

# Colac Otway Business Week

## The Better Business Challenge

### May 22-28

A StreetLife project, sponsored by Colac Otway Shire,  
the Department of Industry, Innovation and Regional Development,  
Apollo Bay Chamber of Commerce & Tourism and Otways Tourism

### Small Business Counselling

**Monday, May 22**

**Midday -5pm Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

One hour mentoring with Janet Schultz, of Mentors and Business Coaches International.

This is an ideal opportunity to have one-on-one expert advice on an aspect of your business which needs attention – do you need help with staff management, developing a marketing plan, updating your business plan, sourcing finance, or branding?

Free to former participants of Going Into Business workshops., or \$95 per hour.

To register call Chris Spalding on 5232 9485 or email [chris.spalding@colacotway.vic.gov.au](mailto:chris.spalding@colacotway.vic.gov.au)

### eCommerce Roadshow

**Monday, May 22**

**11am-2pm**

**Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

**6.30-9.30pm**

**Visitor Information Centre, Corner of Queen & Murray Streets, Colac**

This free, three-hour workshop is about making the most of technology and the Internet.

Discover the top 10 uses for eCommerce and its benefits.

Learn what makes a good website – branding, understanding customer needs, how to get the next click.

Understand online sales – how to sell services, credit card payment and processing, payment gateways and other security issues.

Learn how to make it happen, how to use technology to increase sales and decrease costs, and internet marketing essentials.

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### Going Into Business

**Monday, May 22**

**6.30-9.30pm**

**Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

This free, three-hour workshop is designed for people wanting to go into business and people who have been in small business for five years or less.

The workshop covers

- evaluating yourself
- marketing the business
- financing the business
- business planning
- extra support available

Workshop participants qualify for a free one-hour mentoring session with a business coach.

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## **Economic Development Summit**

**Tuesday, May 23**

**10am-Midday**

**COPACC, Corner of Rae and Gellibrand Streets, Colac**

During this two hour public forum Colac Otway Shire will update key industry leaders and business owners on its five-year Economic Development and Tourism Strategy. The forum will be chaired by Mayor Warren Riches and senior council officers will deliver updates on major projects. This will be followed by open discussion on new and emerging economic development issues.

RSVPs to Chris Spalding on 5232 9485 or email [chris.spalding@colacotway.vic.gov.au](mailto:chris.spalding@colacotway.vic.gov.au)

## **Colac Otway Business Week Launch**

**Tuesday, May 23**

**Midday-1pm**

**COPACC, Corner of Rae and Gellibrand Streets, Colac**

## **Get Inside Your Customer's Head**

**Tuesday, May 23**

**11am-2pm**

**Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

Free three-hour workshop designed to help tourism operators and their staff improve their customer service skills.

- Understand what makes your customers' tick
- Make them spend more money
- Make them come back
- Make them tell their friends about you
- Armed with this knowledge, you will have the key to turning an ordinary business into an extraordinary business.

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## **One Page Marketing Plan**

**Tuesday, May 23**

**6.30-9.30pm**

**Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

This free, three hour workshop will teach you how to plan and implement marketing strategies.

Learn how to:

- Define your market
- Understand your customer
- Develop price and time effective action plans to build your business
- Identify your individual competitive advantage
- Walk out of the workshop with a written, user-friendly marketing plan specific to your business.

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## **Starting Up in Tourism**

**Tuesday May 23**

**6.30pm-9.30pm**

**COPACC –Corner of Rae & Gellibrand Streets Colac**

If you've just started a tourism business – or you're planning to – and would like to know more about whom to talk to, what to do and how to go about it then this workshop is for you.

Tourism Alliance Victoria, Business Access, Tourism Victoria and the OAMPS Group, have combined their expertise and resources to develop this introduction to tourism.

The workshop provides a strategic insight across a range of essential business practices and improves overall business acumen and planning.

Normally valued at \$99, this three-hour workshop is free.

To register call Chris Spalding on 5232 9485 or email [chris.spalding@colacotway.vic.gov.au](mailto:chris.spalding@colacotway.vic.gov.au)

## **Starting Up in Tourism**

**Wednesday, May 24**

**11am-2pm**

**Marrar Woon, 6 Pengilley Avenue, Apollo Bay**

If you've just started a tourism business – or you're planning to – and would like to know more about whom to talk to, what to do and how to go about it then this workshop is for you.

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## **Health & Wellness Business Breakfast**

**Wednesday, May 24**

**7.30am-9.30am**

**Hosted and sponsored by Apollo Bay Chamber of Commerce & Tourism**

**Captain's at the Bay, 21 Pascoe Street, Apollo Bay**

Hear an update on the Chamber's exciting Health & Wellness project, plus inspirational business coach and mentor Janet Schultz will deliver a one hour workshop – Keeping All the Balls in the Air. This workshop is designed to help small business operators eliminate the fumbling and become a proficient juggler. This interactive, very practical workshop, is designed to help business operators effectively manage their time, teams and planning. Ultimately it's about achieving a healthy work and family life balance so you have the time and energy to keep your business powering.

**Charge: \$7.50.**

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## **ANZ Business Breakfast**

**Wednesday, May 24**

**7am-9am**

**Hosted and sponsored by ANZ Colac**

**Duff's Café, 43 Gellibrand Street, Colac**

Inspirational speaker Carey Cox will speak about Colac's Hidden Treasure, plus an overview of what's happening in business, Governance issues, impacts of Government policy and qualities of leadership.

