



tourism news



WHITTLESEA & PLENTY VALLEY TOURISM ASSOCIATION INC.,

PRESIDENT	Peter Kenyon
SENIOR VICE PRESIDENT	Charles Castle
VICE PRESIDENT	John Verga
SECRETARY	Sue Ewert
TREASURER	Leila Leaford
ASSISTANT SECRETARY	Caz Monteleone
ORDINARY MEMBERS	Sandra Hocking
	Gillian Borrack
	Sylvia Schultz
	Pam Clune
	John Francis
	1 Vacant Position

NEW TOURISM EXECUTIVE COMMITTEE

NEW ADDRESS:
PO BOX 211, Whittlesea 3757

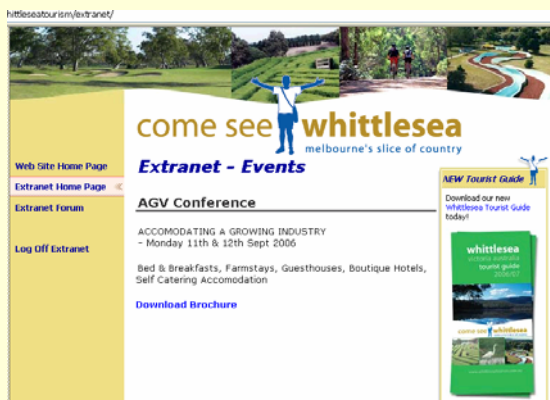
Tourism Extranet – Home Stretch

The Tourism Extranet is near completion. The extranet has been developed to help local tourism operators communicate online, access tourism meeting Agendas and Minutes, the Tourism Newsletter and other industry specific information.

The step-by-step guide will show operators how to register and access the Extranet.

The Tourism Executive Committee will be able to post messages and attach files. File attachments may include meeting agendas, minutes, the newsletter and the like. Often documents are sent via email which can sometimes clog up email addresses. Members will be able to attach the files and members can view them at their convenience. All other members with access to the forum will be able to enter the site and post messages.

Stay tuned for further information.



Whittlesea Township Community Building Initiative Council has been successful in obtaining funds to support residents, community groups, service providers and local businesses in the Whittlesea Township.

The Community Building Initiative (CBI) is a \$10 million, four year program of the Victorian State Government that aims to strengthen small Victorian communities and help them take charge of their future. The Department for Victorian Communities (DVC) has funded 19 projects, including the Whittlesea Township, under this program.

The Whittlesea Township Community Building Initiative project will:

- Build on existing resources in the community – people, schools, businesses, sporting clubs, Whittlesea Agricultural Show, Country Music Festival etc
- Provide opportunities for residents, workers and visitors to get involved in the community
- Empower the community as it faces and moves through the changes ahead

A Community Opportunity Workshop to be held in March will:

- Create a community vision of what people want for the Whittlesea Township
- Identify community priorities and the outcomes that people want to achieve through community projects and activities
- Identify any needs for training workshops or learning programs
- Form community project teams that will work together on agreed projects

Stay tuned for further information. In the meantime, please call Jenny Ashby, Project Officer, Whittlesea Township Community Building Initiative on 0437 942 646 or jenny.ashby@whittlesea.vic.gov.au.

Each year the City of Whittlesea offers a wide variety of seminars and events to meet your needs for professional development. The 2007 Calendar provides the opportunity to undertake training in a broad range of business topics.

SMALL BUSINESS NETWORKING

Women Who Lead Like Women...9 March

In this 'Women in Business Networking Breakfast' you will identify traits that make different women effective leaders, discover that women can be effective leaders when they tap into their feminine energy and explore how you can act as a leader in your business, family and community to cause action/change.

SMALL BUSINESS TRAINING

Going into Business...6 March

Designed for people thinking about going into business, this workshop raises some important questions that you should consider before launching into small business. It will give you some great tips to make your business work.

Occupational Health and Safety...15 and 22 March

Seminar 1 focuses on general OHS legislative requirements, whilst Seminar 2 highlights the key areas of risk faced by industry. Both sessions are focused on practical solutions that will make it easier to manage OHS in your business.

Tax Basics for Small Business...20 March

This workshop is designed to give participants a basic understanding of small business tax issues and obligations. The workshop is primarily for businesses starting out, although existing small business operators will also benefit from attending.

ABS Information Session...26 March

The Australian Bureau of Statistics, Australia national statistical agency, has a wealth of information freely available to assist decision makers. To help business understand what is available and how to access it, the ABS will be conducting a free information session.

RETAIL DEVELOPMENT

Designed to achieve the greatest benefit, the 'Building Business Skills for Retailers' is a series of workshops focusing on the core aspect of running a successful retail business.

Visual Merchandising -21 February

Retail Marketing -21 March

Customer Service and Selling -18 April

Retailing Profitability -16 May

eBUSINESS MONTHLY PROGRAM

'Livewire' is a series of monthly workshops held in locations throughout Melbourne's North East.

Introduction to eMarketing Part 1 - 14 March

Introduction to eMarketing Part 2 - 14 April

My first business website -2 May

Great Website Design - 6 June

For location, times, registration details and other information please visit

www.whittleseabusiness.com.au What's On section.

Please submit suggestions and story ideas to:

**Newsletter Sub-committee, Email
tourism@whittlesea.vic.gov.au**

www.whittleseatourism.com.au

BUSINESS PLANNING

"It is essential to write a firm business plan..."

*The Financial Review,
Tuesday 30 January*

HINT: A business plan has two roles. First it gives busy owners a structure in which to run their business by incorporating performance benchmarks that can be regularly measured. And second it can be helpful in getting funding. Sue Prestney, the small-business spokeswoman for the Institute of Chartered Accountants, has found there is a direct correlation between the lack of a credible business plan and business failure.

TIP: If you do not have a business plan, register to participate in the Developing a Business Plan workshop hosted by the City of Whittlesea on Tuesday 2 May. Visit www.whittleseabusiness.com.au

