

Dear Members & Industry Contacts

SCT AGM Reminder

A reminder to all members that the 2011 SCT AGM will be held on Monday 17th October from 7pm in the Sapphire Room at Club Sapphire, Merimbula. We hope to see you all there.

SCT attending upcoming Canberra Travel Show 21-23 October

SCT will be attending the upcoming Canberra Times Leisure & Travel show in Canberra. Special promo opportunities are available for your business at the show (please refer to separate email correspondence). SCT is proud to announce a shared partnership at this year's show with the NRMA Merimbula Holiday Park attending the show with SCT. However additional volunteers are welcome if you'd like to come along and help promote the Sapphire Coast and your business (and in return SCT will offer you the proffered promotional opportunities at no charge). Please contact admin@sapphirecoast.com.au for more details.

Revitalised Destination NSW website

Destination NSW has re-designed www.visitnsw.com to improve the way regional NSW is showcased to potential visitors. Key features include:

- Enhanced display of tourism products including increased multi-media content, videos and interactive maps
- Improved display of destinations – bigger, clearer layouts with more information on towns, regions and areas
- Bold mega-menus making it easier for visitors to find destinations
- Editorial content that will be continually updated for *Things to Do*, *Events* and *Deals* with bolder images and cleaner designs
- More closely aligned with DNSW social networking channels, with real-time feeds appearing on all pages.



The re-designed visitnsw.com.home page

Benefits for Get Connected members (individual tourism product listings) on new DNSW website

Enhanced listings to better showcase tourism businesses including:

- Up to nine images that are displayed in an image gallery
- Larger image sizes for operators
- Links to operators' social media sites such as *Facebook*, *Twitter* and their videos on *You Tube*
- Operators' products now automatically appear on maps integrated into destination and editorial pages
- Operators' deals and offers provided for campaigns are displayed in a clearer layout.
- **No image, no listing** – Operators whose listings do not include an image will be deleted



The new display for an operator listing

To take advantage of these new features operators can log into *Get Connected* and update their listing or **JOIN UP FOR FREE** at

http://corporate.tourism.nsw.gov.au/Get_Connected_p582.aspx

Funding Opportunities

Two different streams of funding are currently available:

1. **NSW Trade & Investment Community Building Partnership 2011**
The CBP program provides funds for community groups and local councils to invest in community infrastructure throughout the State. Grant funding of up to \$300,000 is available for every electoral district with an additional \$100,000 for the 48 electorates identified with higher unemployment rates. Deadline closes 31 October 2011. For more detail <http://www.communitybuildingpartnership.nsw.gov.au/home>
2. **NSW Regional Tourism Product Development Funding Program**
The NSW govt. has committed an additional \$5million in funding to regional tourism across the state for supporting product development in 2011/12. Program funding will be provided for product development projects that create, grow or enhance regional tourism products. Salaries, admin costs, marketing and advertising activities are some of the items that are NOT eligible. Projects that could be eligible could include: Infrastructure, Events (new events not eligible), Technology/digital, Regional conferencing, Quality assessment & customer service, International tourism, Heritage tourism, Touring, Nature-based tourism, Aboriginal tourism, Education and special interest tourism or Industry training. Deadline closes 31 Oct 2011. Please access the funding guidelines and stream 1 or 2 application forms from http://corporate.tourism.nsw.gov.au/Regional-Tourism-Product-Development-Funding-Program_p5094.aspx.

Tourism Australia's 'There's Nothing Like' campaign

Tourism Australia has launched the next stage of its 'There's nothing like Australia' campaign, giving Australians the chance to share their Aussie holiday experiences online as part of a new domestic holiday push.

Australians are invited to share their favourite holiday place or experiences at www.nothinglikeaustralia.com.au to be eligible to win a luxury Aussie holiday and nominate family and friends to share it with as part of their 'Aussie Holiday Dream Team'. Win a share of over \$300,000 in prizes!!

Australians can upload their images and 25 words or less on why there's nothing like Australia at www.nothinglikeaustralia.com.au until 31/10/11 and be eligible to win one of 16 luxury Australian holidays. Let's all take this opportunity to promote the beautiful Sapphire Coast to the world as part of Australia's Coastal Wilderness! You have to be in it to win it!



