

# central focus

A newsletter for Central Geelong Business Operators

## APRIL 2009 UPDATE

Welcome to the April edition of Central Focus, an initiative of Central Geelong Marketing. This newsletter provides information to Central Geelong business operators on upcoming marketing, event, business development and training opportunities.

### Marketing Opportunities

#### April - School Holiday Program

Central Geelong Marketing has released the April School Holiday Fun Guide, with loads of activities, special offers and discounts available every day in Central Geelong from Saturday 4<sup>th</sup> to Sunday 19<sup>th</sup> April 2009. There are 27 sessions of free activities and 18 sessions of paid activities including magic shows, art and craft classes, dance workshops, miniature animal farm, exhibitions, storytelling, live music and more. More than 2500 children are expected to participate over the two weeks, with the majority of families expected to stay on to eat, shop or play in Central Geelong. A number of Central Geelong businesses provide activities, venues, special offers and discounts as part of this program. If your business has an activity you could run or a special offer for future programs, call Central Geelong Marketing on 5272 4769 or email [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au).

#### New website coming soon

Central Geelong Marketing will soon relaunch its website to business operators, allowing direct access into its comprehensive business directory. Information regarding website launch and individual business access details will be distributed mid May.

### Training Opportunities

#### Want to know your customers better?

Take advantage of Central Geelong Marketing's **FREE** training sessions: **101 Back to Basics – Knowing your customers and collecting data.**

To be held on Monday 27<sup>th</sup> April 2009, 4pm to 6pm at Hawthorn Suites at 13<sup>th</sup> Beach, Thirteenth Beach Golf Links. By joining forces with Tourism Geelong and Bellarine Tourism, Central Geelong Marketing can provide access to all interested Central Geelong business operators to this series of **FREE** training sessions. To register or for more information, call Emma Cramer on 5244 7107 or [bpt@geelongcity.vic.gov.au](mailto:bpt@geelongcity.vic.gov.au).

#### Training Calendar 2009

To see Central Geelong Marketing's full calendar of FREE training scheduled for 2009, visit <http://www.centralgeelong.com.au/training-opportunities.html> Mark this training in your diary now and take advantage of these opportunities for your business and staff. For additional

training opportunities for your business call VECCI on 5227 7990 or the Geelong Chamber on 5222 2235.

### 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 go to [www.business.vic.gov.au/signup](http://www.business.vic.gov.au/signup) or call 13 22 15.

#### Business Numbering

Over 260 Central Geelong businesses have now received their free business number sign that aims to make businesses more locatable in Central Geelong. To register your interest in receiving a free business street number sign call 5272 4769 or [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au)

### General Information

#### Park and Ride

Park & Ride from Kardinia Park – From 1<sup>st</sup> May Central Geelong workers can park all day at Kardinia Park and travel into Central Geelong and back using public buses for just \$2 a day. The service will operate from Mondays to Fridays More information including car park location and bus timetables to be distributed to all Central Geelong businesses soon.

#### Central Geelong Farmers Market

Bringing people into Central Geelong every month, the Central Geelong Farmers Market was held on Saturday 11<sup>th</sup> April 2009. With an Easter gourmet food theme, a visit from the bunny and market money promotion on Bay FM.

#### Committee members welcome your feedback

Contact your committee members if you have feedback or ideas for consideration as the Committee plans activities for 2009-2010. For all committee members details visit [www.centralgeelong.com.au](http://www.centralgeelong.com.au).

### Upcoming Events

For full event details go to [www.geelongaustralia.com.au](http://www.geelongaustralia.com.au) or [www.centralgeelong.com.au](http://www.centralgeelong.com.au). If you want to get involved in an event, contact the event organisers.

<b>APRIL</b> 18-19	Australian F1 Superboats racing & public displays.	Corio Bay and Steampacket Gardens
<b>APRIL</b> 25	Anzac Day. Parades and services.	See local newspapers
<b>MAY</b> 9	8.30am – 12.30pm. Central Geelong Farmers Market	Little Malop Street Central

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