

Ballarat ICT Cluster

Information Kit



www.ballaratict.com.au

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Ballarat ICT Cluster Project Team
University of Ballarat
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MT HELEN Vic 3350

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Ballarat ICT Cluster

The City of Ballarat has experienced considerable growth during the past decade and is recognised as one of Australia's most vibrant regional centres. Strong industry development has been experienced in sectors including health, manufacturing and retail. The ICT Sector has emerged as a distinctive industry sector, but also as an integrated sector across industry, business, services and community.

cBallarat (www.cballarat.com.au) and the City of Ballarat (www.ballarat.vic.gov.au) recognise the potentially critical economic role of an information and communications technology (ICT) cluster and seek to underpin regional ICT activities with appropriate support. During 2004 the Ballarat ICT Cluster Steering Committee was established with representation from small and large businesses, government and education providers. With support from the City of Ballarat this group attracted funding through the Victorian Government's Regional Innovation Clusters Program.

During 2005/2006 Stage 1 activities undertaken by the University of Ballarat included:

- Establish a cluster profile study
 - That defines the characteristics of the Ballarat ICT Cluster.
- Develop an organisational plan
 - To guide the establishment and development of the Ballarat ICT Cluster.
- Establish a cluster management and communication system
 - To support engagement with local organisations and promote ICT cluster activities and capabilities.

Stage 1 project outputs are accessible through www.ballaratict.com.au.

Stage 2 activities are focused around the following themes:

- Engagement program
- Business intelligence
- Profile and marketing
- ICT Demonstration Projects
- Professional Development for ICT firms
- Export

Further information

Visit www.ballaratict.com.au or contact:

Helen Thompson
Ballarat ICT Cluster Project Manager
University of Ballarat
Phone: 03 5327 9418
Email: h.thompson@ballarat.edu.au

Corey Saitta
Ballarat ICT Cluster Project Officer
University of Ballarat
Phone: 03 5327 9418
Email: c.saitta@ballarat.edu.au

FAQs - Frequently Asked Questions

What is a cluster?

A cluster is typically a geographically bounded concentration of similar, related or complementary businesses with active channels for business transactions, communication and dialogue that share specialised infrastructure, labour markets, and services and that face common opportunities and threats. Their components include public and private elements, all of which contribute to their operation and success.

What will be achieved by ensuring there is appropriate support for the Ballarat ICT cluster?

The City of Ballarat recognises the potentially critical economic role of an Information and Communications Technology (ICT) cluster and seeks to underpin regional ICT activities with appropriate support. In order to facilitate the cluster's development there is a need to conduct research as to the nature, breath and potential of the Ballarat ICT cluster and to develop an organisational plan based on the key issues and outcomes identified through the research study.

What is the Regional Innovation Clusters Program?

During 2004 the Victorian Government launched the *Regional Innovation Clusters Program*. The aim of the program is to develop and strengthen regional clusters building on existing strengths in key sectors, such as, food and agriculture, health, manufacturing, biotechnology and ICT. The program will support the use of clusters as a regional and industry development tool that will strengthen innovation, productivity and competitive advantage in rural and regional Victoria. It is a three year \$2.9 million program.

What support has the Ballarat ICT Cluster received from Regional Development Victoria?

Through a collaborative effort led by cBallarat and the City of Ballarat the Ballarat ICT Cluster has attracted funding through the *Regional Innovation Clusters Program*. Together with funding contributed by the City of Ballarat this will support a range of activities which will be coordinated by the University of Ballarat.

What is the role of the University of Ballarat?

The University of Ballarat has been engaged to facilitate the State 2 activities for the Ballarat ICT Cluster. This builds on its Stage 1 involvement in gathering information on Ballarat's ICT firms, their capabilities, size, relationships and needs.

What areas of the University of Ballarat will be involved in the Ballarat ICT Cluster?

The Project Team comprises staff from the Centre for eCommerce and Communications (www.cecc.com.au) and Centre for Regional Innovation and Competitiveness (www.cric.com.au).

How can local businesses get involved?

There are multiple opportunities for local business people to get involved in the Ballarat ICT Cluster. Examples include participating in the ICT firm visit program, attending a Ballarat Information Technology Specialist (BITs) or Ballarat ICT for Women event or joining in panel sessions, focus groups and workshops as the project progresses. To express interest in getting involved please visit www.ballaratict.com.au or contact the Ballarat ICT Project Team on 5327 9418.

