

NEWSLETTER



Merimbula Chamber of Commerce

February 2015

Welcome

Welcome to the first edition of the Merimbula Chamber of Commerce's Newsletter for 2015.

The monthly Newsletter aims to provide local business owners and staff information to help us to work together to create a positive business environment in our community.

As always, your feedback, contributions and questions are welcomed. Please email us at committee@ourmerimbula.com.au

Donella, Serge, Tania, Julie, Lynette

Black Friday Sale 13th March - retailers invited to participate

Merimbula Chamber of Commerce and Merimbula News Weekly have partnered to organise a timely retail promotion.

The Black Friday Sale on 13 March offers an excellent opportunity for retailers in Merimbula, Pambula and Tura Beach to clear stock and get some turnover in a traditionally quieter period.

The sale day will be heavily promoted across the region through Fairfax Regional newspapers, websites and other channels, and there will be a reminder campaign on radio and Facebook in the week of the event. The Black Friday Sale liftout will be inserted in the Merimbula News Weekly, Bega District News and Eden Magnet and extra copies will be distributed around tourist hot spots such as caravan parks and visitor centres.

Shoppers in participating stores on the day will be given a ticket in the prize draws for 5 x \$100 [WLT \(Why Leave Town\) giftcards](#).

Merimbula News Weekly have designed advertising packages to suit every budget, and included a low cost 'participating business' option to help smaller businesses participate.

Please email committee@ourmerimbula.com.au to request a retailer booking form.

Upcoming Events

February

01/02/15- Sapphire Coast Turf Club Race Meeting - Bega Cup Day
04/02/15 - Ordinary Meeting of the Bega Valley Shire Council
17/02/15 - Merimbula Chamber of Commerce OPEN Meeting & Networking
21/02/15 - Merimbula Cash Mob
22/02/15 - Cruise Eden - Pacific Pearl visit
25/02/15 - Ordinary Meeting of the Bega Valley Shire Council
27/02/15 - International Boat Party
Every Saturday - Merimbula parkrun

March

06/03/15 - Cruise Eden - Pacific Pearl visit
06-08/03/15 - The 6th Annual "Sapphire Coast Rock 'n' Rodders Dance Festival"
06/03/15 - Sapphire Coast Turf Club Race Meeting - Merimbula Cup Day
08/03/15 - EAT Merimbula
13/03/15 - Black Friday Sale
18/03/15 - Ordinary Meeting of the Bega Valley Shire Council
21/03/15 - Pambula Pink & Black 'Rock'n'Roll Party
29/03/15 - Sapphire Coast Turf Club Race Meeting - Restaurants Race Day
Every Saturday - Merimbula parkrun

View event links online
www.ourmerimbula.com.au/events/upcoming-events

List your community event
calendar@ourmerimbula.com.au

Around Town

- Hawgood P/L took ownership of **Caltex Merimbula**
- SALT'n'SAND** opened their doors at 3-17 Merimbula Drive (near In The Mix Bakery), this homeware and giftware store is another business venture for Meg & Kevin who own Window Décor
- EyeQ Optometrists** opened on Market Street
- Home and Tutoring Service** commenced business, based in Pambula.

Please email business news snippets to newsletter@ourmerimbula.com.au

Upcoming Cruise Ships

In the next 6 weeks we will see the first ever domestic cruises arriving into Eden for the day.

Carnival ship Pacific Pearl will be docking in Eden harbour on the following 2 dates:

- Sunday, 22nd February
- Friday, 6th March

This ship carries approximately 1,900 passengers, most of whom will be getting off the ship (via tenders) and participating in a pre-booked shore excursion.

There are 10 pre-arranged shore tours to various destinations around the Sapphire Coast for passengers on the day they arrive. Full tour details and numbers have not been confirmed yet however Cruise Eden will be able to confirm tour numbers and times closer to the dates if required.

Eden, Pambula and Merimbula will particularly notice the presence of Cruise passengers with tours in these areas including a walk around the shops in these towns.

Local businesses should expect the passengers on these days – especially on Sunday, 22nd February when it would be great if shops could stay open for the period that passengers are in town.

Please contact cruise@sapphirecoast.com.au with any questions.

Local Gift Card Program Update

Our local “Why Leave Town” gift card program launched with great success in mid-December, with nearly \$23,000 loaded onto 131 gift cards to date!

With over \$10,000 currently in pool to be redeemed, the 85+ participating businesses are encouraged to let their customers know they accept the cards by displaying the Why Leave Town sticker, through word-of-mouth and social media.

Cards will remain available for purchase year round from our 9 load-up locations and are a great option for birthday presents, to say thank you, as a staff reward or bonus, as a competition prize or can also be used as value-add sales tools for business.

Find out more at www.ourmerimbula.com.au

Business Musings

“A business has to be involving, it has to be fun, and it has to exercise your creative instincts.” – Richard Branson

“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.” John Russell

Upcoming Training

Business Management 101

26/02/15 Bega

FREE

Contact Southern Region BEC

www.srbec.com.au

Business Management -

Pathway to University

Certificate IV in Small Business Management (BSB40407) + university preparation program

Information Session Adult Ed Bega, 16/02/15 9.30am – 11am

Course Commences 02/03/15

Fees advised at information session

Contact Adult Ed Bega 6492 6273

www.eaec.edu.au

Certificate III in Tourism SIT30112

Pambula Surf Club Information Session

09/02/15, 10am

Course Commences 23/02/15

Fees advised at information session

Contact Adult Ed Bega 6492 6273

www.eaec.edu.au

Join the Committee

Are you in local business and have a few hours a month to serve the local community and help contribute to the creation of a positive business environment in our local area?

If yes, we invite you to join the Chamber committee.

For more information or to express interest, please email committee@ourmerimbula.com.au

Merimbula Chamber of Commerce

President | Vacant **Vice President | Secretary** | Donella Roberts **Treasury** | Serge Nachtergaele
Committee Member | Tania Dwyer **Committee Member** | Julie Novotny **Committee Member** | Lynette Duck

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