



Ballina Chamber
of Commerce

Supporting the local business community.





What is Ballina Chamber of Commerce?

Ballina Chamber of Commerce is a not-for-profit business support organisation made up of leaders and business owners in the Ballina community. The Chamber provides value for members through advocacy, representation, information, education, promotion and networking.

Top 10 Reasons to join

- 1 Opportunity to attend regular networking functions including Business After Hours and Business Breakfasts**
- Invitations to all Chamber of Commerce affiliated workshops, seminars, Forums and training sessions
- 3 Comprehensive Business listing on Chamber of Commerce website with link to your website** (extensive search engine optimisation)
- Regular eBlast updates & periodic Newsletters – we bring relevant news to you
- 5 Benefit from referrals and promotional opportunities**
- Access to FREE IR, HR and WHS compliance support via NSW Business Chamber
- 7 Save 19% on your energy bills** (average savings across the region: \$300 per quarter)
- Be a part of a united voice that advocates on your behalf to local, State and Federal governments
- 9 Play your part in ensuring the ongoing promotion of Ballina as a regional business hub**
- The support and camaraderie that comes with being part of a progressive network pursuing the betterment of business in our Shire



A big voice for small business.

“I don't have time to attend Council meetings and read long reports. It's reassuring to know that the Ballina Chamber keeps an eye on Council activities that may be detrimental to business.”



Lobby and Advocacy

The Chamber provides representation and advocacy on behalf of members, actively lobbying to support the interests of the local business community. The Chamber is a powerful ally providing you with the opportunity to influence decisions and protect the rights of business.

The member elected Board of the Ballina Chamber of Commerce meet once a month to discuss local issues and to address business concerns of members. Issues up for discussion include:

- parking and infrastructure upgrades
- differential rating
- tourism and town promotion
- economic development
- zoning and land planning
- Local Government procurement policies (Buy Local)
- penalty rates and compliance burden.

The Chamber is frequently approached by Government departments, community groups, and private enterprise to host briefing events for the purpose of keeping members up to date on legislation, development projects, and various activities in and around Ballina Shire. We bring up to date information to you instead of you taking time out to find it.

“We like being part of a progressive group working to grow the local economy and make life easier to do business here in Ballina.”

A stronger business voice

Ballina Chamber of Commerce is a proud alliance partner with New South Wales Business Chamber. This program has been vital in uniting the Chamber movement and ensuring the interests of small and large businesses are represented at a local, regional, state and Federal levels. Ballina Chamber of Commerce has a proven track record when it comes to local lobby and advocacy outcomes. We are also committed to influencing decision makers on bigger picture issues such as taxation, industrial relations and compliance burden.

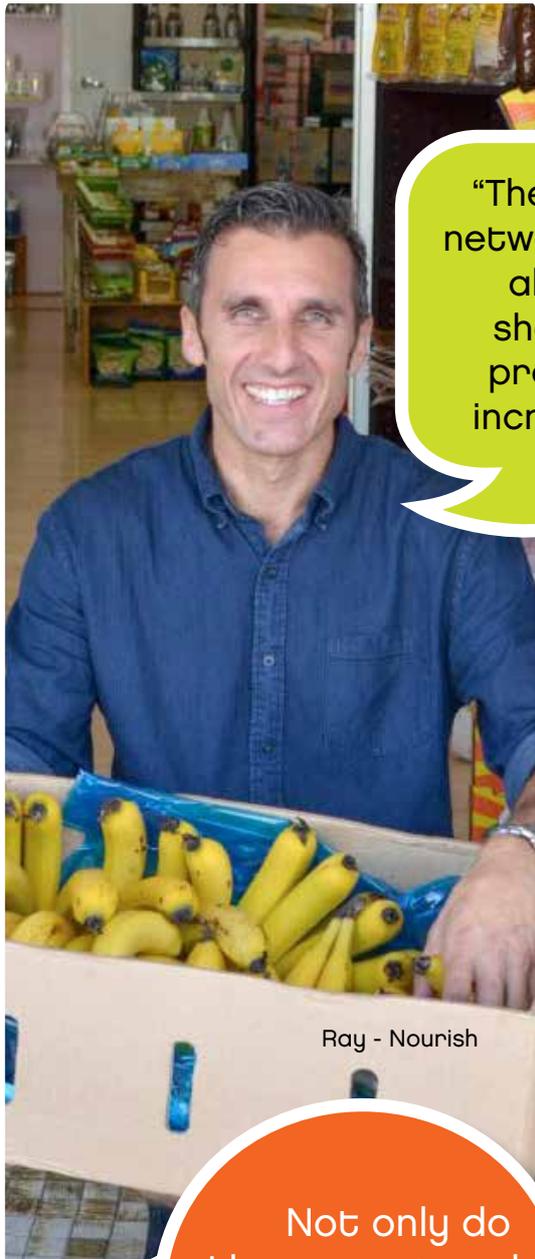


Jim and Tony - Active Pest Management





Connecting local business



Ray - Nourish

“The Chamber’s networking events allow me to showcase my products and increase sales.”

Networking and Professional Development Events

As a business operator, networking is an important way to promote your business, gain useful contacts, generate referrals, keep abreast of industry training and local business information, and get some handy tips in the process. It can also provide a valuable support mechanism for you as well as keeping motivation high and stimulating creativity.

BreakFast Before Business

Each month the Chamber holds a BreakFast Before Business Function (BBB) featuring a topical keynote speaker. The aim of the BBB is to disseminate relevant information, facilitate opportunities for networking, obtain member feedback and provide motivating and inspiring speakers.

