

Open for Business



SHOWCASING THE FUTURE OF MOIRA SHIRE

April 2006

Framework
for the
future

**SHARE YOUR
STORY....**

*Do you have a story
to share?*

*Did you move your
business from the
City to Provincial
Victoria?*

*Has your business
shown considerable
growth?*

*If you think you have
a story to share,
please email it
through to Rebecca
Sullivan at
rsullivan@moira.vic.gov.au
and we will
profile it in our
newsletter.*

*Receive the
recognition you
deserve!*

Moira Business Online

The Business Development Website is officially 'Open for Business'.

The website is a great source of information for potential and current investors located within the Moira Shire. The site offers accurate and timely advice on directories, seminars, workshops, compliance, grants, networking and funding opportunities.

The site has links to many other relevant local, state and federal services and is a complete reference centre for businesses and investors. It has made local business information, support, education and development accessible and easy to understand. The site promotes Moira Shire as a place to live, work and invest. Moira Shire supports business retention, expansion and facilitates initiatives with business to attract new industry.



The website is aimed at increasing economic activity in the shire by supporting existing businesses and attracting new businesses to the region. The website and its development was funded by Moira Shire Council and Regional Development Victoria.

We encourage businesses to visit the website and are more than happy to receive your feedback.

www.moirabusiness.vic.gov.au

ADVANTAGE > OPPORTUNITY > ATTITUDE



Upcoming events

MAY 2006

MAY 3 – Yarrawonga
Operating Your
Business (Networking)

JUNE 2006

JUNE 6 - Yarrawonga
Customer Service

JUNE 7 - Nathalia
Promotion and
Productivity

JUNE 13 - Cobram
Marketing, Display &
Merchandising

JUNE 14 - Numurkah
Professional
Productivity &
Work/Life Balance

AUGUST 2006

AUGUST 16 –
6 SEPTEMBER – Cobram &
Yarrawonga
Strategic Business
Planning

OCTOBER 2006

OCTOBER 4 - Numurkah
Introduction to
Strategic Business
Planning

Home-based Businesses

The Business Development Unit is currently updating the Moira Shire Business Directory and would like to include all home-based businesses. There is no cost to be included in the directory and your business can be listed under as many sectors as applicable. The directory will list all businesses and their contract details under the relevant industry, product or service they provide.

Individuals and businesses will be able to download these details from our Business Development website. It is the aim of the Moira Shire to encourage businesses to buy locally to stimulate our local economy and create and sustain employment opportunities. The Moira Shire Business Directory also enables us to contact you directly when we have programs, workshops or seminars that could help you grow your business or provide important information about any issues that may affect your business and for consultation regarding business matters. To include your details please contact Michelle Moore, Business Development Support Officer on 5871 9222 or mmoore@moira.vic.gov.au.

Skill Shortages

Moira Shire is experiencing considerable growth. The prospects of sustaining such growth will depend on the degree of acceptance and flexibility of businesses and communities in responding to this unprecedented growth.

A pre-requisite for a growing economy is the availability of a suitably skilled workforce. A job skills audit is currently being conducted by the Skilled Migration Incentive Program with results expected in May 2006.

The Victorian Government has raised issues in relation to impending skill shortages and associated issues of education and training. One of these concerns is the appropriate location of training facilities.

Local suppliers of training services may be more attuned to the training needs in their area. Additionally, more people who are trained in the region rather than outside are more likely to be attracted to a job in the region.

For further information please contact the Goulburn Murray Regional Migration Co-ordinator, Kirsti McQueen on (03) 58 329 847.

Building & Planning

We are striving to increase the communication between various council departments and the businesses in Moira Shire. We are committed to providing you with the most up to date and relevant information for your business.

From June, the Business Development 'Open for Business' newsletter will include sections on Building and Planning. Look out for important information from both of these departments in the near future.

Upcoming events

Small Business Month

JUNE is SMALL BUSINESS MONTH.

