

BizFest

Victor Harbor
2018



**Inform.
Empower.
Sustain.**

BREAKING THROUGH BARRIERS



19 October - 9 November 2018

Program

EVENING FRIDAY 19th October

2018 Victor Harbor Business Awards

The 2018 Beyond Bank Victor Harbor Business Awards will feature the best of the best of local businesses and business leaders.

The annual awards is the pinnacle night of the year where all businesses come to together.

The 2018 Beyond Bank Victor Harbor Business Awards will feature categories, for the Best Tourism Hospitality Business, Best Tourism Experience Business, Best Retail Business, Best Trades & Industry Business and Best Online Business.

The evening will again feature the Most Outstanding Business of the year award along with new inductees into the Business Victor Harbor 'Business Hall of Fame'.

COST: \$75 per head including 3 course meal, pre-dinner drinks, canapes and starting wines and music.
VENUE: McCracken Country Club
TIMES: 6:15pm
Book early to avoid disappointment.
BOOKINGS: www.beyondbankbusinessawards.eventbrite.com.au

LUNCH WEDNESDAY 24th October

A vision for economic development 2018 City of Victor Harbor candidates

Business Victor Harbor are offering local businesses and interested residents the opportunity to hear direct from the mayoral and elected member candidates standing for the 2018 City of Victor Harbor elections. Candidates will outline their economic development vision and how they foresee overcoming its economic challenges.

COST: \$30 per person
\$25 per person (BVH Members)
VENUE: Hotel Grosvenor
TIMES: 12:00noon to 2:00pm
Book early to avoid disappointment.
BOOKINGS: admin@businessvictorharbor.com.au

Written & authorised by N. Gormley, Business Victor Harbor, PO Box 1281 Victor Harbor SA 5211, 0414 811 658.

PART 1 EVENING THURSDAY 25th October

PART 2 MORNING FRIDAY 26th October

Make the sale - visual merchandising

The retail store of today is fast evolving and is no longer the only place where customers connect to shop. Retailers need to work smarter than ever to capture every opportunity that walks through their door. Although still central to the shopping experience, to develop a retail store as a destination requires retailers to understand how to engage their customers and involve them in the journey. Understanding the touch points that excite consumer interest will provide your business with an advantage.

COST: \$30 per person
VENUE: Victor Harbor TAFE Campus
19 George Main Road, Victor Harbor
TIMES: Thursday : 5:30pm – 8:30pm (Part 1)
Friday: 6:30am to 9:00am (Part 2)
Book early to avoid disappointment.
BOOKINGS: www.tafesa.edu.au/xml/course/sc/sc_T421010727.aspx

MORNING WEDNESDAY 31st October

Marketing Masterclass Kelly Baker-Jamieson Edible Blooms

Are you struggling to understand how to effectively market your product and or service? Are you fearful of wasting a lot of money? or are you looking for inspiration to drive your marketing efforts?

The Marketing Masterclass session will be delivered by locally based entrepreneur and marketer Kelly Baker-Jamieson from Edible Blooms. The session will walk participants through Marketing Strategy with a focus on identifying who your customer is and how you can reach them. Kelly will provide attendees with real-life insight by showcasing successful and not so successful strategies that she has experienced.

COST: \$20 per person
\$10 per person (BVH Members)
VENUE: Encounter Room, Council Offices
TIMES: 9:30am to 11:30am
Book early to avoid disappointment.
BOOKINGS: www.bizfestmarketingmasterclass.eventbrite.com

ONE-ON-ONE WEDNESDAY 7th November

How can I reduce my power bill ?

The cost of power continues to rise impacting on every businesses bottom line. There are a range of solutions to this challenge. Local businesses are being offered an opportunity to speak direct with an energy auditor on cost reducing strategies that relate to their business.

COST: \$20 per person
\$10 per person (BVH Members)
VENUE: Council Offices
TIMES: 30 minute appointments commencing from 10:00am.
Book early to avoid disappointment, limited spaces.
BOOKINGS: www.bizfestpowerbill.eventbrite.com

BREAKFAST FRIDAY 9th November

Building a successful business by managing cashflow!

Is your business impacted by seasonal cashflow challenges? Are you looking for new ways to manage the ebb and flow of income while attempting to grow your business?

The managing cashflow session will be presented by Jeff Lucy, a former Chair of the Australian Securities and Investments Commission (ASIC). Jeff has had extensive experience in the Australian business community, particularly in the accounting profession. He has a background as a Chartered Accountant and is also a former Chairman of the Financial Reporting Council (FRC), a former President of the Institute of Chartered Accountants in Australia (ICAA) and a member of the Business Regulation Advisory Group.

COST: \$20 per person
\$16 per person (BVH Members)
VENUE: Hotel Victor
TIMES: 7:00am to 9:00am
Book early to avoid disappointment.
BOOKINGS: admin@businessvictorharbor.com.au

PROGRAM DETAILS

www.businessvictorharbor.com.au • www.victor.sa.gov.au/bizfest