What is the Ballarat ICT Directory?

The Ballarat ICT Directory is being developed to profile ICT firms in the Ballarat region. To register or update your details visit www.ballaratict.com.au.

The screenshot displays the Ballarat ICT Cluster website. The header features the text "Ballarat ICT Cluster" and the URL "www.ballaratict.com". A navigation menu on the left includes links for Home, Ballarat ICT 2030, Ballarat ICT Cluster, Cluster Profile Study, Organisational Plan, News, Activities, Links & Resources, ICT Directory, ICT Directory (with sub-links for Your Business Profile, Search, and Reports and statistics), and Logout. The main content area is titled "Ballarat ICT Directory :: Browse All" and includes a "New Search" button. A message states: "If you would like more information on the Ballarat ICT Directory or you would like to get involved please [contact us](#)." Below this are two tabs: "Organisation" and "Contact Details". The "Organisation" tab lists two entries: 1. Alphaville Publishing Services, with address 3 Gent Street, Ballarat VIC 3350, phone 53331985, and email info@alphaville.com.au; and 2. BBD Technologies, with address 101-107 Albert Street, Ballarat VIC 3350, phone 0353317333, email sales@bdtech.com.au, and website http://www.bdtech.com.au. Logos for Ballarat and the University of Ballarat are visible at the bottom left of the page.

Why has the Ballarat ICT Cluster Information Kit been produced?

The Ballarat ICT Cluster Information Kit brings together information on local business networks and includes details of upcoming events. It provides information and contact details for organisations that provide services to assist business, industry and community development. It also details some upcoming professional development opportunities in areas including business training, export development and marketing. The Information Kit has been developed to highlight services and networks which local ICT firms may benefit from linking into.

How can I get involved in the Ballarat ICT Cluster?

The Ballarat ICT Cluster Information Kit brings together information on local business networks and includes details of upcoming events. It provides information and contact details for organisations that provide services to assist business, industry and community development. It also details some upcoming professional

How do I find out more about the Ballarat ICT Cluster?

Visit www.ballaratict.com.au or contact:

Corey Saitta
Ballarat ICT Cluster Project Officer
University of Ballarat
Phone: 03 5327 9418
Email: c.saitta@ballarat.edu.au

Helen Thompson
Ballarat ICT Cluster Project Manager
University of Ballarat
Phone: 03 5327 9418
Email: h.thompson@ballarat.edu.au

Ballarat Business Networks

Ballarat Business Network (BisNet)

BisNet is Ballarat's longest running business networking forum, operating for over 15 years. BisNet breakfasts are held on the first Tuesday morning of every month, and provide small to medium sized business enterprises with the opportunity to hear from a range of business and industry professionals.

Address: Regional Development Victoria, 48 Sturt Street, Ballarat, VIC 3350
Phone: 03 5320 5900
Fax: 03 5320 5998
Email: debra.thomson@rdv.vic.gov.au

Ballarat Export Network

The Ballarat Export Network acts as a facilitator in networking between member companies. Through the networking process, members can meet others who are currently doing business in international markets. Members can also access highly valued advice from companies experienced in offshore markets and will also benefit by keeping up-to-date with what others are doing in overseas markets

Address: Regional Development Victoria, 48 Sturt Street, Ballarat, VIC 3350
Phone: 03 5320 5900
Fax: 03 5320 5998
Email: debra.thomson@rdv.vic.gov.au

Ballarat Information Technology Specialist (BITS) Breakfast Network

The Ballarat Information Technology Specialist (BITS) Breakfast Network has been in operation for over three (3) years as a forum to encourage specialists, managers and IT enthusiasts. Meetings are held on a bi-monthly basis and the format is generally a dynamic case study and panel discussion on topics relevant to IT business in Ballarat.

Address: C/O Commander Centre Ballarat, 1 Ripon Street North, Ballarat, VIC, 3350
Phone: 03 5332 2644
Email: spinson@commandercentre.com
Website: www.ballaratict/bits

Ballarat ICT for Women

The Ballarat Women in ICT Network has been established with the support of the University of Ballarat, Multimedia Victoria and [Victorian ICT for Women](#). The network aims to provide opportunities for personal and professional networking, knowledge and skills development, career and business development and access to and connection with others in ICT.