Look what's coming up:

Customer Service June 6 – Yarrowonga

You will find out:

- Who your customers are
- How to read your customers
- How to meet your customers needs
- How to avoid discrimination
- How to use customer feedback to increase your business
- How to attract customers
- How to deal with customer complaints

Promotion & Productivity June 7 – Nathalia

Gain an understanding of:

- Who your customers are
- How to attract customers
- Using customer feedback to increase your business
- Store and town promotions
- Identifying trends / needs for new products and services
- How to do something different

Under New Management Programs

The Moira Shire Business Development Unit has been chosen to host some excellent business workshops and seminars designed to ensure that existing business owners and those contemplating ownership are able to make informed decisions. The chance to participate in these workshops will be offered to all existing and new business in our shire. However, spaces are limited, so please register your interest as soon as possible.

3 May 2006

Operating Your Business (Networking) – 2 hour seminar

You will learn:

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

16 August -6 September 2006

Strategic Business Planning – 21 hour workshop (4 weeks)

The Strategic Business Planning Workshop provides 21 hours of targeted, sector specific training. Upon completion of the course, participants will be able to evaluate their current business needs, look forward and plan for the future. The workshop will consist of 16 hours of group work and then 5 hours of individual participant work at the participants workplace.

The sectors invited to participate in the Strategic Business Planning workshop include:

- Retail
- Home-based businesses
- Tourism
- Succession planning

You will learn how to:

- Assess your current position
- Set targets for future growth
- Develop a map showing how to reach your targets
- Check your progress

4 October 2006

Introduction to Strategic Business Planning – 2 hour seminar

Your will have an understanding of:

- The need to set a vision
- How values determine the culture of a company
- How to undertake an external situation analysis of a business
- How to develop a one page business plan and how it will help your business

Please contact Rebecca Sullivan or Michelle Moore on 03) 5871 9222 for an enrolment form.

Upcoming events

Marketing, Display & Merchandising
June 13 – Cobram

Subjects to be covered include:

- Store layout
- Store and town promotions
- Enhancing store service and environment
- Strategies to increase your market
- Who are your competitors
- Identifying trends
- How to do something different

Professional Productivity & Work/Life Balance
June 14 – Numurkah

Learn to:

- Develop work priorities
- Delegate effectively
- Establish business networks
- Coordinate the work team
- Motivation and commitment
- Monitor business operations

Business Breakfast for home-based business owners with guest speaker

Venues and exact dates to be advised... watch for announcement in Moira Matters.

Business Profiles

Recopak – Bill and Debbie Dopper

Bill and Debbie Dopper used to live in Melbourne and enjoyed their annual holidays to the Murray River in the Cobram area.

In 1986 they made the move to Cobram permanently and are the proprietors of Recopak Machinery Pty Ltd.

Recopak commenced trading to specialise in the reconditioning and servicing of packaging machinery and material handling equipment.

The business grew and in 1995 had a 900 square metre building; which was being put to good use. By 2003, the building was deemed to be too small for the ever-expanding business and Recopak relocated to a new 2000 square metre building in 2004 in the Cobram Industrial Estate.



Recopak machinery now imports equipment from overseas manufacturers in Spain, Holland and Italy.

The business has gone from strength to strength whilst Bill and Debbie are now well and truly entrenched in the lifestyle and the feeling of belonging to the Cobram and Moira communities.

Newsletter – Email Preference

I would prefer to receive the next newsletter via email.

Name:

Organisation:

Address:

Email Address:.....

Telephone:..... Fax:.....

Please fax back to Moira Shire Council on 5872 1567 or email rsullivan@moira.vic.gov.au.

I would not like to receive any further copies of the Business Development Newsletter

Privacy Statement

The personal information collected on this form will be used only for the administration of the Moira Shire Council Business Development Unit.

Your personal information may be used or disclosed to organisations directly involved in the delivering of the service, as required by law or with your consent.