



Newsletter

CONTACT Email : office@GraftonChamber.org.au

September 2011

Diary Dates

Networking the Clarence

Wed 14th September 5.30 pm
\$5.00 per head All welcome
Presented by CBEAS & Grafton TAFE

Terrace Restaurant, Grafton Campus, Clarence St, Grafton

Chamber AGM Dinner, Guest Speakers & Meeting

Wed 21st September 6.30 pm
\$38.00 ph Members, \$40 ph Non members. All welcome
Vines Restaurant
139 Fitzroy St, Grafton

Google Adword Course

Tues 27th September
5.45 pm start to 8.00 pm
Victoria's Restaurant, Grafton
\$20 per person. All welcome
To book Contact **NORBEC**

Chamber Network Meeting

Wed 28th September 6.30 pm
Wild River Cafe, Rivers St Ulmarra
All members welcome

World Rally Coffs Harbour

Thurs 8th-Sun 11th September

Artsfest

24th- 29th September

Clarence Food Month

Chamber Members promote Local Food

Be part of a whole month to celebrate the food that is grown, produced, caught, harvested, shelled, shucked, grazed, roasted and passionately prepared right here in the Clarence. It's also a chance to learn about how to grow your own food, either in your own backyard or at a community garden ... or how to start your own community garden. Click above for the website. Below are the Chamber's members who are participating.

Australia Hotel Steakhouse
ph 6642 1566

Wooli Oyster specials: natural, Kilpatrick & mornay. Perfectly pan fried then oven baked Aussie chicken breast filled with sundried tomato camembert and pesto served with your choice of sides.

Café Graffiti
ph 6643 1515

Local and seasonal, rustic roast vegetable salad. Mouth watering Naeco Blue local mussels in a tomato broth served with crusty bread.

I Scream

ph 6643 1960

Old fashion scrumptious Pillar Valley banana's, split and served with ginger ice cream.

Roche's Hotel

ph 6642 4866

Wholly guacamole free range chicken pizza with a very secret recipe homemade tomato sauce.

Walkers Marina Hotel

ph 6642 1893

Delicious reef and beef rib fillet topped with local fish, Yamba king prawns and mouth watering mussels

Zacks on Bent St

ph 6643 4500

\$30- Tender eye fillet with coconut & rice crusted Yomba prawns caramelised lime aioli, mushy peas, parmesan potato gratin and a red wine sauce.



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Grafton Chamber's Activities and Events

From the Presidents Desk...

Welcome to our new state budget. As I write this, we are coming up to O'Farrell's first state budget. I know it is going to be tough, but hope that it lays a long term plan for our business sector. Heaven knows, we have been doing it tough for some time now. There are certain areas that need to be addressed, and first and foremost is finishing the Pacific Highway. This, along with an integrated transport management strategy will go a long way towards helping businesses in the bush. Our tourism sector has been hard hit over the past year, and it would be good to see some relief in this area.

Speaking of tourism, the mid north coast and north coast tourism awards were held in Grafton at the showground at the newly renovated Barn. This was a very successful evening and congratulations to all of those local businesses receiving awards.

This month is local food month and it brings a range of events highlighting local produce. Restaurants are all promoting local produce in their menus and the ever popular Gate to Plate is on at the showground on the weekend of 10/11 September.

Other events of note are the car Rally held between Grafton and Nambucca. This is a big event and will draw many visitors as well as allow us to promote our region to the international stage.

It was pleasing to see the federal parliamentary group in Grafton recently, looking at the hardwood

timber industry and its future. This is an industry that has very much shaped Grafton, is a major source of local employment and hopefully, has a long and strong future.

I attended a forum looking at recognizing our aboriginal community in the constitution. This is recognition long overdue. The recognition of the original inhabitants has occurred in such countries as New Zealand, and a referendum question is being prepared to put to the people in the near future. I am sure this will instill a certain amount of pride in the community, recognize the value of aboriginal culture and custom and provide an opportunity to recognize many of the wrongs that have been inflicted on aboriginals in the past.

From all accounts, Crazy Day was a success and it would be good to see more businesses embracing it. Great to see a few in South Grafton, and hopefully more next year.

Finally, don't forget our AGM at Vines on the 21st of this month, and our next networking evening to be held in Ulmarra on the 28th.