Until recently Carey was the Victorian manager of the Australian Institute of Company Directors where he spent almost eight years working with leading business figures. Most of his time was dedicated to mentoring directors and executives.

His earlier career was spent with Nicholas Kiwi where he worked as an executive, general manager and director in Africa, the UK, Middle East, Caribbean and the USA – where he spent seven years as Nicholas Laboratories CEO.

Carey was guest lecturer in International Marketing in the MBA program at the Graduate School of Business of New York University for five years during the 1990s.

**Charge: \$19.50 Free to tourism members**

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## **Packaging & Profitable Pricing for Tourism Operators**

**Wednesday, May 24**

**11am-3.30pm**

**Colac Visitor Information Centre, corner of Queen & Murray Streets**

Discover how to package, consider target markets and product inclusions.

Plus: Packaging case studies – What works, what doesn't.

Learn about the impacts of discounting and calculating profitable pricing.

Book early this workshop sold out in Apollo Bay in February.

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## Silent Salesman

Wednesday, May 24

6-9pm

Marrar Woorn, 6 Pengilley Avenue, Apollo Bay

Does your window-dressing stop people in their tracks and bring them into your shop?

Learn how creative shopfronts and compelling displays can be put to work as Silent Salesmen in this hands-on, free, three-hour workshop.

Book early, this course sold-out twice in Colac late last year.

To register call Chris Spalding on 5232 9485 or email [chris.spalding@colacotway.vic.gov.au](mailto:chris.spalding@colacotway.vic.gov.au)

## Brand Power

Wednesday, May 24

6.30pm-9.30pm

Colac Visitor Information Centre

Branding is the promise of an experience. - it is the lynch-pin of successful marketing and a vital tool for business growth and development.

During this practical workshop establish the essence of what you have to offer clients and highlight this sustainable competitive advantage through branding.

Suitable for all types of business, community organizations and small towns. A must for tourism operators.

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## Operating Your Business

Wednesday, May 24

7pm-10pm

Duffs Café, 43 Gellibrand Street, Colac

At this seminar you will learn:

- 10 business profiling activities
- The habits of effective networkers
- The art of self promotion
- How to build business contacts
- To develop a networking action plan for implementation

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## Get Inside Your Customer's Head

Thursday, May 25

11am-2pm

Colac Visitor Information Centre

Free three-hour workshop designed to help tourism operators and their staff improve their customer service skills.

- Understand what makes your customers' tick
- Make them spend more money
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- Armed with this knowledge, you will have the key to turning an ordinary business into an extraordinary business.

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## Small Business Counselling

Thursday, May 25

3pm-5pm

Colac Visitor Information Centre, corner of Queen and Murray Streets, Colac

One hour mentoring with Janet Schultz, of Mentors and Business Coaches International.

This is an ideal opportunity to have one-on-one expert advice on an aspect of your business which needs attention – do you need help with staff management, developing a marketing plan, updating your business plan, sourcing finance, or branding?

Free to former participants of Going Into Business workshops., or \$95 per hour.

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## One Page Marketing Plan

Thursday, May 25

6.30-9.30pm

**COPACC, corner of Rae & Gellibrand Streets, Colac**

See how the successful marketing of your business can be achieved through a dynamic A4-sized plan, which will help you make the most of your marketing and promotional budget. It **can** be done on a shoestring.

Identify your market sector, and how to capture their attention.

This interactive workshop will guide you through case studies.

Leave the workshop with a personalized plan of action.

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## Introduction to Strategic Business Planning

Thursday, May 25

7pm-9pm

**COPACC, Corner of Rae and Gellibrand Streets, Colac**

At this seminar you will gain an understanding of:

- The need to set a vision
- How values determine the culture of the company
- How to undertake an external situational analysis of a business
- How to put together a 1 page Business Plan and how it will help your business

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## Hold the Front Page

Friday, May 26

11.30am-1.30pm

**Marrar Woorn, 6 Pengilley Avenue, Apollo Bay**

This two hour workshop for tourism operators is all about grabbing the media's attention.

There will be tips on coming up with a winning story idea, and how to pitch your story to the mainstream and travel media. Learn how to write a dynamic press release and how to update the tourism industry on what's new in your business. Discover how to develop a PR strategy to build your off-peak trade.

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## Small Business Counselling

Friday, May 26

11am-4pm

**Colac Visitor Information Centre, corner of Queen and Murray Streets, Colac**

One hour mentoring with Janet Schultz, of Mentors and Business Coaches International.

This is an ideal opportunity to have one-on-one expert advice on an aspect of your business which needs attention – do you need help with staff management, developing a marketing plan, updating your business plan, sourcing finance, or branding?

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## Silent Salesman

Sunday, May 28

11am-4pm

**COPACC, Corner of Gellibrand and Rae Streets, Colac**

**Building on the success of the sell-out Silent Santa workshops held in November, accomplished Colac retailer and lecturer Lyn Armistead is offering an extended workshop.**

Does your window-dressing stop people in their tracks and bring them into your shop?

Learn how creative shopfronts and compelling displays can be put to work as Silent Salesmen in this very practical hands-on, free, three-hour workshop.

Book early, this course sold-out twice in Colac last year.

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