



Port Macquarie Chamber of Commerce Annual Report

2014- 2015



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Ruby Sponsors



Sapphire Sponsors



The Digital Marketing Day Out was a first of its kind event in our regional location. The event sought to provide opportunities for local business people to hear from experts in the digital space - an opportunity usually reserved for more metropolitan areas.

The day saw a stand out speaker line up with Tim Reid, The Small Business Big Marketing Show as MC and keynote speaker, followed by speakers from the Regional Business Specialists, birdsnest, Dragonfly Marketing and Temple and Webster all providing either case studies and/or take home tools for attendees to kick start their digital marketing endeavours.

One hundred and thirty participants graced the Glasshouse Auditorium, Port Macquarie – which proved to be the perfect venue.

A wide range of business networks were represented including members of nine different Chambers of Commerce, Hastings Business Enterprise Network, Hastings Women's Business Network and the NSW Business Chamber. People travelled from Urunga, Warialda, South West Rocks, Taree, Manning Valley and around local Hastings area to attend.

“Great day, learnt a lot of little things, great investment in local business, well done.”

“Great to have this at a regional centre. I wouldn't have attended if I had to travel to Sydney.”

“It was worth the time and the money was well spent.”

Attendee Feedback:

93.55%

Would like to attend a DMDO in 2016

100%

would recommend the DMDO to another

Contents

A word from the Chamber President	pg 3
Chamber People	pg 4
Advocacy & Engagement	pg 4
Financial Position	pg 5
Members & Local Voice (surveys, submissions, etc)	pg 6
Chamber functions	pg 7
HBEN functions	pg 8-9
Business Awards	pg 10-11
Digital Marketing Day Out (DMDO)	pg 12-13

A word from the Chamber President....

For our work over the 2014-2015 year our Port Macquarie Chamber has been recognised in the 2015 Regional Business Awards as one of the best regional chambers in New South Wales. Looking back on the past year, there are a number of achievements for which this Chamber can be rightly proud.

One key event was the Digital Marketing Day Out, which brought knowledge, skills and the experience of presenters who you would normally have to drive or fly to Sydney to see. Another standout event was the Gala Business Awards; a celebration of local business. This year we hosted the Commonwealth Small Business Minister, providing a face to face opportunity for local business to receive updates and share their views.

Chamber has been a voice for local business on a range of issues including the Foreshore, regional fuel prices and lobbying for an orbital road to improve efficiencies in in our region. We have supported a number of grant applications for local infrastructure and events to endorse the work to keep our community vibrant. We work closely with a range of other networks and entities including WorkCover NSW and look forward to growing these partnerships in the future.

Company Description

The Port Macquarie Chamber of Commerce works to develop and grow local business by creating opportunities that will benefit the business and professional community throughout the Greater Port Macquarie region.

Our members are businesses, organisations and individuals who want to be informed about and contribute to discussions and policies on issues affecting local business.

We pursue the following objectives:

- ⇒ To help businesses prosper and grow;
- ⇒ To increase business opportunities;
- ⇒ To contribute to the overall stability of the community;
- ⇒ To encourage and promote the development of private enterprise;
- ⇒ To provide networking opportunities for business owners for their mutual advantage; and
- ⇒ To disseminate information that assists business planning.

Chamber People

Port Macquarie Board Members

President: Hadyn Oriti – Partner - Donovan Oates Hannaford Lawyers

Vice President: Alex Glen-Holmes – Licensed Sales Agent & Auctioneer – Elders Real Estate

Treasurer: Wayne Jackson – Relationship Executive – Commonwealth Bank of Australia

Secretary: David Edgerley – Managing Director – Soft Edges Pty Ltd

Committee Members:

Kellon Beard – Regional Manager Mid North Coast – NSW Business Chamber

Janette Hyde – Board Member – Panthers Port Macquarie

Cathie Linklater – Sales Manager Port Macquarie & Regional Group Media Sales – Port News

Tony Thorne – Director – King & Campbell Pty Ltd

Stuart Goodfellow – Director – Regional Business Specialists

Ivana Agapiou – Senior Recruitment Consultant – Eather Recruitment (new 2014 AGM)

Allan Gordon – Chief Executive Officer – Hastings Co-Operative Ltd (new 2014 AGM)

David Ross – Director – Direction Accounting (new 2014 AGM)

Port Macquarie Chamber & Hastings Business Enterprise Network Staff

Executive Officer & HBEN Manager: Lisa McPherson

Administration Officer: Katherine Harris



Hastings Business Enterprise Network

The HBEN operates as a business unit of the Port Macquarie Chamber of Commerce, with its own distinct membership and member benefits.

HBEN monthly Breakfasts are typically held on the 2nd Thursday of each month with a topic designed to assist attendees to build their business from the “inside out”. The functions assist members to grow their networks and disseminate information to help grow their business.