Jeremy Challacombe President,
Grafton Chamber of Commerce and Industry

**WELCOME to our newest
or renewing members
The Greater Building Society
Grafton Print**

Grafton Chamber of Commerce & Industry

Office : PO Box 502, Grafton 2460
Ph (02) 6642 6183 Fax (02) 6642 1272

Executive Officer

James Patterson Mob/Txt 0457 768 641

NEWSLETTER ADVERTISING

Banner Ad (19 x 2cm) \$ 40 per month
1/8 page (9cm x 6cm) \$ 50 per month
1/4 page (19cm x 6cm) \$ 90 per month
1/2 page (19cm x 12cm) \$160 per month

All copy and artwork must be received before the **2nd of the month**. Any member interested in advertising in the newsletter [email](#) or phone the Chamber on **6642 6183**

EXECUTIVE COMMITTEE

Jeremy Challacombe (President)	6642 3336
Noel Smith	
(Vice President)	6643 5551
Janet Ocholla	
(Secretary)	6642 6183
Glenn Thompson	
(Treasurer)	6642 7555
Phil Belletty	0419 884 001
Alan Masson	6640 3089
Sandy Stewart	0411 845 290
Cllr Craig Howe	0418 845 201
(Council Representative)	

Key Employment KiKASS!

An innovative apprentice scholarship program has been launched by Key Employment, a local specialist employment provider. Key Employment is working with all local high schools in the area selecting successful school leavers with aspirations to undertake the apprenticeship of their choice.

"The scholarship is a first! Key Employment and respective high school staff has selected 2 students from each school and will award them an apprentice scholarship. Hence the name KiKASS – Kids in Key Apprentice Scholarship Scheme. We now have 50 students from as far north as Yamba to Kempsey in the south." Jodi Wood, Manager Client Services said

Each of the scholarship winners will be placed with willing local employers in a minimum 4 year apprenticeship. "The employers will be paid the apprentice wages in total for the first year of the apprenticeship and a wages offset of over \$100 a week for the remainder of the apprenticeship. This is all arranged by Key Employment" said Paul Israel, Manager Employer Services

This is a real opportunity for local employers to find an apprentice for their business at virtually no cost in the first year and a greatly reduced rate for the remainder of the apprenticeship. This scholarship has the potential to save employers in excess of \$25,000 over the life of an apprenticeship and in a win for the employer a valued tradesman at the completion of the apprenticeship.

There are still a number of scholarship recipients looking for host employers and if a business is interested in taking advantage of the scheme they can contact Key Employment on **1300 KEY JOBS** or **1300 539 5627**.

HOW TO SELL THROUGH GOOGLE ADWORDS

Find out how at our two Clarence Workshops

Many Australian small businesses increase sales using Google AdWords and related strategies

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Should I use them, when, how much should I pay, how to improve my ranking, other strategies that work

Presented by Dylan O'Donnell, Owner, DNA Digital Byron Bay & Google AdWords Certified Partner
Dylan is a highly practical presenter and is skilled at delivering real life examples. That illustrate how you can use this potential sales and promotion opportunity

Two Great Clarence Locations:

Yamba Wed 21st September

Yamba Bowling Club,
44 Wooli Street, Yamba

Grafton Tues 27th September

Victoria's Restaurant,
51 Fitzroy St, Grafton

Time (All locations):

Registration 5.45 pm for 6.00 pm start to 8.00 pm finish (networking 7.30pm – 8.00pm)

Cost: \$20.00/head incl. GST and local gourmet delicacies/canapés

For enquiries contact Jacqui

Danielson admin@norbec.com.au or phone on 02 6622 1933



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True Water Solutions is seeking nominations for a new annual initiative recognising the valuable contribution that not-for-profit organisations make to our community. True Water Solutions, in partnership with industry leaders Fuji Clean, Water Gurus and Toro, is donating a wastewater treatment system to the value of \$15,000 to a needy community group. This state of the art treatment system will be donated inclusive of design, approvals, freight and installation.

For details phone 1800 057771 or visit

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Join and Support the Chamber Support YOU!



CHAMBER AGM

ELECTIONS and AGENDA

Wed 21/Sept/11 6.30 pm

The Grafton Chamber of Commerce and Industry will hold its **AGM** on **Wednesday 21st September 2011**. With over 140 members at present, we would welcome all business people interested in nominating for a position on the Executive Committee to [get a nomination form from the Executive officer James Patterson](#). ALL Positions will be open for election—President, Vice President, Treasurer, Secretary, Public Officer and up to four Executive Member positions.

