

# EDU Report

September 2010



Welcome to Spring. Last month was a rollercoaster ride for local business. Federally, it started with election promises and ended with a hung parliament and major infrastructure improvements like the National Broadband Network roll-out scheduled for Bacchus Marsh, hanging on the result. Nationally, the economy grew, with rises in most consumer sectors, fuelling concerns about interest rate rises. Climatically, optimism by local primary producers from the high rainfall were tempered by warnings of a "once in a generation" locust plague predicted in neighbouring shires.

With big picture events influencing local trade, operators may feel like their destiny is not in their hands. However, there's still action local business can take to improve trading conditions and prosperity in this community - starting with reducing escape expenditure.

## Escape Expenditure

Escape expenditure is a term used to describe the spending of locally based residents and organisations on goods and services from other regions. Some purchases are by necessity and others are by choice.

The majority of Moorabool resident labour force (the ones with money), work outside the Shire. This and other factors, mean that our Shire has a high rate of escape expenditure. An estimated 37% of the region's annual expenditure is spent outside the Shire.

## Buy Local

Recapturing even a small percentage of this expenditure will significantly increase employment and profitability within Moorabool and encourage further business investment.

**Buy Local**  
SPEND IT HERE • KEEP IT HERE

## Five reasons to buy locally

1. Provides local jobs;
2. Capacity to deliver superior customer service and after-sales care;
3. More money circulates within the community;
4. Less emissions in transport and delivery; and
5. More direct communication.

## Five ways to reduce escape expenditure

1. Contribute to a local co-operative marketing campaign;
2. Switch to local suppliers for your business needs;
3. Adjust operating hours to suit the large local commuter market;
4. Develop a larger on-line presence (like the Moorabool Business Directory); and
5. Provide service and turnaround

times the out-of-town traders can't match.

I'm sure you can think of many more ways to encourage customers to think local first. These options rely on being proactive and creating value, not simply being the cheapest. So "put your money where your house is," and consider buying local first.

**For information contact:**  
**Peter Forbes on**  
**info@moorabool.vic.gov.au**

## Second AgFutures Free Farming Breakfasts in Balliang



Farmers in and around the Balliang region are invited to attend the second in a series of free AgFutures breakfast meetings on Thursday 9 September at Balliang Public Hall. The topic will be soil and water solutions. AgFutures assists farmers and farming communities to adjust to changes in agriculture and make better informed long-term decisions.

Breakfast starts at 7am and presentations at 8am. Registration is required.

**For information visit:**  
[www.dpi.vic.gov.au/AgFutures](http://www.dpi.vic.gov.au/AgFutures)

### Ballan and District Soldiers Memorial Bush Nursing Hospital and Hostel 2010 AGM

The Ballan and District Soldiers Memorial Bush Nursing Hospital and Hostel will hold their Annual General Meeting on Wednesday 22 September at 5pm at the Ballan Golf Club, Blow Court, Ballan. Special guest speaker, The Hon. Robert Knowles, will discuss Australian Healthcare Reform.

**For information visit:**  
[www.ballanhospital.com.au](http://www.ballanhospital.com.au)

### Ballan Community Bank Reaches \$700,000 Pledges Milestone

The Ballan Community Bank has reached its \$700,000 target in pledges from the local community for the formation of a Community Bank in Ballan. The next stage is to conduct a feasibility study to determine the potential market size and viability. Confidential surveys will be circulated in the Ballan region to determine the level of business available. Businesses and residents are encouraged to participate in the survey.

**For information visit:**  
[www.bendigobank.com.au](http://www.bendigobank.com.au)

### Mobile Business Centre comes to Ballan

The Mobile Business Centre is a free state government service offering free business coaching through a mobile mentoring service designed to help you start, run or grow your small business. The Mobile Business Centre is a travelling office on wheels,

visiting locations in regional Victoria and offering free business coaching through a mentoring service. You'll also discover free information on useful programs such as Energise Enterprise, Skills for Growth and the Business Loan Finder. The Service will visit Ballan on October 12. Book your session online so you don't miss out.

**For information visit:**  
[www.business.vic.gov.au/mbc](http://www.business.vic.gov.au/mbc)



### Free Business Assistance from Eureka BEC

The Eureka Business Enterprise Centre has federal funding to assist small business in the Moorabool region. They have a large number of business mentors to help new businesses to manage and grow. They can provide free advice or referral on business planning, loans and banking, marketing plans, legal and accounting referrals, leasing guidance, government regulation or staff training.

**For information visit:**  
[www.eurekaBEC.com.au](http://www.eurekaBEC.com.au)



### Join the Business Central Bacchus Marsh Committee

If you have enthusiasm and ideas on promoting business in the centre of

Bacchus Marsh, the Business Central Bacchus Marsh Committee would love to hear from you. The committee seeks skilled, passionate people from businesses paying the Bacchus Marsh Central Business District Scheme special rate, to join the committee. Interested parties can contact the President, Mal Trask, on the e-mail below.

**For information contact:**  
[printandcopy@bacchusmarsh.net.au](mailto:printandcopy@bacchusmarsh.net.au)