HBEN Advisory Panel Members

Justin Levido

Alex Glen Holmes

Kellon Beard

Debbie Moore

Mike Crowhurst

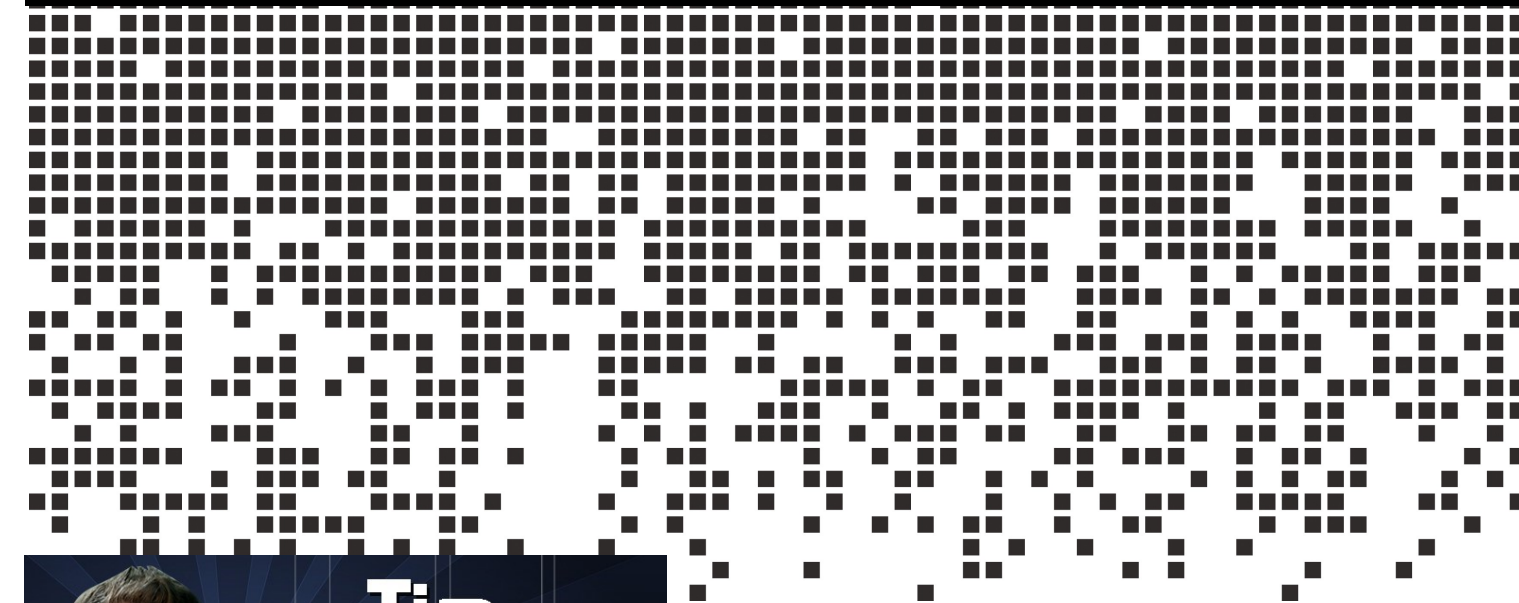
Neville Parsons

Jo Edmonds (part)

Janine Buesnel (part)

Alistair Fournel (part)

Cathie Linklater (new 2015)



2015 DMDO

Guest Speakers



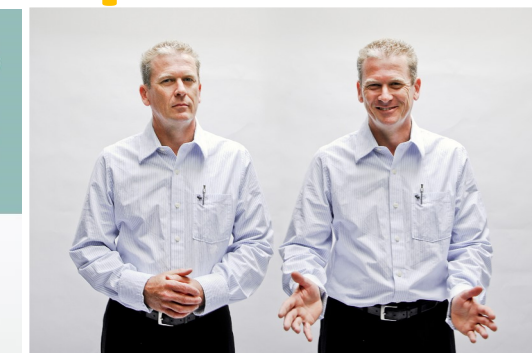
Jane Hillsdon



Pen Carroll



Victoria Baker



Stuart Goodfellow



2014 Business Awards Winners

Accommodation

Automotive Services

Banking, Finance & Credit Unions

Building, Trade Services & Suppliers

Childcare, Education & Training

Community & Social Services

Creative Services, IT & Communications

Hair & Beauty Services

Hotels, Clubs

Industry, Manufacturing & Engineering

Legal & Insurance Services

Medical, Healthcare & Fitness

New Business

Professional & Business Services Small

Professional & Business Services Large

Real Estate & Residential Services

Restaurants, Cafes & Catering Services

Retail (6 or more employees)

Retail (5 or less employees)