Updated Guide for Event Organisers

The Event Starter Guide, a free resource for NSW event organisers was recently updated and the 2nd edition is now available online. The guide was developed by the Community Engagement and Events group with the NSW Dept. of Premier & Cabinet. Its easy to read 'quick tips' format provides general information on what is required, who to talk to and where to seek further guidance when organising events. To access the guide <http://events.nsw.gov.au/event-starter-guide/1-introduction/>



Australia's first whale watching app



Want the latest NSW whale sightings on your mobile phone? It's easier than ever with the new NSW National Parks and Wildlife Service *Wild About Whales* mobile app. Learn about different whale species you might see, see tips for spotting them, get the latest whale sightings, record your own sightings and connect with other whale watchers via Twitter and Facebook. Uniquely, you'll also be able to submit your own whale sightings through your mobile! And because the whale-sightings map is

drawn straight from the website, your sighting could appear on NSW Parks official website! To download, search for 'Whales NSW' in the App Store or Android Market for the free download.

Creative Industries Workshop 15 Oct reminder

As emailed 19/09, as part of the Bega Valley Cultural Action Plan, Council is hosting an exciting Creative Industries Workshop on Sat 15th October. Whether you're a visual, performance or literary artist, a designer, organise a festival, go to book readings, create beautiful food products, run a cultural or tourism business or community enterprise, or are just curious about the future for your community, you'll be interested in this seminar.

Council's Cultural Action Plan supports and works with the developing Sapphire Coast Heritage Strategy that is being developed for the region – and your input and participation in the free workshop will help to shape our future in transforming the Bega Valley for the 21st century.

To be held in the Bermagui on Sat 15th Oct from 11am-4pm. FREE workshop but RVSP required for catering (lunch included). RSVP to Alison Cohen at Council on acohen@begavalley.nsw.gov.au or 02 6499 2290. See attached flyer.

Professional Selling Skills Master Class in Bega 17 Oct

Competing with the SCT AGM (!), NSW Dept. Trade & Investment in partnership with the Bega Chamber of Commerce has engaged Bob Johnson to run this workshop. Some people think that salespeople are 'born' – not true. Selling is an art involving a collection of unique communication skills. Bob has a wealth of experience in the areas of management, marketing, service, selling and merchandising. Participants will have the opportunity to book a FREE one on one session with Bob at their place of business for the day following the workshop.

To be held at Club Bega on Mon 17th Oct from 5.30-8.30pm. FREE workshop with light refreshments provided but RSVP required for catering. RSVP by 13/10 to Shannon at Bega Chamber of Commerce on begacgamber@bigpond.com or 0459 440 472.

Famous Business Speaker comes to the Bega Valley 21 Oct!

When it comes to Australian business media, one name is synonymous with trust, integrity and depth of knowledge that surpasses all others. That name is Robert Gottliebsen. Robert Gottliebsen has spent more than 30 years writing and commentating about business and investment in Australia. Robert, as a highly respected commentator has completed hundreds of presentations - and is now coming to the Bega Valley! Don't miss this opportunity to hear from one of the most highly respected and knowledgeable business public speakers.

'How can you keep your business strong in the current global economic uncertainty? Join Robert for lunch and find out! To hear Robert speak would normally cost \$110, but due to generous local sponsorship the lunch will only be \$49.50 per head (which includes a delicious sit-down lunch). To be held at Club Sapphire in Merimbula on Fri 21st Oct from 12noon-2.30pm. Places are limited and registration to Illawarra ITec is essential. RSVP by 19/10 to southcoast@illawarraitec.com.au or 02 4423 3417. See attached flyer.

Kindest regards
The SCT Team

Your Place
Our Place
Great Place



Bega Valley
Cultural Action Plan

Bega Valley Shire Council



Liveable Place



Enterprising Place



Sustainable Place



Accessible Place



Leading Organisation

Creative Industries

New futures for the Bega Valley 2030

Your chance to guide our region

Whether you are a visual, performance or literary artist, a designer, organise a festival, go to a book reading, create beautiful food products, run a cultural or tourism business or a community enterprise, or are just curious about the future for your community, you'll be interested in this seminar.

Please join us in an exciting seminar with presenter Professor Brad Haseman, to begin the planning for our regions social, cultural and economic development, and learn what the place of creativity is in transforming the Bega Valley for the 21st century.

Location : Bermagui Community Centre

Date : Saturday, 15th October 2011

Time : **11:00am** – Registration and morning tea

12pm to 1:30pm – Keynote presentation – Professor Brad Haseman

1:30pm to 2pm – Lunch and Networking

2pm to 3:30pm – Workshops – facilitated by Sheen Boughen, Chair Bega Valley Shire Council Cultural Planning Committee

3:30pm to 4pm – Feedback and wrap up – where to from here

Cost : Free!!! **RSVP by Tuesday 11th October to:**
Alison Cohen on 6499 2290 or acohen@begavalley.nsw.gov.au

Professor Haseman's presentation and open discussion at the seminar will challenge participants to begin the journey of developing a unique and targeted approach suitable for the Bega Valley. This will contribute to driving the framework for the Bega Valley's next Cultural Action Plan which recognises that creative industries can make a significant contribution to business and tourism, and contribute to social benefits for our community.





