

WEST VIC

Business

Hindmarsh
Horsham
Northern Grampians
West Wimmera
Yarriambiack



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www.westvicbusiness.com.au



Intro

On behalf of West Vic Business, I thank you for your interest in being part of our team.

At WVB we work closely with the shires and business communities across the Wimmera and Northern Grampians regions, with the scope to expand our serviceable area in the coming years. We are currently seeking partners through sponsorship, to join with us in celebrating and helping our local business communities to grow and prosper. What an amazing opportunity to be part of not just a chamber of commerce or business group, but a movement!

Looking forward, we see big things, and we are excited that you may join us on the next phase of our journey.

Stacey Taig
Ambassador

About

WEST VIC BUSINESS

Arguably the largest chamber of commerce in Victoria, West Vic Business has grown over the past 15 years, with the scope of area covered by our service and support team expanding to ensure businesses across the Wimmera, Mallee and Northern Grampians regions, are provided with support, training, advice and advocacy.

Linking business across regions is our core purpose, providing our members with connections across industry sectors, and driving cross revenue building through networking and project delivery. Driven by business owners for the greater business community, West Vic Business is a diverse, proactive and engaging organisation.



OUR TEAM



Allison Roberts

RETAIL SECTOR

Andrea Cross

EVENTS & CONSTRUCTION SECTOR

Bart Turgoose

CADET, EXECUTIVE SUPPORT

Bec Dunlop

YARRIAMBIAK BUSINESS REP,
HOSPITALITY SECTOR

Jessica Koenig-Fisher

EDUCATION SECTOR

Jo Gardner

AGRICULTURAL SECTOR

Josh Sykes

MEDIA SECTOR

Lachie Doyle

WEST WIMMERA BUSINESS REP, RETAIL SECTOR

Mark Clyne

REAL ESTATE SECTOR

Peter McGrath

CHAIR
PROFESSIONAL SERVICES

Chan Uoy

VICE CHAIR
HINDMARSH BUSINESS REP

Catherine Shirrefs

MOTOR INDUSTRY SECTOR, TREASURER

Stacey Taig

AMBASSADOR





What We Do

Working in conjunction with the shires and smaller business groups throughout North West Victoria, West Vic Business is the peak body and driver of business participation and development.

Providing connectivity between government bodies, economic development organisations, local service and community groups, it is a key link and guide for business owners. Disseminating information, supporting and delivering projects, and encouraging planning, development and resilience amongst its members and the wider business communities are all core functions.



Social Media

Social media has been an incredible tool for West Vic Business, with an increasing uptake over the past year, seeing followings and likes on Facebook well surpass 1000 and maximum exposure of between 5,000 and 7,000 per post.

From a regional perspective, this is incredibly substantial and trajected to grow rapidly. The group has continual engagement with business communities across the Wimmera, Mallee, Northern Grampians and Ararat through this medium, and it has contributed to the success of recent events.

The largest distributor of Business Victoria, Fair Work Ombudsman and Victorian Small Business Commission information across this region of Victoria, West Vic Business is now becoming the main source of information for SME's. The combination of mediums and the impending foray into Twitter and Tik Tok , will see an increase in the promotion of member businesses and activities, along with the organisation itself and its stakeholders.

Project 1.

Business Succession

Identified as a hot zone by the Australian Bureau of Statistics, shires within the Wimmera and Northern Grampians region boast staggering figures of up to 69% baby boomer owned businesses.

What does this mean? Potentially, in the next 5 to 10 years, the Wimmera region and beyond, could see a near complete change of face of its business community. At best, we will see businesses continue on, at worst traditionally hard to sell areas may create a more negative momentum, with the closure and loss of services and/or products to our smaller communities.

Getting ahead of the curve, West Vic Business is facilitating a range of programs designed to establish a link between young entrepreneurs and SME's, encouraging a greater interest in succession planning and retention of businesses. In addition, the project will assist owners to create a vision for their business, and work towards either building a more sellable and attractive proposition for potential buyers, or alternatively present the vision of 'what could be' to someone willing and able to take the business to the next stage.



Project 2.

Shop Your Town

With the encouragement of digital enhancement across sectors by all levels of government, a need to connect to these spaces is increasing. Strategies developed to drive foot traffic to an online store are similar to those required with a bricks and mortar store. Establishing a business online is not enough. There has to be a marketed approach in developing funnels, and a proactive means of driving and capturing revenue. With the increasing success of the 'Shop Horsham Gift Card' program, 'Shop Your Town' is a new initiative that West Vic Business, in conjunction with Federation University Australia, plan to expand upon.

The space will be created to address the need to stimulate business throughout the smaller towns and regions, promoting cross revenue building from town to town, city to city. Whilst initially Shop Your Town will be implemented within the municipalities of Horsham and Ararat, and the shires of Hindmarsh, Yarriambiack, West Wimmera and Northern Grampians, it has the potential to be expanded and rolled out across the state and nation, and utilised by family and friends from across the globe.

The initial reversal of consumer trends at the beginning of the pandemic had many hopeful that online shopping would be slowed by the growing acknowledgement and willingness to support local businesses. Unfortunately, online trends are now exceeding expected statistics.