Tourism & Attractions

People's choice

Excellence in Innovation

Excellence in Sustainability

Excellence in Business Ethics

Employer of Choice

Woman In Business

Young Entrepreneur Age 18-35

Business Leader Award Age 36+

Young Business Executive Age 18-35

Excellence in Workplace Health and Safety

Excellence in Large Business

Excellence in Small Business

The Observatory

ARB Port Macquarie

NAB Business Banking Centre

Romer Locks

North Coast Institute of TAFE

Headspace

Port Macquarie News

Aqua Vitae Day Spa

Town Green Inn

Black Duck Brewery

Oxley Insurance Brokers

Westpac Rescue Helicopter Service

Port Macquarie Horse Riding Centre

PC Pitstop

Men At Work

Coast Front Realty

Fusion 7

Ken Little's Quality Fruit & Veg

Port Fresh Seafoods

Billabong Zoo

Peak Coffee

Emergency ID Australia

The Observatory

Compass Financial Management

PC Pitstop

Jane Hillsdon, Dragonfly Marketing

Stacey Morgan, Wauchope Port Macquarie Performing Arts

Michael Jacobs, Eyecare Plus

Adam Scutts, KFC Port Macquarie Service Centre

Majestic Cinemas

North Coast TAFE

Majestic Cinemas

Port Chamber welcomes First Platinum Member

The Port Macquarie Chamber of Commerce is proud to announce our first ever Platinum Sponsor - Insurance House 360 Insurance Brokers – Port Macquarie.

"Joining the Chamber at the Platinum level signals Insurance House 360 is keen to be an active part of the local business community and contribute to the work of the local Chamber in providing a voice for local business." said Lisa McPherson, Executive Officer of the Port Macquarie Chamber of Commerce. "We welcome active participation by our members and know that the team at Insurance House 360 are keen to play an integral role in advocating for the best interests of local business."

Insurance House 360 is a strategic regional alliance developed between two prominent locals Scott Leis & Michael Huxley and one of Australia's Largest insurance brokerages – Insurance House.



Pictured: Michael Huxley, David Edgerley, Janette Hyde, Scott Leis, , Hadyn Oriti, Wayne Jackson, Lisa McPherson, Kellon Beard)

Gold Sponsors:



Members

Membership increased from 199 to 212 (6.5%) over the 2014-15 financial year.

This has been a focus of the Executive Officer set in conjunction with the Board. We have seen an increase of inquiries and consequently an increase in membership.

The Port Chamber has introduced a new annual event in the last financial year - the "Digital Marketing Day Out" which has helped to raise our profile and encouraged businesses not previously involved in Chamber to connect with and engage through the Chamber.

**2014-15
Membership
Increased by
6.5%**

Advocacy & Engagement



Your local business voice

While the Chamber hosts an extensive events program throughout the year highlighted by some of the region's most significant Business events; the Business Awards and the Digital Marketing Day Out, we have a serious role to play making sure the voice of business is heard in relation to matters specifically affecting Port Macquarie. There are some key issues the Chamber will continue to lobby until a satisfactory outcome is achieved;

- ◆ The Port Macquarie Foreshore has long been a key concern. We continue to press our local State Representative and the Minister for Lands in order to seek a sustainable long term outcome for our community.
- ◆ The sale of the poles and wires is an opportunity to address a key infrastructure need being the proposed orbital road linking Ocean Drive to the Airport. This is an investment that will be key to driving local economic efficiencies.

These are just two of the items of many issues that the Port Chamber has advocated on behalf of local business for. The Port Chamber keeps a regular dialogue with the Port Macquarie-Hastings Council, Member for Port Macquarie Leslie Williams MP and Dr David Gillespie as appropriate.

Submissions and Correspondence

- ⇒ Letter to Minister Niall Blair: Foreshore - 02nd Jun 2015
- ⇒ Letter to Minister Niall Blair re Activation of POM and Statutory Authority to manage same - 31st Mar 2015
- ⇒ Plaza Car park Letter to NSW Premier, the Hon Mike Baird MP - 05th Feb 2015
- ⇒ Port Chamber Urban Growth Management Strategy Discussion Paper Submission - 30th Jan 2015
- ⇒ Letter to ACCC: Port Chamber Concern for High Regional Petrol Pricing - 12th Jan 2015
- ⇒ Australian Energy Regulator Submission Feb 2015
- ⇒ Letter to Dr David Gillespie MP: Fuel Pricing - 12th Jan 2015
- ⇒ Foreshore Plan of Management Submission - 04th Nov 2014
- ⇒ Support Letter: Port Macquarie Airport Upgrade , March 2015
- ⇒ Support Letter: Smart Hub RDA, Sept 2014
- ⇒ Support Letter: Beatles Festival, Oct 2014
- ⇒ Support Letter: Tastings On Hastings, Oct 2014
- ⇒ Support Letter: Host Junior State Cup, Dec 2014
- ⇒ Support Letter: National Stronger Regions Fund (Orbital Rd), Nov 2014