We will present the updated Constitution for Adoption, all members should have received a copy in the email. Let me know if you haven't as yet. The updates relate to changes in legislation (association) and an increase of exec members from a 7 to 9 member board. Comments or any business items for the AGM agenda [contact James](#)

The AGM will be a dinner with special guest speakers, (Ian Dinham, Flood Mitigation, Stuart George, NSW Business Chamber and Northern Rivers Tourism, and Laurie Marchant, South Grafton Community Bank), a two course meal and a wine tasting from Yellow Tail Wineries. All businesses are welcome to attend, \$38.00 ph members, and \$40 ph guests. [Tickets \(and Invoices\) available here](#).

Please note: only current, financial Chamber members may vote on the night. Hope to see you there.

The AGM is fast approaching, and we have two new places proposed for the Executive Board. The motion is prepared for the AGM to adopt, and will mean that extra expertise and energy will be available to the Chamber's discussions, plus allow Chamber members to be present at more meeting and events affecting the future of the Clarence Valley and local business. Opportunities such as representation on Rates Advisory committees, Tourism committees, the Grafton Bridge committee, Hospital, Prison and Police committees, Regional Development boards and the Summerland Way committee require some time to attend and prepare—so extra hands mean the Chamber has input. **Ulmarra** is the destination for the next Chamber networking meeting—the Executive felt it was an opportunity to network with neighbours and build better links with the small and agricultural businesses in the area. All welcome (see front page).

Our last Chamber Network evening was at Kitchen Fusion, hosted by Marcel and his team. Such wonderful food was prepared, and went well with the whites and reds! Owner Brad Willis, explained how he has developed his business to expand from Kitchen "cupboards" to include a design service, kitchen equipment (domestic and commercial) and tiling—all Local Businesses! Marcel spoke about the range of cookery classes offered (great team building exercise!) as well as the various product lines within Kitchen Fusion. [see page 7 for more](#).

Crazy Day (a very vibrant street this year!) and the Daily Examiner's Wedding Expo highlighted the impact local business can make with co-operation and co-ordination. Congratulations to the organisers to a job well done.

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If members sign up before the end of September they will receive 15 months for the price of 12 (to December 31st, 2012).

Entree - \$396, Main - \$660, Dessert - \$1056

Prices include the website, hosting and CMS (the Dessert package also includes a free .com.au domain name). Members simply need to do is contact us directly at our office, via email, phone or in person, to secure this deal.

www.webalicious.com.au or ph. 0407 297 764



Annie's Bed & Breakfast
Grafton

13 Mary St, Grafton, NSW, 2460
Ph: 0421914295

Annie Herbert decided once her teenagers left the family home for university, that the empty space of their 1904 built house, "Penhale" would make an ideal Bed & Breakfast. Today, she offers a two bedroom, boutique accommodation that carries her name, and which, she admits, "keeps her busy".



"I like to tailor to the customer's needs. When they ring up, I ask them what are they are requiring - what's the occasion, what do they expect, will they have dietary needs, mobility needs, would they like me to book dinner or arrange a takeaway, even do they want a reading lamp or have particular preferences for Austar," she laughs.

"About 90% of my business comes through the internet, who become return customers. Many are coming to Grafton for a particular purpose, and looking for something different in accommodation. We also get anniversary, special occasion weekends, weddings and we now offer gift vouchers. I get many comments that my website has a simple layout and easy to use."

"I work closely with local restaurants like Vines Zacks, or Georgies to offer bed and dinner packages or I refer customers to other local things to see or do, take away, activities."

Annie's Bed & Breakfast, 13 Mary Street, Grafton
Ph 0421 914 295 www.anniesbnbgrafton.com

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Grafton 6644 3222
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FOODCARE WELCOMES ASSISTANCE

Foodcare is an a welfare arm of the church Christian Outreach Centre. We have been established in Grafton for the past 30 years as a church. Our aim is to provide a handup to people on welfare benefits and reduced incomes by the provision of food at reduced price : we do this by providing fruit and vegetables and dry goods on the basis of a small donation for the food they select.

The Foodcare agency was established nearly 4 years ago at 68 Pound Street Grafton. Recently we have moved to bigger premises at the Good Intent Shopping Centre. We are a volunteer agency ,using local people to serve the community.

We receive goods from Sydney and are open to receiving food goods from local businesses, The income we receive stays in our agency for costs and providing help to local people. Some weeks around 100 people access this service:

Items needed

Local fruit veges Dry goods Bakery items

Thanks, Pastor Jon Baker, Grafton Christian Outreach Centre, Church with the Blue Cross



WORLD RALLY — GRAFTON

COFFS COAST 8-11 Sept 2011 STARTS

THIS THURSDAY

The Rally is about to start on Thursday in Coffs, and we are yet to know what impact or benefits will be realized in Grafton. Our thanks to all the participants in the Music and Arts festival for offering the range of entertainment.