Address: Suite 8, Greenhill Enterprise Centre, University Drive, Mt Helen, VIC 3350
Phone: 5327 9314
Fax: 53279033
Email: k.hodgson@ballarat.edu.au
Website: www.ballaratict.com/women

Ballarat Junior Chamber International (JCI)

The Ballarat Chapter, Junior Chamber International is a non-government organisation which seeks to develop the potential of young people, and equip them for future leadership roles in business and the wider community. JCI meets on a monthly basis, and membership is open to young adults.

Address: PO Box 36, WENDOUREE VIC 3355
Phone: 03 5343 5236
Fax: 03 5337 6211
Email: pclark@jci.cc
Website: www.jci.cc

Ballarat Like Minds

For motivated people in business under 35 years of age in Ballarat who are wanting to further themselves either personally, in the community or in business. Provides an opportunity to network, hear inspiring and well-known speakers and meet other 'Like Minded' business and community leaders.

Address: Town Hall Building, Sturt Street, Ballarat, 3350
Phone: 03 5320 5731
Fax: 03 5333 4117
Email: info@ballaratlikeminds.com
Website: www.ballaratlikeminds.com

Ballarat.NET Special Interest Group

The Ballarat.NET Special Interest Group is a regional community group for individuals who use or are interested in the Microsoft .Net software platform.

Email: damian.edwards@readify.net

BRACE Micronet

BRACE MicroNet is a business network targeted at micro businesses and home based businesses, which typically have less than five (5) employees. MicroNet has as its basis the professional development of businesses, their growth and expansion, and their long-term contribution to the prosperity of the local community. Key objectives include enhancement of skill levels; development of networking strategies; development of partnerships with other organisations; and collective representation of micro businesses.

Address: 602 Urquhart Street, BALLARAT VIC 3350

Phone: 03 5333 3700

Fax: 03 5332 8087

Email: tully.smith@brace.com.au

Website: www.micronet.brace.com.au

Commerce Ballarat - 505 Club

The Commerce Ballarat 505 Club is a bi-monthly evening function for all members and potential members to network with other business leaders in an informal atmosphere. This event is held at a different member business location, with the host sponsor able to showcase their business to other attendees.

Address: Dawson House, 15 Dawson Street South, BALLARAT VIC 3350

Phone: 03 5337 2904

Fax: 03 5337 2911

Email: tennille@commerceballarat.com.au

Website: www.commerceballarat.com.au

Linux Users Victoria - Ballarat Chapter

Linux Users Victoria (LUV) is an incorporated not-for-profit group for Victorian people interested in the free operating system Linux. The members of LUV can be of any age and computing experience level. Non-Linux users who just want to learn more about Linux or socialise with other computer users are more than welcome. More information about LUV can be found at www.luv.asn.au.

Address:

Phone:

Fax:

Email:

Website: www.luv.asn.au

University of Ballarat Technology Park Executive Network

The University of Ballarat Technology Park (UBTP) Executive Network brings together the growing list of stakeholders currently occupying the University of Ballarat's Technology Park and University of Ballarat representatives. The breakfasts, are generally held on the third Tuesday of each month, provide an opportunity for all stakeholders of UBTP to effectively network business and technology opportunities.

Address: Greenhill Enterprise Centre, University Drive, Mt Helen

Phone: 03 5327 9893

Fax: 03 5327 9895

Email: gecco@ballarat.edu.au

Website: www.ballarattechnologypark.com

Business, industry and community development

AusIndustry

AusIndustry helps firms to undertake research and development and to commercialise the results. It also assists companies using imported components to make exports and early stage firms needing help to bring new products to market.

Address: Victorian Business Centre, 48 Sturt Street, Ballarat, VIC 3350
Phone: 03 53205960
Fax: 03 5331 7973
Email: john.finch@industry.gov.au
Website: www.ausindustry.gov.au

Australian Industry Group

The Australian Industry Group (AIG) represents and serves the interests of Australian industry. Services include representation, trade and international services, industrial/employee relations, environment, energy and safety, training, workforce strategies and regional services.

Address: Dawson House, 15 Dawson Street South, Ballarat VIC 3350
Phone: 03 5331 7688
Fax: 03 5332 3858
Email: kaym@aigroup.asn.au
Website: www.aigroup.asn.au

Ballarat Business Incubator

The Ballarat Business Incubator (BBI) provides serviced rooms, reception support and advice for micro-businesses, small businesses and home-based businesses wishing to expand into new premises. BBI nurture and develop enterprises into thriving businesses. The aim is to create centres of business excellence and innovation where start-up and emerging businesses are able to learn and grow while building their business into financially independent successes.