Business After Hours

Monthly Business After Hours Functions (BAH) are run by the Chamber and hosted by a member at their business premises. BAH give members the opportunity to network and the host a chance to showcase their product and/ or service. Joining a network of 200 plus Ballina business

operators is an advantage but showcasing your product or service to a group that size creates a significant marketing tool via ‘word of mouth’.

Training & Workshops

The Chamber offers regular professional development seminars and workshops to benefit your business. Training programs cover a whole range of topics including:

- Customer Service
- Business Planning
- GST, Tax and Employment
- Occupational Health & Safety
- Social Media and eCommerce
- Networking and Strategic Partnerships

Not only do I have a network of businesses to which I can refer colleagues and other businesses, the Chamber has also referred others to me. Chamber events are a great way to meet people and I’ve developed several friendships, as well as professional associations.



Kym - Stacks the Law Firm



Focus on tourism growth in Ballina

Destination Tourism Network

Ballina Chamber of Commerce is proud to partner with Ballina Shire Council as joint-members of the North Coast Destination Network (NCDN). This relationship with Council offers us opportunity to actively influence tourism initiatives.

Ballina's local economy is underpinned by tourism activity and with the recent completion of the Ballina bypass it is more important than ever to focus on increasing tourist visitation. With many visitors becoming locals, we also see tourism playing a vital role in an overall growth strategy for Ballina Coast & Hinterland.

The North Coast Destination Network's intended outcomes include:

- Providing a roadmap to double overnight visitor expenditure by 2020.
- Creating a collaborative capacity across the Mid North Coast and Northern Rivers regions.
- Reducing the amount of duplication in regional tourism resulting in

greater economies of scale.

Membership with NCDN guarantees annual funding for destination marketing and greater opportunities for product development specific to Ballina.

The first campaign under this funding model, the Ballina Passport, was delivered in 2013 resulting in:

- Television commercials airing into SE QLD and regional NSW promoting Ballina as a holiday destination.
- A highly successful social media campaign using local residents as ambassadors for Ballina Shire.
- 15,000 Ballina Passports distributed promoting Ballina Coast & Hinterland businesses.

- Additional functionality for promotion of 'Hot Deals' on the Discover Ballina Website.
- A billboard on the Highway in Woodburn promoting the Ballina Exit to motorists.

The Chamber looks forward to working with Council and industry into the future to firmly position our unique and diverse towns, villages and hamlets as key holiday destinations.



"The Chamber's ongoing tourism initiatives help ensure that visitors are exposed to our business through marketing campaigns, rewards programs and 'Hot Deal' incentives."

Georgie and Tim - Air T&G Helicopters



Chamber Alliance Program



I enjoy the benefit of **FREE**, expert, over-the-phone Industrial Relations advice

Malcolm - Gallery CaFe

More Benefits For Members

With businesses facing an increasingly challenging economic, political and legislative climate, it is more important than ever for operators to partner with organisations that can help them navigate with the confidence to make the most of current market conditions.

Membership to Ballina Chamber of Commerce comes with a comprehensive range of benefits for small business including a free membership with NSW Business Chamber.

This means that members, at no additional cost, receive extra benefits including access to a broad range of services such as technical advice, business support tools, information services and educational events."

Visit our Website for a Full list of Direct Benefits and Free Alliance Membership Benefits. www.ballinachamber.com.au

Some of these extra entitlements include:

- **Workplace Advice Line – connecting business owners to workplace specialists when they have a workplace relations issue or questions including wages and allowances, termination of employment, long service leave, superannuation and other workplace compliance and management matters**
- **Trusted business information 24 hours a day, seven days a week with detailed 'Ask Us How' online business guides, member tips and resources**
- **19% off your business electricity usage.**



"This year I saved \$2500 on electricity as a direct benefit of my Chamber membership."

Advertising opportunities

FREE Members Directory listing For all Chamber members.

Each member's individual listing will provide the following features:

- ✔ Your business name and logo
- ✔ A brief description of your business
- ✔ List your products and services.
- ✔ Address & contact details
- ✔ You will be able to receive email messages from your listing
- ✔ Visitors will be able to click onto your web address
- ✔ Upload documents to your document gallery
- ✔ Display 5 products or special offers with thumbnail images in your gallery
- ✔ Your visitors will be able to add a review, print or email your listing to a friend or to export.

Banner Advertising

Have your Banner Ad displayed throughout the Business Directory of Members

Your banner ad will be rotated with those of other advertisers and viewed by visitors as they browse throughout the Business Directory. When your ad is clicked on, visitors will go to your Website or Directory page.

Newsletter Advertising

Have your Ad displayed within the Chamber's monthly Newsletter distributed to a subscription base of 1000+

Your ad will be placed within the body of the Newsletter and viewed by readers as they peruse news stories, topical articles and event updates. When your ad is clicked on, visitors will go to your Website or Directory page.

Please visit the Chamber Website or contact us for more information and pricing.

Hot Deals

Members are encouraged to list special offers for other chamber members.

Featured Deal: Ballina Shire Advocate offer \$200 off any six ad advertising package or online campaign to Ballina Chamber Members, in addition to volume discounts on "frequency" advertising campaigns.



Sponsorships

The Chamber coordinates close to 30 events each year including a Building Expo, Small Business Forum, Business Excellence Awards, International Women's Day Lunch and Ballina Prawn Festival. We also offer Corporate Sponsorship Packages. Call the Chamber office for more information.

 **Ballina Chamber of Commerce**

Supporting the Local Business Community

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