Retail Skills Development Workshop

Professional Selling Skills – Master Class

Some people think that salespeople are ‘born’ – not true. Selling is an art involving a collection of unique communications skills – fortunately these skills can be learned.

NSW Department of Trade & Investment, in partnership with the Bega Chamber of Commerce, has engaged Bob Johnson to run a Professional Selling Skills workshop for the Retail sector.

Bob has a wealth of experience in the areas of management, marketing, service, selling and merchandising etc.

Participants will have the opportunity to book a free one on one session with Bob at their place of business for the day following the workshop. Please note that there are a limited number of these one on one sessions available.

PROFESSIONAL SELLING SKILLS

Some people think that salespeople are ‘born’ - not true. Selling is an art involving a collection of unique communications skills - and there’s no doubt that some people take to, and succeed at selling better than others.

This is primarily because:

- (a) they have high-level communication skills and
- (b) they enjoy both the challenges and the rewards that come to those who love helping people own the things they need or want.

Fortunately, these skills can be learned however, just like any other skill you’ve learned, it takes practise - and that practise should *not* take place in selling situations because, in most situations, we have only one chance to make the sale.

In this workshop, the selling process is broken into ‘bite-size’, easy to digest sections and there is time allowed for participants to practise their new strategies and skills.

In this workshop participants will:

- ✓ Discuss the 2 main reasons why people buy and how they relate to different product groups.
- ✓ Analyse the pre-approach and approach. Plan strategies to get to ‘first base’.
- ✓ Practise at least 3 types of qualifying questions used by professional salespeople.
- ✓ Learn the secret of getting (and keeping) control of the sale, especially with dominating and ‘know-it-all’ customers.

- ✓ Compare ‘features and benefits’ and apply the four critical steps in selling benefits and discover how to close even more sales by ‘*partial selling*’.
- ✓ Learn how to tap into the customers’ dominant emotional buying motives.
- ✓ Discuss common ‘objections’ (customer concerns) and discover how to use these objections to actually **close more sales**.
- ✓ Analyse ‘buying signals’ and learn how to respond and lead the sale to a ‘**natural**’ close.
- ✓ Dealing with discounting – how to control discount demands from customers and negotiate a price that maximises your margin and their satisfaction.
- ✓ Practise at least 6 ways to close more sales plus tips on how to sell those profitable add-on products/services.

Date: Monday, 17 October 2011

Time: 5.30pm to 8.30pm

Venue: Club Bega

Address: Gipps St, BEGA

RSVP: Contact Shannon on
0459 440 472 or

Email: begachamber@bigpond.com

By Thursday 13th October 2011

Cost: Free, light refreshments provided

Robert Gottliebsen is coming to the Bega Valley!

What a great kudos for the region!



In 1980 Robert was the Founding Editor of Australia's most respected business magazine, **Business Review Weekly (BRW)**.

In 2007 he co-founded, with Alan Kohler and Stephen Bartholomeusz, one of the best free business and investment web sites in the world:

businessspectator.com.au. Robert is a national and internationally renowned business commentator.

“How can you keep your business strong in the current global economic uncertainty?”

Join Robert for lunch and find out.

Over lunch he will discuss the true effects on business of the mining and carbon tax, how taxes raised by 3 levels of government would impact on business and regional areas and Robert will also discuss the current turmoil in the global economy, (*in a way that is easy to understand*), and the effects this could have regionally.

Where: Club Sapphire,
119 Main Street, Merimbula

When: Friday 21st October 2011

Time: 12 noon to 2.30pm

Cost: normally \$110.00 *but* due to generous local sponsorship it will only be: \$49.50per head incls gst. (includes delicious sit-down lunch)

Places are limited and registration is essential.

Payment ***must*** be made in advance by credit card, cheque or cash to:

Illawarra ITeC Ltd,

RSVP: 19/10/2011 to: southcoast@illawarraitec.com.au or 02 4423 3417

Pambula & District
Community Bank® Branch  Bendigo Bank

Illawarra >> ITeC <<
Your Pathway to Business Success

 Trade &
Investment

 Bega Valley Shire Council