Surveys

- Digital Marketing Day Out Feedback Survey May 2015
- 2014 Santa Fun Run Registrations Nov 2014
- Smart Business Hub Survey Nov 2014
- Foreshore Plan of Management Oct 2014
- 2014 Business Awards Feedback Oct 2014
- Business Choice Feedback Oct 2014



ANNOUNCED AS MAJOR SPONSOR

The Port Macquarie Chamber of Commerce welcomed Holiday Coast Credit Union (HCCU) as the Major sponsor of the 2014 - 2016 Holiday Coast Credit Union Greater Port Macquarie Business Awards .

"Stepping up this year as the Major Sponsor of the Greater Port Macquarie Business Awards is a wonderful opportunity to recognise achievements and milestones in the business sector while fostering business growth within our area." said Neville Parsons, CEO Holiday Coast Credit Union.



2014 Hall of Fame Inductees:

East Port Veterinary Hospital
John Oxley Motors
Childish Photography
Port Macquarie Surf School



HBEN Networking Breakfasts

2014-2015

Date	Topic	Sponsor
10 July	Wise Decision Making through Financial Reporting	Panthers Port Macquarie
14 August	Marketing in the Digital Age	Port Macquarie News
11 September	Navigating Trainees & Apprenticeships	North Coast TAFE
9 October	"Because the Customer Cares" with Guest Speaker Ian Brooks	Holiday Coast Credit Union
13 November	SuperFriend - Investing in your team's peace of mind	Austsafe Super
22 January	Jump into January "Think Tank" Breakfast	Tasdemir Lawyers
12 February	Mastering your People Skills	SkillsLink Training
12 March	Priority Management; Your Time Matters	Priority Management
16 April	Building Credibility in Your Business - Panel Discussion	Sign City Plus
14 May	Big HBEN Breakfast - Benefits of a Community Minded Business	Panthers Port Macquarie
11 June	iPad... Changing the way people work	Leading Edge Computers



Financial Position

Profit & Loss Statement

July 2014 To June 2015

Total Membership Income	\$97,394.03	
Total Event Income	\$147,281.92	
Total Income		\$244,675.95
Total Functions Direct Expenses		\$108,611.48
Total Expenses		\$112,548.57
Interest Received	\$1,190.10	
Net Profit/(Loss)		\$24,706.00

2014-15 showed a significant improvement on the previous financial year and was driven by both increased revenues and reduced expenses. Increases in revenue was driven primarily by the hosting of the Digital Marketing Day Out (DMDO), Memberships and Business Awards, and the Chambers first platinum sponsor was secured. The DMDO was well supported by not only the local community through ticket sales, but also through guest speakers who donated the services to ensure that event was hugely successful. The majority of savings were achieved through reduced employment expenses. Chamber Member services such as the monthly functions are run close to cost neutral.

Community groups benefit from the Chamber's work. The Chamber has proudly supported the Luminosity Youth Summit for the last three years. This year we also sponsored four young people to explore their potential through attendance at the Luminosity Youth Summit 2015.

Through generous donations from the Local Business Community, \$3,000 was raised at the Combined Networks Christmas Party for Galbaan House (Hastings Women's & Children's Refuge).



Port Macquarie Chamber Functions

2014-2015

Date	Topic	Sponsor
28 August	Business Awards Australian Film Festival Opening Screening Networking Night	mbc Recruitment
23 September	Sovereign Hills Update	Pycon Constructions
28 October	Regional Development Australia Update - Lorraine Gordon	Port City Bowling Club
25 November	Chamber AGM & Economic Development Update from PMHC	
27 January 2015	Guest Speaker Gary Humphreys - The Changing Face of Essential Energy	
24 February	Luminosity Launch Breakfast	Charles Sturt University
24 March	Meet the Candidates- State election	NSW Business Chamber
20 April	WorkCover Luncheon	WorkCover NSW
26 May	Hall of Fame 2015 Business Awards Launch	HCCU Business Awards
23 June	Major Events - Building Vibrant Communities	Insurance House 360



Bruce Billson Jan 2015



The Hastings Business Enterprise Network is a not for profit, member-based business networking group. Our aim is to facilitate learning and growth in a supportive environment and ultimately, to build better business in the Hastings region which incorporates Port Macquarie, the Camden Haven and Wauchope on the NSW Mid-North Coast.

The HBEN operates as a business unit of the Port Macquarie Chamber of Commerce, with its own distinct membership and member benefits. The main focus of the network is the sharing of information, experience and networking opportunities between members.

Thank you to the HBEN Patrons:

