

Economic Development Newsletter

Edition 1 | October 2011

Welcome to the first Redland City Council Economic Development Newsletter. The purpose of the newsletter is to keep you informed of current networking and workshopping events relevant to your business.

UPCOMING EVENTS

Trading with China via Hong Kong Breakfast Seminar

Looking to access enormous business opportunities in Mainland China? Then Hong Kong is your ideal first stop! The Hong Kong Trade Development Council (HKTDC) and the Redland City Council warmly invite you to join our breakfast seminar and:

- Discover the latest business environment and economy climate in Hong Kong/ China;
- Explore future business opportunities and trading benefits in Hong Kong/China;
- Learn how HKTDC services can assist your business; and
- Networking opportunities

When: Thursday 27th October 2011

Time: 7am – 9am

Cost: \$20 (includes light breakfast)

Guest Speakers: Ms Bonnie Shek, Director, Australia & NZ, HKTDC

For bookings email: lucy.dyball@redland.qld.gov.au

Limited numbers so book early

ICT Networking Night

Interested to hear about the impact of new technology and how Facebook and Twitter can work for your business? Keep the evening of Tuesday 8th November free for our second ICT Networking Night. 5pm – 7pm Redland City Council Admin Building, Cleveland

(meeting point outside Bloomfield Street main entrance)

Email lucy.dyball@redland.qld.gov.au to register your interest.



Harmonisation Workshop

In 2008, Workplace Relations Minister from around Australia agreed to nationally harmonise work health and safety (WHS) laws. Each State and Territory will commence their work health and safety laws, on 1 January 2012.

Council has organised a free workshop which will provide information in relation to the changes and how they will affect your business.

When: 17 November 2011

Time: 2pm – 3.30pm

Where: North & South Stradbroke rooms - first floor of the Council Administration Building, Bloomfield Street, Cleveland

RSVP: 11th November 2011

Email: Karen.brown@redland.qld.gov.au or Tel: 07 3829 8507

The Commonwealth Bank 2011 Redland Business Achievement Awards

This year The Commonwealth Bank 2011 Redland Business Achievement Awards will be held in the spectacular Sheldon College Convention & Entertainment Centre on Saturday 22nd October 2011 from 6pm. Tickets can be purchased by booking online at www.redlandchamber.org.au or from the Redland City Chamber office or by phoning 3824 3845, or emailing admin@redlandcitychamber.org.au. All tickets must be paid for prior to the event. If you have any queries regarding bookings call the Chamber office on 3824 3845.

Tickets: \$75 per person (members and non members)

RSVP: Friday 14 October 2011



Redlands Women in Business

The Redlands Women in Business has organised a Spa Night on 15 November 2011, for more information please visit www.redlandchamber.org.au

Redlands Chamber of Commerce

The Redlands Chamber of Commerce has organised a Christmas Networking Night on 23 November 2011, for more information please visit www.redlandchamber.org.au

FUTURE EVENTS

Become a member of Redland City Council's Economic Development Database to receive information on future Redland City Council networking & workshopping events relevant to your business. Send your company's contact details through to lucy.dyball@redland.qld.gov.au Early 2012 we will be launching our two new business district brands for Cleveland and Capalaba!! The brands aim to increase awareness and improve business activity for both Redland City regions. Keep an eye out closer to date for adverts in local newspapers and more detailed information sent out via our Economic Development Database!



REDLAND CITY COUNCIL ECONOMIC DEVELOPMENT SERVICES

Redland City Business Grow



Ms Lavelle-Maloney has recently been re-awarded the 3 year contract to deliver Council's Business Grow program; providing free and confidential business advice and mentoring to small and medium businesses.

Melanie can be contacted on 1800 282 208 or emailed at rcbusinessgrow@contactfirst.com.au.

Redland Trade & Investment Officer – Guangzhou China

The Trade and Investment Officer in Guangzhou can assist Redland businesses to expand into the South China marketplace, focusing primarily on exports and joint venture opportunities, education activities and investment attraction into Australia.

For more information, contact Julia Zhang:

T: +86 20 8767 8032

Email: Julia.zhang@trade.qld.gov.au

Business Sustainability Video

The Economic Development Group produced a sustainability video which showcases some businesses in the Redlands who have made significant savings by adopting sustainable practices in the workplace. For a free copy contact lucy.dyball@redland.qld.gov.au or call on 07 3829 8552.

REDLAND CITY COUNCIL ECONOMIC DEVELOPMENT GROUP

If you have any queries regarding Economic Development related issues in Redland City our team can be contacted on 07 3829 8507 or emailed at Karen.brown@redland.qld.gov.au.

You can also visit our website at

www.more2redlands.com.au.

REDLAND CITY COUNCIL TOURSIM

Redland City Council's tourism unit has incorporated promotional and marketing activities from Tourism Queensland, Brisbane Marketing and Redland City Council so that all the planned marketing activities

are in one document for 2011/2012. Some opportunities are free and some have a cost. If you would like a copy of the marketing prospectus please email Paula Rathgeber at paula.rathgeber@redland.qld.gov.au



‘TEN TOP TIPS’ - FROM THE MANAGER ECONOMIC DEVELOPMENT

Networking - Ten Top Tips

10. Networking is not just meeting people to discover if you have anything in common to talk about. Networking is about establishing relationships with people or groups who may be able to help you in your business or personal life. Networking can be used for a number of reasons including:

- Professional development
- Comparison of marketing performance
- Comparing strengths and weaknesses
- Identifying market trends and emerging technology
- Emerging legal, ethical and environmental concerns or constraints.

9. From a business perspective your networks are one of the most cost effective ways of gaining new business. Your networks require very little in the way of financial expenditure but can be both financially and personally very rewarding.

8. Introductions – First impressions are an important part of meeting people. Make sure you have a business card which easily explains who you are and what you do. Have a short sentence prepared which quickly explains your business and your role.

7. Have goals in mind for your networking. Consider:

- What is your current situation?
- What are you trying to achieve, what strategies will you employ?

- Break down the project or problem into smaller more manageable steps?
- What are the most likely locations for finding networking partners?

6. Be positive and be enthusiastic, don't launch into your problems and the woes of the world – it will put people off. If you are a little shy you might offer to help with the running of networking events – join your local Chamber of Commerce and get involved. Learn to be a good listener, treat everyone with respect and integrity.

5. Don't rush your networking, it is pointless to rush around and blindly hand out business cards. People need to understand you and where/how you may be useful – establish a relationship. This may take a little time – be patient. It is better to make one or two good contacts than just give out 20 business cards. Networking functions are all different, it's like fishing, sometimes you don't catch anything – sometimes you can reel in the big one.

4. Have a system for remembering your network and follow up with the 'promising' leads. Send an email or pass on an opportunity. There are many software programs which can be used for tracking contacts, even something simple like jotting information in the notes section of your outlook contacts.

3. Networks can lead to other networks, so don't burn your bridges. A person you meet should not be dismissed just because you don't immediately think they are important. Take some time, who else do they know, what are their interests – it's not all about business.

2. Give freely; networking should be more about giving than taking. If you believe in Karma, then your efforts will be rewarded. Probably when you least expect it. Networking is about giving and supporting others without keeping score.

1. Networking can be very beneficial to your business – make it a formal part of your daily life.

If you would like to provide any feedback regarding this newsletter please email Karen.Brown@redland.qld.gov.au or call 07 3829 8507