

The “BEAR” PROGRAM

Benalla Business Network
in partnership with the
Benalla Rural City

A community engagement program



Proudly Supported Through
Regional Development Victoria



BUSINESS EXPANSION AND RETENTION PROGRAM

OBJECTIVES :

To raise the profile of businesses within the local community.

To enhance the competitiveness of local businesses and minimise leakage from the local community.

To identify windows of opportunity for new business creation, business growth, business matchmaking and networking.

BUSINESS EXPANSION AND RETENTION PROGRAM

BACKGROUND:

The BRC and BBN formed a partnership to attract funding for this program.

Consultant Peter Kenyon was employed to introduce the program.



BUSINESS EXPANSION AND RETENTION PROGRAM

WHAT WE DID...

The program was introduced to the business community by Peter Kenyon at a BBN dinner.

Getting the tills Ringing

POWERFUL BUSINESS TOOLS FOR GETTING THE MOST OUT OF YOUR BUSINESS

Proudly supported through Regional Development Victoria





Peter Kenyon is a social entrepreneur and community enthusiast. He presents fresh and creative ways that stimulate community and economic renewal. He is not interested in being part of a process of producing yet another report that sits on the shelf - he seeks involvement with communities who are ready to invest themselves, ideas, assets and resources in the process.

'Getting the tills ringing' delivers the stories of ordinary people who dared to be different and have become out-of-the-ordinary entrepreneurs running businesses located outside large cities. Rather than being endowed with unique and mysterious qualities, these people have discovered and developed attitudes, behaviours and skills that set them apart from most business operators.

Date: Tuesday 1 May, 2007
Time: 6.45pm for 7.00pm dinner - concludes 10.30pm
Venue: Fine Vines & Coffee House, Commercial Hotel, Bridge Street, Benalla
Cost: Free thanks to funding under the State Government Business Continuity Program

For booking contact:
Kyra Rheese phone 5762 1457 or email rhese@inet.net.au
Jeanie Hall phone 5760 2633 or email jeanie.hall@benalla.vic.gov.au

For further information, contact Benalla Rural City Council's Economic Development Officer Jeanie Hall on 5760 2633.




BUSINESS EXPANSION AND RETENTION PROGRAM

TO BEGIN

- The executive of the business network joined Peter the following morning for an information session
- At the completion of the breakfast we had a commitment from the network and support for the project. Without that, the program could be very difficult to run.
- Our next mission is to undertake Community visits to Cootamundra to expand the outcomes of the program

A vibrant future for Benalla businesses

BUSINESS RETENTION AND EXPANSION PROGRAM



One characteristic of a vibrant local community is visible appreciation, understanding and support for its existing business base. Existing local businesses represent the engine for continuing economic activity and new jobs in any local economy. Evidence shows that they are responsible for:

- creating between 60 to 80 percent of new jobs
- providing most of the investment for new community economic initiatives and infrastructure
- generating ideas about possible new businesses
- often acting as an attraction for outside businesses to relocate or establish within the community.

It is vital to have community initiatives that focus on listening to, and helping existing businesses to do better. The Business Retention and Expansion (BRE) Program is one such initiative.





Join us to participate in a Workshop looking and learning how we could use this program.

"The best way to predict the future is to invest it"
Alan Kay, Computer Scientist

Date: **Wednesday 2 May 2007**
Time: **7.30am - 10.30am**
Venue: **Fareholme, 2 Bridge Street, Benalla**
Cost: **Free (tickets to be sent under the State Government Business Continuity Program)**

For booking contact:
Kara Rheese phone 5762 1457 or email krheese@benalla.vic.gov.au
Janine Hull phone 5760 2633 or email janine.hull@benalla.vic.gov.au

For further information, contact Benalla Rural City Council's Economic Development Officer Janine Hull on 5760 2633.



BUSINESS EXPANSION AND RETENTION PROGRAM

THE TASK FORCE



A taskforce was formed to implement the program



BUSINESS EXPANSION AND RETENTION PROGRAM

THE TRAINING

Volunteers from within our community were trained in interviewing techniques.