Businesses needing to visit or deliver in Coffs can check what roads are closed or diversions by checking the RTA's Rally Info site :http://www.rta.nsw.gov.au/newsevents/rally_2011_roadclosures.html

Grafton Farmers & Growers Market



7am – 12 noon every Thursday at Market Square

For More information: www.clarence.nsw.gov.au

Book a Stall: 6642 3336

Are YOU ready to take the new demanding consumer age head-on?

These articles are "abridged" from some recent My Business E-newsletters. As "Brick and Mortar" compete with the internet, as well as each other—isn't time you gave some thought to your internet sales strategy?

My Business - Five killer marketing strategies for a digital world. Story by "Tony Eades" August 22, 2011

1. Welcome to the mobile web

Things are 'moving' even faster across the World Wide Web – quite literally. One third or 36% of Australians accessed the internet via their smart phone, a recent Nielsen survey revealed. If your company website isn't 'smart phone friendly' then your online audience is will be diminishing. Create a 'mobile only' version of your web portal or even a Web App that will enhance the customer mobile experience.

2. Search engine optimisation

According to a Netcraft Web Server Survey from late last year there are around 300 million websites available on world wide web, increasing at a rate of 7 million active websites every couple of months. Sure a potential customer can type in your website address and come straight to your site but that is like coming straight to your house and knocking on the door. Unless they have been directed from another site they are probably already existing customers – what about the thousands of potential customers who need your product or service but don't know who you are? As the information superhighway gets more and more congested the need for sophisticated search engine optimisation (SEO) gets greater.

3. The art of personal branding

As the Owner or Key Person in your organisation it is vital that you have a 'personal branding strategy' in place for this new age. People buy from people - face to face or by perception over the net. Your online profile must be professional, reflect the company corporate brand and deliver a positive message to the masses. Whether via Facebook, LinkedIn, Twitter or the new Google+ your personal brand must be consistent and managed effectively. Consider engaging a social media specialist to oversee this for you or sign up to an online service like 'Brand Yourself' so that you can easily manage your social media platform and more importantly monitor it. Any bad press whether true or not can display prominently on Google unless you have enough positive articles, links or profiles to take dominance.

4. Video content is king

More than three quarters of online Australians (77%) watch video content on their computer and a further 26% watch video on their mobile phone – video is by far the biggest driver of internet activity in the new information age. Without video your company website will often be seen by the new consumer as broken or behind the times. Online Videos such as video walkthroughs of your latest projects, testimonial clips from your customers, a welcome video from the CEO and 'how to' segments around getting the best user experience from your product or service. Uploading and broadcasting video has become accessible and affordable to all thanks to platforms like YouTube however quality is still paramount. Invest in professionally produced video clips broadcast in high-definition so your message is clear, polished and stands head and shoulders over the general low quality clutter available on the net.

5. Build your PR

With the growth of the internet and the birth of the 'information age' comes a substantial increase in target-marketed, online-only publications. As a specialist in your field you should share your knowledge and experience via these information sources, create a Blog and make regular specialised posts and contribute to online discussion via LinkedIn groups and forums. Besides assisting with your online ranking internet savvy, information hungry consumers will see you as a leader in your field and by default your company too.

If you think that the 'information age' is a little mind boggling just think that it took radio broadcasters 38 years to reach an audience of 50 million, television 13 years and the Internet just four. Facebook alone took only four months to reach a million people and the new Google+ release in June this year already has attracted 10 million users. Welcome to the 'information age' – fasten your seatbelt and hang-on tight.

My Business - Why retailers should be showrooms for online purchases. Story by "Simon Sharwood" Aug 26, 2011

You're in a department store and spot an item you love ... but you can't find one in your size. You approach a sales assistant who looks up the item on the point of sale computer and informs you that while there are none in your size in stock, the store's online shop has plenty. Would you like to make an online purchase?

Robbie Robertson, managing director and co-founder of "experiential design" company e2, says "We are seeing an understanding and acceptance that online retailing is here to stay. Larger brands are accepting it. They are turning their stores into the experience and then 'closing' the sale online. The next step is admitting that retailing is a showroom and that it should be a showroom, but knowing you have such a robust online store you can sell online in the shop." Doing so, he says, can even be more engaging for customers. "It prolongs the retail experience—they come into the shop, buy it, then carry on with their lives. A few days later it arrives and they go wow – they get the buying experience all over again."