Address: Dawson House, 15 Dawson Street South, Ballarat VIC 3350
Phone: 03 5337 2900
Fax: 03 5337 2911
Email: john@ballaratincubator.com.au
Website: www.ballaratbusiness.com.au

Ballarat Regional Multicultural Council

The role of the Ballarat Regional Multicultural Council is to promote greater awareness of multi-cultural values and the important contribution of local cultural groups to the community. The Council also offers a wide range of services including, English classes, information and advice, advocacy, legal advice, and the development of programs which embrace cultural heritage and diversity.

Address: Corner of Mair and Yuille Streets
Phone: 03 5337 0700
Fax: 03 5339 9844
Email: brmc@netconnect.com.au
Website: www.brmc.org.au

Business Ballarat

Business Ballarat is the Economic Development Unit within the City of Ballarat. Its role is to increase the level of economic activity in Ballarat through the support and expansion of existing businesses; major project facilitation; and the attraction of new businesses, investment and sustainable development to the City. Business Ballarat is also responsible for developing and implementing economic strategies for Ballarat, which build on the competitive strengths of the local and regional economies. The Unit provides advice and referrals, project facilitation, promotions/marketing, statistical and general information, strategic planning, advocacy and development and investment advice and assistance.

Address: Town Hall Building, Sturt Street, Ballarat VIC 3350
Phone: 03 5320 5620
Fax: 03 5333 4117
Email: business@ballarat.vic.gov.au
Website: www.businessballarat.com

Ballarat Export Hub

The Export Hub is a convenient one-stop shop designed to assist Australian businesses gain information, advice and support to help them to become innovative and internationally competitive. The Export Hubs provide Australian businesses with information and advice on products and services to assist with research and development plus commercialisation, as well as the relevant know-how to reduce the time, cost and risk involved in selecting, entering and developing international markets. Businesses, particularly small and medium sized, can benefit directly from the Export Hub.

Address: Victorian Business Centre, 48 Sturt Street, Ballarat Vic 3350
Phone: 03 5320 5940
Fax: 03 5320 5998
Email: john.finch@industry.gov.au
Website: www.exporthub.gov.au

cBallarat

cBallarat is an independent, not-for-profit organisation which has been set up with the specific purpose of assisting in the promotion and co-ordination of Information and Communication Technology development in the Ballarat region. cBallarat helps integrate new technologies into the everyday lives of the Ballarat community and business. It also provides advice to assist and facilitate technology uptake and development.

Address: Suite 14A Greenhill Enterprise Centre, University Drive, Mt Helen, VIC 3350
Phone: 03 5330 2880
Fax: 03 5330 2881
Email: george@lateralplains.com
Website: www.cballarat.com.au

Central Highlands Area Consultative Committee (VicCHACC)

Funded through Federal Government VicCHACC plays a key role in attracting funding for business development and job creation initiatives through a range of programs. So if it is building community capacity, boosting business, or supporting projects, vicCHACC may be the advocate and the support to put people in touch with the ideas, programs and the people who can make it happen.

Address: Dawson House, 15 Dawson Street South, Ballarat VIC 3350
Phone: 03 5364 2988
Fax: 03 5364 2911
Email: info@chacc.com.au
Website: www.chacc.com.au

City of Ballarat

Visit the City of Ballarat website to find details about all of Councils services including planning, business, tourism, events, environmental health and other information on the City.

Address: The Phoenix Building, 25 Armstrong Street South, Ballarat
Phone: 03 5320 5500
Fax: 03 5320 5832
Email: ballcity@ballarat.vic.gov.au
Web: www.ballarat.vic.gov.au

Commerce Ballarat

Commerce Ballarat is an independent business organisation that strengthens and promotes Ballarat's retail sector, in order to improve and expand the influence of retailing in Ballarat. The core areas of focus for Commerce Ballarat include retail employment, career and business development; retail and activity centre planning, facilitation and management; retail marketing and promotion; and strengthening the Ballarat City Centre.

Address: Dawson House, 15 Dawson Street South, BALLARAT VIC 3350
Phone: 03 5337 2904
Fax: 03 5337 2911
Email: tennille@commerceballarat.com.au
Website: www.commerceballarat.com.au

Committee for Ballarat

The Committee for Ballarat comprises business and community leaders from Ballarat and surrounding regions who are committed to identifying and tackling issues to ensure the success of our region. The Committee for Ballarat's projects are clearly tangible, definable, measurable and achievable and are known as Project Specific Objectives (PSO's). Although self funded, the Committee will be strongly advocating for major project funding which will contribute to PSO outcomes.

