

central focus

A newsletter for Central Geelong Business Operators

MARCH 2009 UPDATE

Welcome to the March 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.

Marketing Opportunities

- Sign up for Earth Hour. On Saturday 28th March from 8.30pm to 9.30pm, business and households around the world will be switching off their lights and appliances for one hour – Earth Hour, making a strong and unified statement against climate change. Business can use an Earth Hour Information Kit which includes ideas on how they can leverage this event. For more information or to sign up, go to www.earthhour.org.
- The Central Geelong School Holiday Program is once again being run over the April school holidays. Keep an eye out for the Fun Guide and all the great activities that our Central Geelong Businesses are conducting. If you have an activity you would like to run or a special you would like included in future programs, let us know at Central Geelong Marketing on centralgeelong@geelongcity.vic.gov.au or 5272 4769.

Training Opportunities

- Central Geelong Marketing has joined forces with Tourism Geelong and Bellarine Tourism to present a series of FREE training sessions. The first session is on Monday 30th March, 10am - 12pm at Four Points by Sheraton Geelong. The "Have A Go Award Submissions" training session, is hosted by The Communicators (Geelong Advertiser Business Excellence Awards) and Victorian Tourism Awards and is aimed at giving you an opportunity to get the inside scoop on the best way to prepare an outstanding award submission. For more information call Emma Crameri on 5244 7107 or bpt@geelongcity.vic.gov.au
- We are all feeling the pinch of tough times, but having your skills up to date is a great way to ensure you are invaluable in your workplace. To make up-skilling easier on the pocket, VECCI has organised a training program called Fight Back. Until 15 March 2009, VECCI are offering members courses from as little as \$99 (non members are also welcome to participate). For more information call 5227 7990 or go to www.vecci.org.au/vecci/events+and+training/index1.asp.

Business Opportunities

- Win a \$5,000 business marketing package. All you need to do is to sign up to Business Victoria before 30 April, 2009, and stay up to date with business news, regulations and government assistance. Stay informed with regular updates, access and save a range of tools and resources including online forms, step-by-step guides, seminars and industry directories. For more information or to sign up go to www.business.vic.gov.au/signup or call 13 22 15.

General Information

- Staff changes to the CGM Executive Team. Welcome back to Jodie Smith-Reyntjes who returns from maternity leave. Jodie will replace Emma Clark as Executive Officer.
- Do you have something that is worrying you about Central Geelong, or have a great idea that you would like to share, contact a Committee Member and discuss your concerns/ideas. All committee member details are on our website, www.centralgeelong.com.au and all committee members are happy to hear from you.

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.

MAR		
14	8.30am – 12.30pm. Central Geelong Farmers Market	Little Malop Street 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
APRIL		
5	Steampacket Market, 10am – 3pm. Arts, Craft & Food Stalls.	Steampacket Gardens
5	Geelong Challenge Triathlon	Waterfront Geelong
11	8.30am – 12.30pm. Central Geelong Farmers Market	Little Malop Street Central
11	XXOCM Show & Shine display of Ford Zephyrs and Zodiacs.	Steampacket Gardens
18-19	Australian F1 Superboats racing on Corio Bay and public displays.	Corio Bay and Steampacket Gardens
25	Anzac Day. Parades and services.	See local newspapers

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