One prescription glasses retailer asked Robertson, 'We are degrading our status as leaders in the industry by piling high and selling cheap. What can we do at the other end of the spectrum to show we are a trusted advisor?' Robertson started by asking what customers want. "Any fashion store lets you try on the products," he says. The trust customers place in qualified medical professional like an optician was not being translated to the shop floor sales assistant," Robertson explains.

In-store simulators helped by giving customers an experience of products, like offering a wind tunnel and "glare simulator" so that prescription glasses shoppers can test the glasses they want to wear when cycling or skiing. And better training for sales assistants kicked things along too and meant the business did not have to compete on price.

Friendly feedback

Another feature offers customers the chance to take photos of themselves wearing their planned purchase, so they can share the shots and ask friends for feedback.

"People want to ask their friends if they look good in something before they spend \$100 or \$200," Robertson says. "That need for confirmation and acceptance from friends is becoming part of the retail world. I think you'll see it in a lot of retailers in the next five years."

We have been 'shopping' in-store the same way for years now and frankly it is simply boring. The in-store experience should be fun for everyone - the customer, retailer and the sales person. Sales staff can use their creative talents and technology to help design a solution for customers. Stores can ship directly to the customer from the warehouse or even the manufacturer. Retailers would then be able to reduce in-store inventory. These changes should impact the price of goods, given a smaller store footprint – less rent to pay and less inventory to carry. The way we want to shop has changed, let's hope the transition is a pleasant experience for all.



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to read through an edition of the
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HOLDEN



Tickets NOW on sale, at NAB branches, Grafton, Maclean and Yamba. Get in early to avoid disappointment. **Saturday 17th September Yamba Golf & Country Club** Priced \$65 per head, includes canapés, 2 course meal, wine and entertainment.

The awards are a local business community initiative and an excellent opportunity to showcase your business to the Clarence Valley through attending and networking with the many guests that support and attend our Awards evening. Local media will be there to highlight the Awards. For any further information contact Felicity Watson, Coordinator on 0432 672 265, or email felicity.watson@gmail.com.

Seeking Sponsors



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24th -29th
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A huge range of art, craft, writing, music and drawing courses available. For more details and bookings SEE www.artsfestgraffton.com or email info@artsfestgraffton.com

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2011 NORTHERN RIVERS TOURISM SYMPOSIUM
October 17 & 18 – Southern Cross University, Lismore
Registrations www.tourismsymposium.com.au

Northern Rivers Tourism's 2011 Tourism Symposium is a two-day event being held at Southern Cross University, Lismore on October 17 and 18. This is a major educational and networking opportunity not just for those directly involved in the industry but for everyone whose business benefits from tourism.

On offer are practical workshops focussing on core business fundamentals (social media, public relations, customer service and tips for diversifying your markets), keynote speakers include Tourism Australia Managing Director Andrew McEvoy, Australian Tourism Export Council Chair John King OAM, former Socceroos' Captain Craig Foster and co-founder of Creative Tourism NZ Crispin Raymond. Contiki Holidays founder John Anderson will close the Symposium with an entertaining insight into how he created one of the world's largest touring companies with virtually no start-up capital. Cost is just \$350 per person for the two-day Symposium. Go to www.tourismsymposium.com.au for full details and online registrations or phone Symposium Organiser, Renae Denny on 0412 642 688.

Whats Cooking @ Kitchen Fusion?

Kitchen Fusion, located in the Grafton Mall, have a variety of cooking. Highly travelled and sought after `CHEF STEELE` (Jeremy Steele) is our resident chef who brings an exciting evening of ideas, techniques, experiences and fun to our in store cooking classes.


These classes are run on most Wednesday evenings and cater for 4 - 8 people, and for 3.5 - 4 hrs of jam packed activity, watching, preparing, cooking, eating, laughing and meeting other like minded foodies.

Cost is \$90 per person, couples and group bookings will be given discounts. Participants will get 3 course (minimum, sometimes more) meal, one on one hands on interaction with chef, prepare and cook their meals, lots of fun and also instore discounts on the night.

Special `party`, small groups, events and team building nights are available by request to Kitchen Fusion, pricing will be determined by the event. Group discounts are available. Also you can put your name down for your preferred cuisine on a waiting list and a night can be arranged for that.

For more information or bookings contact Marcel on ph 6642 8883, marcel@kitchenfusion.com.au, or www.kitchenfusion.com.au

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