

# central focus

A newsletter for Central Geelong Business Operators

## From the chair

Welcome to the May edition of Central Focus.

The Central Focus is distributed monthly to all Central Geelong business operators to keep you informed of Central Geelong Marketing's broad range of programs and activities aimed at creating a vibrant and dynamic Central Geelong.

Central Geelong Marketing (CGM) has commenced planning our activities program for 2008-2009 and Committee members are interested in hearing your ideas on how CGM can continue to market and promote Central Geelong. You can find their details within this newsletter. I also encourage you to consider nominating for a position on the Central Geelong Marketing Committee to join the Committee for the period 1st July 2009 to 30 June 2011. Information on how to nominate and eligibility criteria is in this newsletter.

I hope that you can attend our next Central Geelong Business Networking Event scheduled for Wednesday 20th May 2009 from 6.00pm at the Village Cinemas Geelong. Enjoy a drink and nibbles while you network with other Central Geelong business operators and then watch a great movie. Central Geelong Marketing will launch its exciting new look website at this event. Further details are in this newsletter.

**Mark Davis**  
**Chair – Central Geelong Marketing**

## Networking Event

Central Geelong Marketing invites all Central Geelong business operators to a networking event to be held on Wednesday 20<sup>th</sup> May 2009. Come along and meet other Central Geelong business operators, make important business contacts and join us for the launch of our new look website [www.centralgeelong.com.au](http://www.centralgeelong.com.au).

### Wednesday 20<sup>th</sup> May 2009

**6.00pm** – Drinks, Nibbles and Networking

**6.45pm** – Website launch & movie screening of *State of Play* – starring Russell Crowe

Village Cinemas, 194 Rynie Street, Geelong

**RSVP (essential) Monday 18<sup>th</sup> May 2009**

p: 5272 4297

e: [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au)

## Marketing Opportunities

### School Holiday Fun – June 2009

The highly successful and eagerly anticipated Central Geelong School Holiday Program will commence on Monday 29 June 2009 for the two weeks of school holidays. Attracting up to 2000 children this program offers free activities in Central Geelong to children aged 4-13 years of age. The activities are varied, change with each program and are spread across Central Geelong.

Over 3000 Fun Guides are sent to registered families. If you are interested in providing a special offer or activity for this program please contact CGM at [centrageelong@geelongcity.vic.gov.au](mailto:centrageelong@geelongcity.vic.gov.au) or phone 5272 4769. Visit [www.centralgeelong.com.au](http://www.centralgeelong.com.au) to register your child to receive a School Holiday Fun Guide and be a part of the fun!

### New website launch

The new look website for Central Geelong will launch to business operators on Wednesday 20<sup>th</sup> May at our networking event at Village Cinemas. [www.centralgeelong.com.au](http://www.centralgeelong.com.au) will provide increased functionality for business operators including updating of business details, ability to upload special offers and events for individual businesses.

All business operators will be provided with a unique user name and password by the end of May and information on how to access and use the new website to promote your business.

## Committee News

### Committee member required

Central Geelong Marketing will soon seek nominations from eligible candidates to join the Committee for the period 1<sup>st</sup> July 2009 – 30<sup>th</sup> June 2011. The Committee is seeking to appoint one Retail/ Business representative

Eligibility criteria, nomination forms and information about the Committee and its programs and objectives can be obtained by contacting Central Geelong Marketing on 52724769 or by emailing [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au). Nominations will open on 13 May 2009 and close on Friday 29<sup>th</sup> May 2009.

## Committee News (continued)

### Strategic & Activities Planning 2009-2011

Central Geelong Marketing Committee members are planning the activities program for 2008-2009. This document will be released in June 2009. Committee members are always interested in hearing your ideas on how CGM can continue to market and promote Central Geelong. You can find their details at the bottom of this page.

## Training Opportunities

### Network your Taste Buds!

Take a culinary tour of our region. Make connections with other business operators and discover ways to cross promote your business with other industry sectors. Discover more about the wide array of local produce available on our doorstep. To be held on Tuesday 26th May 2009 from 2pm to 4.30pm with pick up point at 48 Brougham Street, Geelong. Free for Central Geelong business operators.

RSVP is essential by Monday 18th May 2009 to Sarah on 5244 7117 for this exciting and very different networking opportunity. For more information go to <http://centralgeelong.com.au/documents/network-your-taste-buds-invitation.pdf>.

### 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

### 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. Register your interest in receiving a free business street number sign by 22 May 2009 by calling 5272 4769 or [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au)

## General Information

### Park and Ride

Park & Ride from Kardinia Park. Central Geelong workers can now park all day at Kardinia Park and travel into Central Geelong and back using public buses for just \$2 a day. The service operates Mondays to Fridays. Information including car park location and bus timetables has been distributed to all Central Geelong businesses. Call 5272 4919 if you require more.

### Central Geelong Farmers Market

Bringing over 3000 people into Central Geelong every month, the next Central Geelong Farmers Market will be held on Saturday 9th May from 8.30am to 12.30pm in Lt Malop Street Central, Geelong. The Central Geelong Farmers Market will also feature in a Westfield Fresh Food Promotion on Thursday 7<sup>th</sup> May 2009, 11am to 2pm at Westfield Geelong.

## Upcoming Events

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

<b>MAY 7</b>	Inka Marka – Live performance 12 – 2pm	Little Malop Street Central
<b>MAY 9</b>	Central Geelong Farmers Market. 8.30am – 12.30pm	Little Malop Street Central
<b>MAY 9</b>	Mouth to Mountain 11.30am	City Hall
<b>MAY 10</b>	Mothers Day Classic 6.45am	Eastern Park
<b>MAY 13</b>	Justice Bus Display 9.30am – 12.30pm	Little Malop Street Central
<b>MAY 17</b>	Annual Bridal Expo 11am to 3pm	Four Points by Sheraton Geelong
<b>MAY 19</b>	Jason Coghill – Live performance. 12-2pm	Little Malop Street Central
<b>MAY 22</b>	Police Band Code One – Live Performance. 12-2pm	Little Malop Street Central
<b>JUNE 7</b>	Creative Design Market. 10am – 4pm	Wintergarden, McKillop St
<b>JUNE 13</b>	Central Geelong Farmers Market. 8.30am – 12.30pm	Little Malop Street Central

**Central Geelong**  
marketing

### Central Geelong Marketing

17 Gheringhap Street  
PO Box 104, Geelong VIC 3220  
p: 52724769 f: 52724860  
e: [centralgeelong@geelongcity.vic.gov.au](mailto:centralgeelong@geelongcity.vic.gov.au)  
[www.centralgeelong.com.au](http://www.centralgeelong.com.au)

### Central Geelong Marketing Committee Members

Name	Area of Representation	Telephone
Mark Davis (Chair)	Geelong Chamber of Commerce	52285522
John Sisley (Deputy Chair)	Strip Retail/ Business Operator	52224042
Don Hough (Treasurer)	Real Estate Institute of Victoria	52224711
Myra Chamberlain	Strip Retail/ Business Operator	52212372
Kim Tobin	Arts Sector	52217777
Cr. Barb Abley	City of Greater Geelong	0419 358223
Sandy Kelly-Burton	Shopping Centre Representative	52212411
Annette Cotter	Shopping Centre Representative	52214966
Colin Kosky	VECCI	0418 377909
Mark Giles	Tourism Geelong	52278702
Richard Mills	Strip Retail/ Business Operator	52212650
Simon Parrott	Waterfront Operators	52224100