

central focus

A newsletter for Central Geelong Business Operators

FEBRUARY 2009 UPDATE

Welcome to the February edition of Central Focus, the newsletter for Central Geelong businesses that keeps you up to date with what is going on in Central Geelong and any upcoming marketing, event, training or business opportunities.

General Information

All Central Geelong businesses have been sent a Stakeholder Perception Survey. This is your opportunity to provide feedback to us about the activities and events we have delivered. At CGM we rely on this feedback to guide the development of our activities and events for the upcoming year. You can fill this survey out online at www.centralgeelong.com.au in the members section. All surveys need to be filled out by February 20, 2009.

Marketing Opportunities

The 12th Australian Masters Games are in Geelong from 20 February to 1 March, and to help welcome these athletes to town why don't you decorate your shop window. Lombard, the Paper People have put together a special Australian Masters Games Display Kit, or head to Tell-A-Balloon for a special balloon display. For more details about the Lombard's display kit go to www.lombard.com.au. To contact Tell-A-Balloon call 5229 2452 or www.tellaballoon.com.au. For more details about the 12th Australian Masters Games, including event details go to www.australianmastersgames.com.

The April school holidays are fast approaching and we are currently putting together our school holiday program. If you have a special you would like to include in our Fun Guide, fill in the enclosed registration form. Our Fun Guide is sent to over 2,000 families registered with us. If you want to run an activity during these school holidays to be included in the Fun Guide, please call Belinda O'Keeffe on 5272 4769

Training Opportunities

With the global financial crisis affecting us all, there are a number of training opportunities for all Central Geelong Businesses.

Packaging Workshop – Tuesday 17th February, 10am – 3pm, Mecure Hotel Geelong. Now more than ever, all Central Geelong businesses need to be more creative in the way they market themselves. For more information about this workshop please call Emma Clark on 5272 4841.

Survive & Thrive 09. Enclosed with this newsletter is information regarding the Geelong Chamber of Commerce series of events designed to help Geelong businesses through the current economic challenges. This program is about business survival and growth in difficult times. Register now and take advantage of this great opportunity.

Business Opportunities

Tip from Business Victoria **How to discount in a downturn** – “If you price promote too frequently, your consumers will become conditioned to expect discounted prices and will hold out for the next sale. If you discount too deeply, you might get the sale, but you're almost guaranteed to undermine the long-term value of your brand.” For more tips on “how to discount in a downturn” or other business tips go to www.business.vic.gov.au.

The government has announced a small business stimulus package to help small businesses through the tough times ahead. The package is currently before parliament, but for more details go to www.business.vic.gov.au.

Upcoming Events

For full event details go to www.geelongaustralia.com.au or www.centralgeelong.com.au. If you want to get involved in an event, contact the event organisers.

FEB		
1	Steampacket Market, 10am – 3pm. Arts, Craft & Food Stalls.	Steampacket Gardens
8	Snap Ironman 70.3 Triathlon	Waterfront Geelong
14	8.30am – 12.30pm. Central Geelong Farmers Market	Little Malop Central
19	Secondary Schools Catholic Sports Triathlon	Waterfront Geelong
20 Feb – 1 Mar	12 th Australian Masters Games	Central Geelong and Waterfront Geelong
MAR		
1	Steampacket Market, 10am – 3pm. Arts, Craft & Food Stalls.	Steampacket Gardens
7-8	Geelong Classic Offshore Power Boat Race. Offshore Power Boat racing and displays.	Waterfront Geelong and Steampacket Gardens
14	8.30am – 12.30pm. Central Geelong Farmers Market	Little Malop Central
15	Sanitarium Weetbix Kids TRY-Athlon	Waterfront Geelong
22	Harwood Andrews Geelong Corporate Triathlon	Eastern Beach Reserve and Ritchie Boulevard
27-29	Rotary Conference.	Deakin Waterfront Campus

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