Address: 1st Floor, 17 Armstrong Street South, Ballarat VIC 3350
Phone: 03 5332 1240
Fax: 03 5334 4548
Email: admin@committeeforballarat.com.au
Website: www.committeeforballarat.com.au

Industry Capability Network

The Industry Capability Network is an independently managed, non-profit organisation financially supported by State, Territory and Commonwealth Governments. The Network facilitates business partnerships for the purpose of local supply, access to global supply chains and local business growth. ICN services are free of charge except for some specialised activities.

Address: Victorian Business Centre, 48 Sturt Street, Ballarat VIC 3350
Phone: 03 5320 5962
Fax: 03 5320 5998
Email: jfullerton@icn.org.au
Website: www.icn.org.au

University of Ballarat

The University of Ballarat (UB) has played a critical role in the effective use and development of the ICT infrastructure, skills and services in Ballarat and the broader Central Highlands and Wimmera regions of Victoria. UB offers a comprehensive range of Bachelor, Masters and Research degrees through the School of Information Technology and Maths Science. The flagship degree is the Bachelor of Information Technology (Professional Practice) which is offered in conjunction with IBM as an Earn as You Learn program. The University is home to a number of specialist research centres. These include:

- Centre for Informatics and Applied Optimization (www.ballarat.edu.au/ciao) provides state of the art informatics and optimization expertise to improve the efficiency and international competitiveness of the health, telecommunications, defence and legal sectors.
- Centre for Regional Innovation and Competitiveness (www.cric.com.au) explores the development of community, business and enterprise in a regional context and works with public and private interest to influence measures that promote the growth and sustainability of regional Australia.
- Centre for Electronic Commerce and Communications (www.cecc.com.au) promotes ICT adoption and effective use through education, research, training and consultancies, particularly via the practical application of ICT in regional and rural Australia.
- Collaborative Centre for eHealth (www.ballarat.edu.au/cceh) has been established to focus on research and development in the application of electronic technologies for the delivery, access, education and coordination of healthcare in Australia.

Address: University of Ballarat, University Drive, Mt Helen, Vic 3350
Phone: 03 5327 9000
Fax: 03 5327 9704
Web: www.ballarat.edu.au

University of Ballarat Technology Park

The University of Ballarat Technology Park (UBTP) was launched in February 1995 to promote and develop regional technology companies. The UBTP successfully attracts companies to locate on the Park as a result of cost-effective building developments, access to highly skilled and experienced research scientists, technical staff and graduates, together with global network linkages. The UBTP is located on a 29-hectare site within the Mt Helen Campus of the University of Ballarat. The close proximity to the Melbourne CBD and the airport, combined with a rural lifestyle contribute to the competitive advantages of the Park's location.

The Ballarat Technology Park facilities include:

- Greenhill Enterprise Centre - A progressive technology incubator that aims to provide an environment within which to nurture world-class technology start-up businesses (www.greenhillenterprisecentre.com.au).
- Global Innovation Centre - A second stage incubator providing high technology facilities for companies that are ready to accelerate their commercialisation and business growth.

Address: University Drive, Mt Helen, Vic 3350
Phone: 03 5327 9893
Fax: 03 5327 9895
Email: gecco@ballarat.edu.au
Web: www.ballarattechnologypark.com

VECCI

The Victorian Employers' Chamber of Commerce and Industry (VECCI) is Victoria's most influential employer group, servicing over 70,000 Victorian businesses per annum. An independent, non-government body, VECCI was started by the business community to represent business. VECCI's membership is diverse, with involvement from all levels and sectors of industry including: business services, hospitality, manufacturing, retail, tourism and emerging sectors.