APPROACHING THE BUSINESSES FOR INTERVIEWS

- A list of about 100 businesses was drawn up to ensure representation across ASIC definitions, small, medium and large employers, home based businesses and new businesses
- Each business was telephoned and informed of the program, asked if they would participate and forwarded a copy of the questionnaire with a follow up letter
- Of nearly 80 businesses contacted only one declined, one accepted, then declined but filled the form out anyway and one, feeling the impact of the drought, accepted but contacted us prior to interview to say they felt all that could help them was for it to rain

BUSINESS EXPANSION AND RETENTION PROGRAM

THE MATCHING PROCESS

- Very complex process to get it correct
- Tools included data filters and plenty of colour and movement

Title	First Name	Surname	Business	Address	Phone(s)	REF
Ms	Anne		Goorambat		03 5764 1200	Kyra Rheese Raelene Lister
Mr	Des		Thales	P.O. Box 840	03 5760 3222	Geoff Oliver Pat Clardge
Ms	Tanya		Beauty On Benson	10 Benson St	03 5762 5882	Jenny Levy Jeanie Hall
Mr	Campbell		Landmark	206 Bridge Street	03 57622188	Ian Roscoe Darren Spencer
Ms	Janet		Top of the Town Motel	136 Bridge Street	03 5762 4866	Deirdre Morgan Ron Fowles
Mr	Neville		Benalla Optical services	63 Nunn Street	03 5762 2433	Pat Clardge *Rebecca Litter
Ms	Jane		Sayette Hairdressing	89-91 Nunn	03 5762 6680	Kyra Rheese *Sophie Griffin
Ms	Sue		Horse Habits		03 57623999	Jane Rush *Ashlee Lagstrom
Ms	Kyra		Estancia Nursery	130 Bridge St	03 5762 1457	Jeanie Hall *Jacinta Elliott
Mr	Andrew		Bertali's Bakery	51 Bridge Street	03 5762 1200	Max Richards *Rebecca Litter
Mr	Ray		R.W. & J.E. Engineering and Hydraulic Supplies	Lot 5a Yellowbrick Rd	03 57624723	Ian Roscoe Darren Spencer
Ms	Rhonda		Gliding Club of Victoria	PO Box 46	03 57621058	Jeanie Hall Sophie Griffin
	Ruth		Good Reading	22 Bridge Street East	03 57626803	Ian Roscoe Darren Spencer
	susan		Sunningdale Nursery School	48 Benson St	03 57627327	Kyra Rheese Rebecca Litter
	Roger		Rambling Rose	78-80 Bridge Street	03 57621040	Jenny Levy Raelene Lister
	Ninsoone		Work Stuff	210 Bridge Street	03 5762 1755	Jeanie Hall *Alexandra Gellately
	Tanya		Seven Sisters Vineyard Estate	47 Brougham Street	03 9348 9310	Lois Smith Lindsay Thomas
	Michael		Country Health Care	P.O. Box 648	03 5762 1125	Barb Alexander Kyra Rheese
	Michael		Monger and Tompkinson		03 5762 1934	Max Richards *Jake McDonald
	Michael		Benalla Toyota	2-6 Yellowbrick Rd	03 5672 2022	Kyra Rheese Raelene Lister
	am		Stoltz Home Furnishings		5762-2011	Geoff Oliver *Nick Abley
	raig		Topworld	35 Bridge Street	03 5762 2272	Geoff Oliver *Nick Abley
	Bill		Perfect Choice Real Estate	12-14 Bridge Street	03 5762 2022	Jane Rush *Ashlee Lagstrom
	Darren		Fareholme	3 Bridge Street	03 5762 8333	Jane Rush *Tim Ryan
	Amelia		Benalla Newsagency	45 Bridge Street	03 5762 2082	Max Richards *Jacinta Elliott
	Jaeme		Sole Step	46D Rudin Arcade	03 5762 2036	Cr Pat Clardge *Alexandra Gellately
	Sareth		AMCAL Benalla	43 Bridge Street	03 5762 1483	Lois Smith Lindsay Thomas
	Gerard		Tnu Energy	27-29 Bridge Street	03 5762 7575	Louise Levy Leanne Robb
	Anthony		Central Access Ltd	P.O. Box 303	0419 583 578	John Morgan Kim Scaron
				P.O. Box 238	03 5762 7880	Ian Roscoe Darren Spencer

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BUSINESS EXPANSION AND RETENTION PROGRAM

THE INTERVIEWS

The businesses were interviewed, and results compiled.



BUSINESS EXPANSION AND RETENTION PROGRAM

“RED FLAGS”

Are a process of identifying issues and concerns.

Interviewers have passed on business concerns to the Task Force.

The task force will follow up the process by putting businesses in touch with parties that may be able to solve their problem.

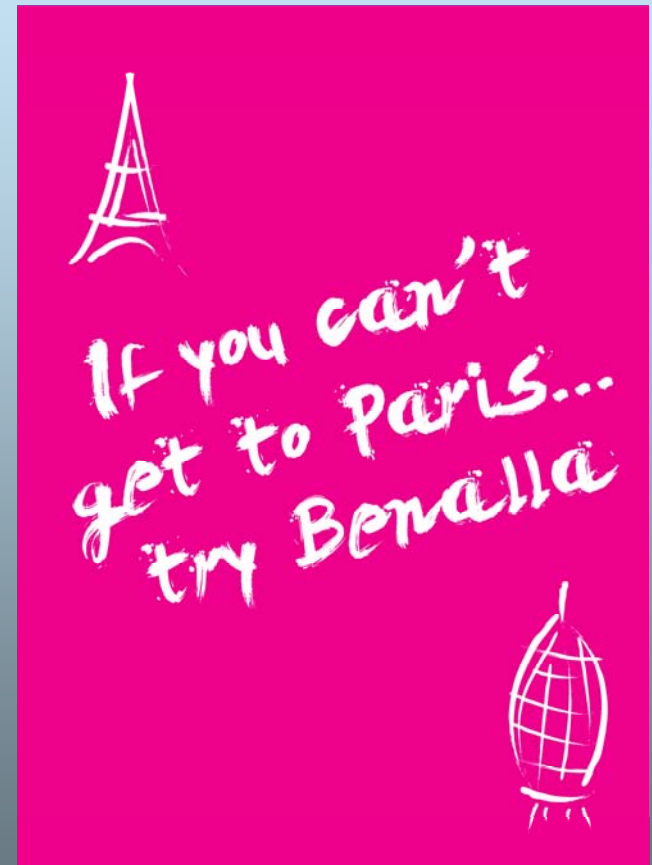
BUSINESS EXPANSION AND RETENTION PROGRAM

THE OUTCOMES

THE GOOD NEWS...

Many of our businesses have been established for more than 10 years.

People live in Benalla for the great lifestyle and build their business around that.



OTHER FINDINGS

TRANSPORTATION

Need for better freight services.

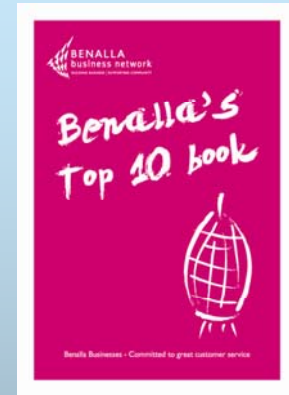
Could be an opportunity for a freight/logistics centre close to Benalla.

The cost of transportation of goods is a problem for some.

OTHER FINDINGS

Recruitment and Customer Service

Engage with Job Network providers.



Work with employers to assist them to develop better interview techniques particularly for young staff.

Develop a 10 booklet to support staff and provide tools to enable great customer service.

BUSINESS EXPANSION AND RETENTION PROGRAM

BEAR is about finding solutions

This is PERFECT!!!!!! Exactly what I was chasing (but better!!!!) We sometimes need to get builders hardware all over the place. Sometimes we need to send our own Ute to say Kyabram with driver and Ute it may cost us \$200 to get a \$10 item over there!!!

But now we call Jaybek and it may cost \$20 or \$40.

If you can pass onto the creator from me that this is fantastic. Well done.

If I can think of any additions I will come back to you.

Thanks again

PS Thanks for including me in the BEAR project I think it was great initiative.

Benalla Online
www.benallaonline.com.au

Adams Freight Service (Benalla)
Loads: Semi trailer/Truck/Van
Carry: Semi loads/Pallets/Parcels/General
Freight storage available
Lisa or Scott
Phone 03 5762 5545
Mobile 0409 950 932

Alexander's Light Freight (Shepparton)
Loads: Truck
Carry: Pallets/Parcels/General
Neale 0412 573 338

Brent Freight (Wangaratta)
Loads: Truck/Van
Carry: Pallets/Parcels/General
Neale 0412 573 884

Forden Freight (Benalla)
Loads: Truck
Carry: Pallets/Parcels/General
Gary 0408 575 234