Shop Your Town is an interactive online platform that is utilised as a homepage, and a means of capturing this consumer trend. The virtual town provides a link to business websites and e-commerce shops in a fun and inventive way. A virtual gift card program is linked within the system, avoiding the technological countdown that existing physical card programs face.



Project 3.

Urban Living

With the recent and expected influx of new residents into regional areas, West Vic Business and the serviceable shire councils are investigating urban living as a means to help address some of the pressures faced by the local housing market.

'Look up' is the new mantra for this project, with a view to maximise the opportunities where at all available within the CBD. This will mean an effort to assist local government to link in with the commercial real estate sector, and educate and encourage business owners and landlords to think outside of the square, encouraging internal development to accommodate additional living akin to the 'A-Top A Shop' project.

The revitalisation of mainstreets and CBD's across Australia, can be linked to the reduction of traffic and parking, and in turn increasing foot traffic through the development of beautiful spaces and precincts, along with urban living. West Vic Business hopes to lead the facilitation of this movement, with the development of case studies to assist with future planning and zoning. Stimulating interest, raising awareness of, and encouraging landlords, real estate agents and businesses to work towards a solution.



Project 4.

Young Entrepreneurs Program

Long overlooked and largely disregarded, youth within business is a trend that West Vic Business is keen to support and develop.

Links between both the Business Succession and Urban Living projects, have seen the development of the Young Entrepreneurs project become a priority, with discussions being held with various service providers and educational institutions, to investigate means of implementing this across both primary and secondary levels.

The project will incorporate varying elements to compliment the overall and end goal, being the lead in to, and development of new enterprises and succession of existing local businesses. Currently, West Vic Business has commenced its Cadet Program, sponsoring fledgling businesses under 2 years and business owners of any age, providing them with a member to member style mentorship. With our strong social media platform, it also provides the cadet with an opportunity to self promote and link in with an extensive network of business and general community members.

The future development of a 'mini boss' style program for primary and secondary students will also be reviewed in 2022, with the hope that this will assist in delivering long term results in retaining youth within our region, and for the greater sustainability of our business communities.





Tours

West Vic Business staff and executive regularly tour towns and cities within the serviceable area, visiting businesses and meeting with shire representatives and smaller progress or trader associations.

Starting the discussion, opening the door for new directions, and projects that can benefit the entire region, all begin in at the tour meetings. It is an enjoyable and rewarding experience for the West Vic Business team, and connecting directly with business owners across this part of the state is crucial to driving events, workshops, projects and new initiatives that target the issues and need specific to these areas.



Events

West Vic Business boasts some of the most successful events across our region. In fact, West Vic Business are recent winners of Mainstreet Australia's 2021 'Best Project/Initiative Event Under \$50,000'. The organisation was also a finalist in the categories of 'Outstanding Business Group/Management Committee' and 'Best Main Street'.

Reaching high and being bold is what has made West Vic Business successful in attracting speakers such as the former Deputy Prime Minister of Australia and the Victorian Small Business Commissioner to name only two.

2022 is the year of inspiration and motivation, and we plan to go big! Events spanning topics and sectors are set to take centre stage across the shires, inviting both high profile names and exciting opportunities for all involved.



Event Sponsor

- Pre & post event promotions print/radio/socials
- Full page inclusion in bi-monthly Business Journal e-flipbook pre & post event
- Naming rights to event
- Website event inclusion - 1 year
- Event signage
- Sponsor welcome speech
- Sponsor specific marketing material for participants
- Sponsor in-event activity or giveaway
- 4 x sponsor seats
- Seating at speaker table (if applicable)
- Connectivity with members via West Vic Business

\$5,000

SPONSORSHIP PROPOSAL 22/23



Project Sponsor

- Inclusion in project planning process
- Inclusion in shire meet/greet tour
- Partner naming rights to project
- Print/radio/social media project promotions
- Full page inclusion in bi-monthly Business Journal e-flipbook ongoing for length of project
- Website project sponsor - length of project
- Project event/activity signage
- Specific marketing material for participants of project activities
- 4 x sponsor seats at project activities
- Connectivity with members via West Vic Business

\$5,000 – \$10,000



Social Sponsor

Assistance in development of social campaign seasonal x 4

Social media promotion seasonal x 4

Specific networking/connection with target members

Half page space on bi-monthly Business Journal e-flipbook

Website social sponsor - 1 year

Priority ticketing for WVB events/activities

Connectivity with members via West Vic Business

\$1,500 per annum



Major Sponsor

- Complimentary membership
- Honorary position upon Executive Committee (term of sponsorship)
- Corporate partnership press release
- Monthly email/social media blasts
- Major sponsor 2 page spread Business Journal e-flipbook bi-monthly
- Logo inclusion in all member correspondence
- VIP tickets x 5 to all WVB events
- Free staff inclusion in all workshop/training/activities
- Full sponsorship page on website
- Social media campaign development & promotion - seasonal x 4
- Major sponsor specific member event x 1

\$15,000 per annum

**THANK YOU, AND
WE LOOK FORWARD
TO WORKING WITH
YOU**



WEST VIC BUSINESS

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SOCIALS

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