Address: 305a Dana Street, Ballarat, Vic 3350
Phone: 03 5338 8617
Fax: 03 5333 3074
Email: ballarat@vecci.org.au
Web: www.vecci.org.au

Victorian Business Centre

Victorian Business Centres (VBCs) are based throughout the regional areas of Victoria so business people can access the services provided by the Department of Innovation, Industry and Regional Development. VBCs services include:

- administering government programs and initiatives in regional Victoria
- organising and distributing local business and economic growth programs
- information about starting a business
- licensing and registration information and support for business
- providing referrals to specialists as required
- workshops and seminars on business topics

Address: 48 Sturt Street, Ballarat, VIC 3350
Phone: 03 5320 5900
Fax: 03 5320 5998
Email: information.ballarat@rdv.vic.gov.au
Web: www.business.vic.gov.au

Upcoming events

Visit www.ballaratict.com and click on 'Activities' for full details

Name of Event	Date	Time
Ballarat IT Specialist (BITS) Breakfast Network	27 Mar 2007	7.15 am
BisNet - Ballarat Business Network	03 Apr 2007	7.15 am
University of Ballarat Technology Park Executive Network	17 Apr 2007	8.00 am
Ballarat ICT for Women Luncheon	20 Apr 2007	12.00 noon
Commerce Ballarat 505 Club	24 April 2007	5.30 pm
BisNet - Ballarat Business Network	01 May 2007	7.15 am
University of Ballarat Technology Park Executive Network	15 May 2007	8.00 am
Ballarat Innovation Festival	21-25 May 2007	Various
Ballarat Like Minds Breakfast Event	22 May 2007	7.30 am
Commerce Ballarat 505 Club	June 2007	5.30 pm
BisNet - Ballarat Business Network	05 Jun 2007	7.15 am
University of Ballarat Technology Park Executive Network	19 Jun 2007	8.00 am
Ballarat IT Specialist (BITS) Breakfast Network	26 Jun 2007	7.15 am
BisNet - Ballarat Business Network	03 Jul 2007	7.15 am
University of Ballarat Technology Park Executive Network	17 Jul 2007	8.00 am
Commerce Ballarat 505 Club	Aug 2007	5.30 pm
BisNet - Ballarat Business Network	07 Aug 2007	7.15 am
University of Ballarat Technology Park Executive Network	21 Aug 2007	8.00 am
BisNet - Ballarat Business Network	06 Sep 2007	7.15 am
University of Ballarat Technology Park Executive Network	18 Sep 2007	8.00 am
Ballarat IT Specialist (BITS) Breakfast Network	26 Sep 2007	7.15 am
Commerce Ballarat 505 Club	Oct 2007	5.30 pm
BisNet - Ballarat Business Network	02 Oct 2007	7.15 am
University of Ballarat Technology Park Executive Network	16 Oct 2007	8.00 am
BisNet - Ballarat Business Network	06 Nov 2007	7.15 am
University of Ballarat Technology Park Executive Network	20 Nov 2007	8.00 am
Commerce Ballarat 505 Club	Dec 2007	5.30 pm
BisNet - Ballarat Business Network	04 Dec 2007	7.15 am
Ballarat IT Specialist (BITS) Breakfast Network	18 Dec 2007	7.15 am

Business information and training

Business Information Kits

Source: <http://www.businessballarat.com/?id=businessinformationk>

The City of Ballarat Economic Development Unit has a suite of business information kits that are available free of charge to Ballarat businesses. The suite of products include:

- **2006 Ballarat Investment Prospectus** - provides economic data and industry profiles to assist investment making decisions
- **Your Guide to Business Services** - a comprehensive guide to local, State and Federal government sources of information and support for businesses
- **Business Marketing Solutions** - a step-by-step guide to developing a marketing strategy complete with a marketing plan template
- **Business Start-Up Solutions "Plan for Success"** - the must have guide to helping to ensure that your new business idea or venture will succeed
- **Starters Guide to Creating a Business Website** - cut through the jargon and processes for developing a website for your business

Please contact the Economic Development Unit on 5320 5620, business@ballarat.vic.gov.au or visit the Town Hall to collect your copies. Also don't forget to visit our website - www.businessballarat.com - for a comprehensive range of information on the Unit, current projects and useful links.

Business Development Workshops

Source: <http://www.businessballarat.com/?id=businessworkshops>

The City of Ballarat, in partnership with the Victorian State Government and Commerce Ballarat offers a range of Business Development Workshops in Ballarat as part of the "Under New Management" Program.

The 2007 Ballarat Program includes:

15 May 2007	Employing People	6:00pm till 9:30pm
06 Sep 2007	Developing and Existing Restaurant, Cafe or Bar	6:00pm till 8:00pm
09 Oct 2007	Selecting a Retail Location	6:00pm till 9:30pm

The Business Development Workshops are run by qualified business experts; and as an added bonus, a one-on-one mentoring session will be offered with each attendee as a follow-up to each Workshop.