Jabek Transport (Wangaratta)
Loads: Truck/Van
Carry: Pallets/Parcels/General
John 03 5721 5277

Kelarnie Freight (Wangaratta)
Loads: Truck
Carry: Pallets/Parcels/General
Brian 0418 573 644

Mansfield Express (Mansfield)
Loads: Semi trailer/Truck/Van
Carry: Semi loads/Pallets/Parcels/General
Phone 03 5775 1892
Fax 03 5775 1843
Mobile 0408 577 800

Midland Light Freight (Benalla)
Loads: Van
Carry: Parcels
Bob 0429 950 407

Rick Bertoli's Lite Freight (Shepparton)
Loads: Van
Carry: Parcels/General
Peter 0408 942 594

Symes Transport Operations (Benalla)
Loads: Semi trailer/Truck/Van
Carry: Semi loads/Pallets/Parcels/General
Phone 03 5762 2707
Fax 03 5762 3437
Mobile 0407 538 871

FREIGHT GUIDE

SUMMARY TO & FROM BENALLA - PICK UP & DELIVERY

SUMMARY	TO & FROM BENALLA - PICK UP & DELIVERY
Adams Freight Service	WANGARATTA/ALBURY-WODONGA SHEPPARTON YARRAWONGA/MULWALA BEECHWORTH/MYRTLEFORD MELBOURNE DAILY SYDNEY & ADELAIDE
Alexander's Light Freight	WANGARATTA/YARRAWONGA/MULWALA/COBRAM DOOKIE/DOOKIE COLLEGE
Brent Freight	GLENROWAN/WANGARATTA OXLEY/MILAWA/KING VALLEY
Forden Freight	SHEPPARTON VIOLET TOWN/EUROA
Jabek Transport	WANGARATTA/ALBURY-WODONGA SHEPPARTON/KYABRAM COROWA/RUTHERGLEN/YARRAWONGA/MULWALA/COBRAM OXLEY/MILAWA/KING VALLEY
Kelarnie Freight	ON-FORWARDING TO MELBOURNE & CANBERRA MANSFIELD WANGARATTA COROWA/RUTHERGLEN/ YARRAWONGA/MULWALA
Mansfield Express	MANSFIELD MT BULLER WANGARATTA/ALBURY-WODONGA SHEPPARTON ALEXANDRA/YEA MELBOURNE DAILY
Midland Light Freight	GOORAMBAT/DEVENISH/ST JAMES/TUNGAMAH/YARRAWONGA AGENT FOR WEST BERG FORWARDING
Rick Bertoli's Lite Freight	MANSFIELD/ALEXANDRA/EILDON/YEA/SEYMOUR/SHEPPARTON WANGARATTA/BEECHWORTH/MYRTLEFORD/BRIGHT
Symes Transport	VIOLET TOWN/EUROA YARRAWONGA/MULWALA MELBOURNE DAILY

BUSINESS EXPANSION AND RETENTION PROGRAM

SKILLED STAFF

38% saw lack of skilled staff restricting their growth

Need for tradespeople including welders and electricians

We need to encourage a workforce of 18-35 year olds for succession planning for our ageing workforce

We need to engage with our youth so that they can identify achievable career paths.

BUSINESS EXPANSION AND RETENTION PROGRAM

IT & BROADBAND ACCESS

Lack of access on the fringes of Benalla creates frustration and retards business growth.

One major employer has no broadband access.

BUSINESS EXPANSION AND RETENTION PROGRAM

OPPORTUNITIES

Serviced offices

Foundry

Skills bank of staff

BUSINESS EXPANSION AND RETENTION PROGRAM

And WE CELEBRATED!!

- It is such a big undertaking it is crucial that you celebrate
- The Mayor presented all volunteers and businesses with a certificate acknowledging their participation including the guy who managed all the data
- Preliminary findings were shared and the follow up articulated.



BUSINESS EXPANSION AND RETENTION PROGRAM

WHAT HAPPENS FROM HERE?

A list of objectives has been compiled and activity is underway

Milestones include:

‘10 book’ to enhance Customer Service

Signage strategy review for industrial areas following red flag

Actions are written in the Economic Development Strategy

BUSINESS EXPANSION AND RETENTION PROGRAM

AND...

finally, we intend to

Keep the conversation going to encourage Business
Expansion Attraction and Retention





Thank you

For any information please contact me on 03 5760 2633
or e-mail jeanie.hall@benalla.vic.gov.au