

EDU Report



June 2010

June was a month for major announcements in Moorabool. Council released statements regarding rates, budgets and the appointment of a new CEO. Several permit applications were received for commencement of new industrial developments and Council continued to lobby hard and prepare for improved services to assist local business like telecommunications and broadband. Several local businesses joined the growing band of Shire champions co-promoting the "Life Was Meant to Be Easy" brand - Moorabool's live, work and invest marketing campaign.

Outside the Shire, preparations for State and Federal elections (including a new PM!) produced opportunities for local business. The State Government released the \$630 million "Ready for Tomorrow" Blueprint for Rural and Regional Victoria. Significant amounts of this funding will be available in grants to boost regional business and infrastructure. Come to this Wednesday evening's small business road show in Bacchus Marsh and see what's available to help Moorabool businesses grow.

As the financial year draws to a close, it's the perfect time to reflect upon the past 12 months and assess your goals for the coming year. Council's Economic Development Unit proposes to do the same. A brief survey will be sent out to newsletter recipients shortly. Please take a few moments to fill it out. It will be used to gauge how the EDU Reports are received and seek feedback on how to improve the flow of

relevant information to local business.

Moorabool Shire Council Announces New CEO

Moorabool Mayor, Cr. Pat Toohy announced Acting Chief Executive Officer of Murrindindi Shire Council, Mr Rob Croxford has been appointed CEO of Moorabool Shire Council. Mr Croxford has more than 30 years experience in local government and has a strong background in financial management, community engagement, government advocacy, staff development and continuous improvement in service delivery.

Mr Croxford's appointment was a result of a competitive interview process. Mr Croxford recently completed a nine-month term as acting CEO of the Murrindindi Shire. Mr Croxford has been appointed on a five-year contract and will commence his appointment on 26 July.

Bacchus Marsh Civic and Community Hub Gets \$2 million Federal Funding



Moorabool Shire Council received a grant of \$2 million from the Federal Government to assist in the

redevelopment of the former Darley Secondary School Junior Campus site into the new Civic and Community Hub. The funding will go towards community projects, including upgrades to recreation and sporting facilities, safer access to the site from Wittick St, approximately 80 parking spaces as well as sustainable design, water management and landscaping for the site. Project work is scheduled to start towards the end of the first half of the 2010/2011 financial year.

Snaiths Transport Champion Moorabool

Bruce and Bev Snaith are the latest local business people to sign up to promote Moorabool's "Life Was Meant to Be Easy" campaign. Their business, Snaiths Transport, is based in Ballan and has been operating from Ballan for over 50 years. Snaiths Transport travels to the marketing campaign's target market of Melbourne, as well as Ballarat and Geelong on a weekly basis. They have offered the campaign space along the side of a truck in their fleet.

Bev and Bruce are proud of Ballan and the district, and saw the benefits to both their business and their community in participating in the campaign.

Council's Economic Development Executive officer, Peter Forbes is delighted they have agreed to

participate in the marketing campaign. Truck skins are an effective way of getting the brand and the live, work, and invest messages into the market place. Melbournians stuck in traffic will be reminded of a more convenient lifestyle, just down the road in Moorabool. If you would like to be a partner in this marketing campaign, contact Peter Forbes at Moorabool Shire Council Economic Development Unit on info@moorabool.vic.gov.au

For information visit:
www.lifewasmeanttoabeeasy.com.au

Share in \$630 Million of State Government Grants **this Wednesday**

Moorabool-based businesses planning to grow or restructure can find out what assistance is available to them from the State Government this Wednesday June 30 at 6.00pm at the free "Small Business – Big Ideas" road show in Council's Public Hall Supper Room at 197 Main Street, Bacchus Marsh.

An outline of the new "Ready for Tomorrow" statement, the Victorian State Government's \$630 million Blueprint for Regional and Rural Victoria will be explained and participants can meet with local representatives from Regional Development Victoria and other agencies about how they can assist your business. The "Ready for Tomorrow" Blueprint is designed to create more jobs, improve education opportunities, boost support for businesses and industries and preserve the regional and rural way of life.

Guest speakers are small business marketing expert Ailsa Page, Edith Paarhammer from Paarhammer in Ballan, and local MP Don Nardella. For more information and to attend contact Peter Forbes at Moorabool Shire Council Economic development unit on info@moorabool.vic.gov.au

For information visit:
www.business.vic.gov.au

Doing Business in South Asia - Free Export Seminar **this Thursday**

If you're planning to export or currently exporting, gain the latest insights into Indian and Sri Lankan market conditions at this free export business breakfast. This event will be held this Thursday 1 July at 9.00am at the Mercure Hotel, 234 Caroline Springs Boulevard, Caroline Springs. Explore the regions current, emerging and future market opportunities and understand how to prepare for the market's exporting challenges. Gopi Shankar from the Victorian Government's Business Office in India will present export opportunities in the Automotive, Aviation, ICT, Food and Biotech sectors. Business Development Manager for Austrade in Sri Lanka, David Samuel will discuss the opportunities and challenges of exporting in Sri Lanka. Jonathon Reso the Director of Export Finance and Insurance Corporation (EFIC) will examine ways for SME's to mitigate export finance risk. Richard Davies, Managing Director of Davies, Craig Pty Ltd, will present an exports case study of the process and lessons learnt in exporting to the region. Registration is on-line.