For a schedule of 'Under New Management' workshops/seminars across the state during 2007 visit: www.business.vic.gov.au/BUSVIC.1310988/STANDARD//PC_50160.html

For further information, please contact: Peter Forbes - Business Development Officer on 03 5320 5672 or email: peterforbes@ballarat.vic.gov.au.

Training for Business

Source: <http://www.businessballarat.com/?id=trainingforbusiness>

Training incentives aimed at bolstering the small business sector and developing a more entrepreneurial workforce are now available under the Federal Government's Skills for the Future Program

Some 30,000 Australians will be granted Work Skills Vouchers to enable them to improve their skills through courses offered by Registered Training Organisations.

The vouchers cover enrolment costs for courses to a maximum value of \$3000. They can be used to study Year 12 or equivalent courses, accredited literacy/numeracy courses and approved vocational certificate II qualifications.

To be eligible for a Work Skills Voucher for the course, participants must:

- Be over 25 years of age
- Never have completed Year 12 or an equivalent
- Never have gained a Nationally Recognised Qualification
- Be an Australian Citizen or a Permanent Resident.

Participants can be employed casually, part-time, full-time, sub-contracting, working on a voluntary basis or unemployed.

Priority will be given to unskilled workers; income support recipients receiving Personal Support, Disability Support, Vocational Rehabilitation Support, Parents or Carers payments; unemployed job seekers, and persons not in the labour force.

For further information on courses and the Work Skills Vouchers visit www.skillsvouchers.dest.gov.au.

Women's Access to Finance Program

Source: www.businessballarat.com/?id=businessdevelopmentp

The "Women's Access to Finance Program" Workshop is designed to assist women who are running their own businesses to better understanding and access finance for business expansion. Men are also welcome to attend.

13 Mar 2007 Understanding Financial Statements 6:00pm till 8:00pm

02 Aug 2007 Access to Finance 6:00pm till 8:00pm

For a full schedule of "Women's Access to Finance" workshops/seminars across the state during 2007 visit:

www.business.vic.gov.au/BUSVIC.1310988/STANDARD//PC_51153.html

Export Development

Getting Ready: Starting an Export Business

Are you getting ready to start an export business? Before starting your export business, there will be many decisions to make. Business Victoria identify these as including:

- deciding whether exporting is viable for you
- conducting market research to identify export market opportunities
- planning your export business, including marketing and financial planning
- understanding the necessary paperwork and vocabulary involved in the exporting process
- ensuring that you have the necessary licences and follow the regulations when exporting
- deciding how to transport your goods
- having the right skills and staff in place to effectively run your export business

Step-By-Step: My Export Strategy

Thinking about export? Business Victoria have developed a template to help you research and develop your export plan. There are seven steps to preparing an export strategy.

- Step One: Internal review
- Step Two: External review
- Step Three: Product review
- Step Four: SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
- Step Five: Critical success factors
- Step Six: Setting objectives, strategies and action plans
- Step Seven: Implementation

To find out more: www.business.vic.gov.au/export.

Marketing opportunities

Business Eureka Pack

Source: <http://www.businessballarat.com/?id=growthpack>

The Business Eureka Pack is an investment incentive package, consisting of a significant offering of discounted commercial goods and services, donated from established businesses within the City of Ballarat. The offers span a range of financial, business and marketing products and services, aimed at attracting new businesses to Ballarat, and assisting Ballarat businesses to expand.

The Business Eureka Pack is a mechanism for investment generation, job creation and the development of a more diversified and prosperous local economy; by stimulating growth and expansion for both new and existing business operators.

Benefits for businesses

Contributing Ballarat businesses will benefit from:

- The introduction of new business prospects.
- Increased spending.
- Brand exposure through promotion of the Business Eureka Pack.
- Networking opportunities.
- Assisting the growth and development of enterprising new businesses.
- Supporting the local community and the local economy.

Benefits for applicants

Business Eureka Pack applicants will benefit from:

- Thousands of dollars worth of discounted goods and services to reduce the establishment costs associated with new/expanding businesses operations.
- Increase awareness of existing Ballarat product and service providers.
- Introduction to existing Ballarat businesses.
- Introduction to Ballarat business networks.
- Provide an incentive to establish a new business or relocate/expand an existing business into the Ballarat marketplace.
- Provide a point-of-contact with the City of Ballarat and other Government Agencies.

Further information

www.businessballarat.com/?id=growthpack