www.koregraphics.com.au)



### **The Power of Referral - All for One and One for All**

**The BDCCI believes the most powerful and inexpensive business tool you can use is to build up a referral network. Look for opportunities to refer customers to other Beechworth businesses and build relationships that create referrals to your business.**

**Good referrals are good for customers, good for you and good for Beechworth.**

# Calendar of Activities / Events

As we do not feature advertisements for businesses within this publication, this is the space that will be dedicated to letting the business community know what is happening.

If you would like your activity or event to feature on this calendar, please email the Chatter Editor on [chatter@beechworthchamber.com.au](mailto:chatter@beechworthchamber.com.au) or phone 5728 1924.

## Upcoming Events Local

8th - 9th October 2011	<b>Oktoberfest</b>	<a href="mailto:info@bridgeroadbrewers.com.au">info@bridgeroadbrewers.com.au</a>
22nd & 23rd October 2011	<b>Loads of Clothes Market</b>	<a href="mailto:pandf@beechworthmontessori.vic.edu.au">pandf@beechworthmontessori.vic.edu.au</a>
4th - 6th November 2011	<b>Beechworth Celtic Festival</b>	<a href="mailto:info@beechworthcelticfestival.com.au">info@beechworthcelticfestival.com.au</a>
1st & 2nd April 2011	<b>Connecting Rural Business Women Conference 2012</b>	<a href="mailto:crbw@mybeechworthsecretary.com.au">crbw@mybeechworthsecretary.com.au</a>
1st Saturday of each month	<b>Beechworth Farmers Markets</b>	Boyd Collins 0408 859 282 or Jenny Anderson 0427 251 657
2nd Sunday of each month	<b>Rutherglen Farmers Markets</b>	Nadine Simpson (02 6033 6306)
3rd Sunday of each month	<b>Lions Club Community markets Yackandandah</b>	Kellie Parker 0418 122 921

## Further afield

Any information about events outside the local area are most welcome

"I love people counting on me, and so, you know, today it's so easy to be motivated, because we have millions of customers counting on us at Amazon.com. That's fun."



### MYOB for beginners

The Beechworth Neighbourhood Centre will be offering this course in Term 4. 6 weeks 2.5 hrs per week 7 -9.30 The course will be \$125.00. and is expected to run on a Monday nights.

Contact BNC

Ph 57282386

Fax 57283181

Email [bncprograms@people.net.au](mailto:bncprograms@people.net.au)

Places are limited - first in best dressed