For information visit:
www.exportnetwork.com.au

Bacchus Marsh Activity Centre Structure Plan Draft Report now on Exhibition

The Bacchus Marsh Activity Centre Structure Plan draft report is now on exhibition to receive submissions from the public. The plan will guide future Activity Centre development in Bacchus Marsh.

The six week exhibition period for the draft Activity Centre Structure Plan will run until Friday 6 August 2010. Copies of the draft Structure Plan are available for inspection at the Bacchus Marsh and Ballan service centres. Free copies of the draft Structure Plan are

available on CD and hard copies are available from Council service centres for (\$25.00). The draft Structure Plan is also available on Council's website.

A Public Meeting will be held on Tuesday 6 and 15 July 2010 at the Public Hall Supper Room 197 Main Street, Bacchus Marsh at 7:00 pm.

For information contact Gavin Alford, Acting Executive Manager, Strategic and Sustainable Development on Tel: 5366 7100.

For information visit:
www.moorabool.vic.gov.au

Public Comment on Moorabool Shire Council Draft Budget - Closes July 5

Moorabool Shire Councillors have voted to put the draft 2010/2011 annual Budget out for public comment until 5.00pm on July 5. The draft Budget forecasts a rate rise of 3.45%. To view the draft annual Budget, visit the Council Offices at 15 Stead Street, Ballan or 197 Main Street, Bacchus Marsh during business hours, or Council's website. All submissions should be made in writing and be addressed to:

The Chief Executive Officer
Budget Submission
Moorabool Shire Council
PO Box 18
Ballan VIC 3342
Or email to info@moorabool.vic.gov.au

For information visit:
www.moorabool.vic.gov.au

Small Business Statistics

The Australian Bureau of Statistics (ABS) has launched a new home for small business statistics on its website to assist you with starting or running a small business. The ABS has a range

of information to assist small business operators with market research, profiling customers and planning a business case. So if you're looking for small business data, industry data, or need assistance with business planning try looking there first.

For information visit:
www.abs.gov.au/smallbusiness

Work Force

Federal Grants for Hiring Job Seekers with a Disability

The Australian Government has allocated \$3 million in funding for enterprises which specifically target job seekers with a disability. The funding aims to encourage the participation of people with a disability in the workforce. Employers can make funding submissions from July 2010 through the Department of Education, Employment and Workplace Relations (DEEWR) current Disability Employment Services and Australian Disability Enterprise programs.

For information visit:
www.deewr.gov.au

Federal Grants for Hiring Young Apprentices

Small businesses who hire young apprentices and train them in traditional trades identified as experiencing a national skills shortage may be eligible to receive a Government bonus. By accessing the Government's Apprentice Kickstart Extension, employers may receive \$3,350 in bonus payments in addition to the existing \$1,500 commencement incentive if they engage and retain a new apprentice under 19 years old in a skills shortage trade. The full list of skill shortage trades is available on the National Skills Needs List.

For information visit:
www.australianapprenticeships.gov.au

Beware Overpayment Scams - ACCC Warning

The ACCC has informed Council's Economic Development Unit that some businesses in our region have been victims to a scam involving cheque overpayments. The scam typically involves the following:

You receive an offer to buy (often a quite generous one) and accept it. The scammer then sends a cheque, but for more money than the agreed price. The scammer invents an excuse for the overpayment. For example, that the extra money is meant to cover the fees of an agent or extra shipping costs, or it was a mistake they made when they wrote the cheque.

The scammer then asks you to refund the excess amount—usually through an online banking transfer or a wire transfer (such as Western Union). The scammer is hoping that you will do this before you discover that their cheque has bounced. You will have lost the money you paid into their account, and if you have already sent the item you were selling, you will lose this as well. At the very least, the scammer will have wasted your time and prevented you from accepting any legitimate offers. So be extra cautious before refunding cheque overpayments.

For information visit:
www.accc.gov.au

New Website Promotes Moorabool Produce, from the Farm to the Table and Beyond

Moorabool's food and wine sector has a brand new "shire-wide" website to promote the region's fresh produce, wine, cafes and restaurants to the world.

The "Growing Moorabool" website was built by Council, in consultation with local producers, with State Government funding support via

Regional Development Victoria's Make It Happen in Provincial Victoria program. It celebrates the Moorabool Shire's bountiful food and wine offer right across the Shire as it follows the journey of local fresh produce from the farm to the table. Every Moorabool based business associated with food or beverage is invited to participate. The group behind the project, Bacchus Marsh Tourism Association, with the auspice of Council, aims to have at least 50 Shire businesses on the website by Christmas.

Members of the site can access business and marketing tools to help promote and grow their businesses. Including:

- a full web-page promoting their business
- a unique web address leading to their profile page
- formatted A4 printable flyers which can be printed at the click of a button
- use of the Growing Moorabool brand logo
- networking opportunities, and more.

To find out more about sponsoring the site, becoming an industry member, or to provide feedback on the new website, please contact:

Leann Brown
Moorabool Shire Council
info@moorabool.vic.gov.au
Tel: 5366 7100

For information visit:
www.growmoorabool.com.au