



Small Business Festival

Effective Business Networking



VICTORIA
State
Government



Thank-you for attending this event





Small Business Festival

Sally Rodgers

**Digital Gold
Digital Marketing**

@SallyRodgersAu @DigitalGoldAu





Small Business Festival

1 Aug – 7 Sep 2017

Business Networking

It's not just what you know

But also who you know



Where did your best network connections come from?

Share Ideas, Information, Resources and Feedback

Partnerships can be powerful



Business Networking

Mutual Benefit

Social Networking

Shared Interests

Shared Economic Value

Bigger Voice

Reduce Isolation



It Feels Fake

Often referred to as “Schmoozing”

Networking is more than an awkward gathering of people you don't know with a name badge on your chest

Focus on what you can offer others instead of what they can offer you

What you have to give may not be directly related to your own business



It Feels Fake

Maintain eye contact and focus on the person you are currently speaking to. Glancing around the room can make you look disinterested and ingenuine.

Listen more than you talk. We like those who like us.

Think long term, not short term. Real relationships develop over time.

Don't feel guilty for not talking to or following up with everyone



It Feels Fake

Be honest. Don't overpromise just to be nice.

If you do make a promise, follow up straight away.

Only say yes to things you really want to do

Change your thinking to going to make like minded friends.

The number one goal is to connect



Getting Over Your Nerves

Don't be fearful of networking. The more you do it, the more comfortable and confident you will become.

Introduce yourself

Be positive and professional

Listen other's business stories

Treat everyone equally

Avoid insensitive questioning



But I'm an Introvert

Working the room terrifies you? You're not alone

Start small

Rethink the word networking to a gathering of friends with similar interests.

Take the pressure off, you don't have to connect with everyone in the room

Opportunity to partner with an extrovert



Business Networking

Choose events that you are already interested in

Think of networking as fun and not a chore.

It can be enriching and energising

Show Up



Business Networking

Face to Face

Conferences

Industry Associations

LinkedIn

Facebook

eNews



How much time and money should I spend?

What's your ROI on your time?

Relevance to your business

Money spent on networking vs advertising?



Before You Network

What do you want people to know about your business?

What are the benefits to others using or knowing about your business?

Expect to hear others stories in return for listening to yours



Follow Up

Business Cards have greater value when given to someone you've connected with as oppose to on mass. Write on the back why you connected with and liked them.

Follow through on your promise to be in touch or send more information while you are still relevant.

Have you considered a database of contacts and updating them regularly on what you are up to? LinkedIn and eNews maybe useful.



Communication Skills

It maybe worth investing your time in developing your communication skills.

They are not only valuable in networking with other businesses, but with your customers, staff, suppliers, potential investors and the media.



Possible Cost Savings

Marketing & Public Relations

Electronic

Print

Transport

Supply

Delivery



Mutual Problem Solving and Advocacy

You may face similar hurdles and find common solutions unique to your location or industry type.



Printed Marketing

Direct Mail, Posters, Brochures

Share the graphic design and printing costs



Online Marketing

Social Media

Website Referrals

eNewsletters



Other Offline Marketing

Host your own function or workshop

Launch party for your business



Trade Shows

Share the time or stall expense



Referral Marketing

Who do you trust?

Large Company?

Small Business?

Friends?

Family?



Public Speaking

Establish yourself as an industry leader

Share your story

Increase your brand exposure



Quality vs Quantity

Remember that meaningful and long term relationships maybe more beneficial than seeking short term pay offs.

Connect more frequently with those who directly impact on your business, less frequently with those in your broader contacts.



Local Examples - Corryong

How many of you have already met?

Friends, Family, Business, Community

Council Workshops, Business Chamber, Sporting Clubs, Community Groups, Farmers' Market, Events, Tourism, Fundraising, History, Health, Transport, Advocacy, Partnerships, Media

Search and Use #Corryong



Local Examples - Corryong

What's being said about your town?

Survey/Ask Customers – Share Results

Search Online #Corryong

Do you need to change as an individual business or as a collection group?



#Corryong Google Search

Corryong - Wikipedia

<https://en.wikipedia.org/wiki/Corryong> ▼

Corryong is a small town in Victoria, Australia 120 kilometres (75 mi) east of Albury-Wodonga, near the upper reaches of the Murray River and close to the New ...

[Climate](#) · [Education](#) · [Sport](#)

Corryong, Victoria, at the Upper Murray River - Discover Murray River

www.murrayriver.com.au/corryong/ ▼

Corryong - Home to the Man from Snowy River. ... Corryong is undoubtedly the jewelled centre piece of the magnificent region known as the Upper Murray. ... A visit to the Man from Snowy River Museum in Corryong should definitely be included on your itinerary.

Corryong information - Travel Victoria: accommodation & visitor guide

<https://www.travelvictoria.com.au/corryong/> ▼

Corryong is a country town located in the far north-eastern corner of Victoria, around 120 kilometres east of Wodonga and near the pristine upper reaches of the ...

Corryong, Destinations, High Country, Victoria, Australia - Visit Victoria

www.visitvictoria.com/Regions/High-Country/Destinations/Corryong ▼

An adventure lover's paradise, Corryong is a popular destination for rock climbing, rafting, horse riding, and a breathtaking natural environment for bushwalks, ...

The Top Things to Do in Corryong - TripAdvisor

<https://www.tripadvisor.com.au> > [South Pacific](#) > [Australia](#) > [Victoria](#) > [Corryong](#) ▼

Things to Do in Corryong, Australia: See TripAdvisor's 53 traveller reviews and photos of Corryong tourist attractions. Find what to do today, this weekend, or in ...



Corryong

Town in Victoria, Australia

Corryong is a small town in Victoria, Australia 120 kilometres east of Albury-Wodonga, near the upper reaches of the Murray River and close to the New South Wales border. At the 2011 census, Corryong had a population of 1,440. [Wikipedia](#)

Weather: 13°C, Wind NW at 5 km/h, 62% Humidity

Postal code: 3707

Location: 431 km (268 mi) ne of Melbourne; 120 km (75 mi) e of Wodonga

Population: 1,440 (2011 census)

State electorate(s): Benambra

▼ More about Corryong

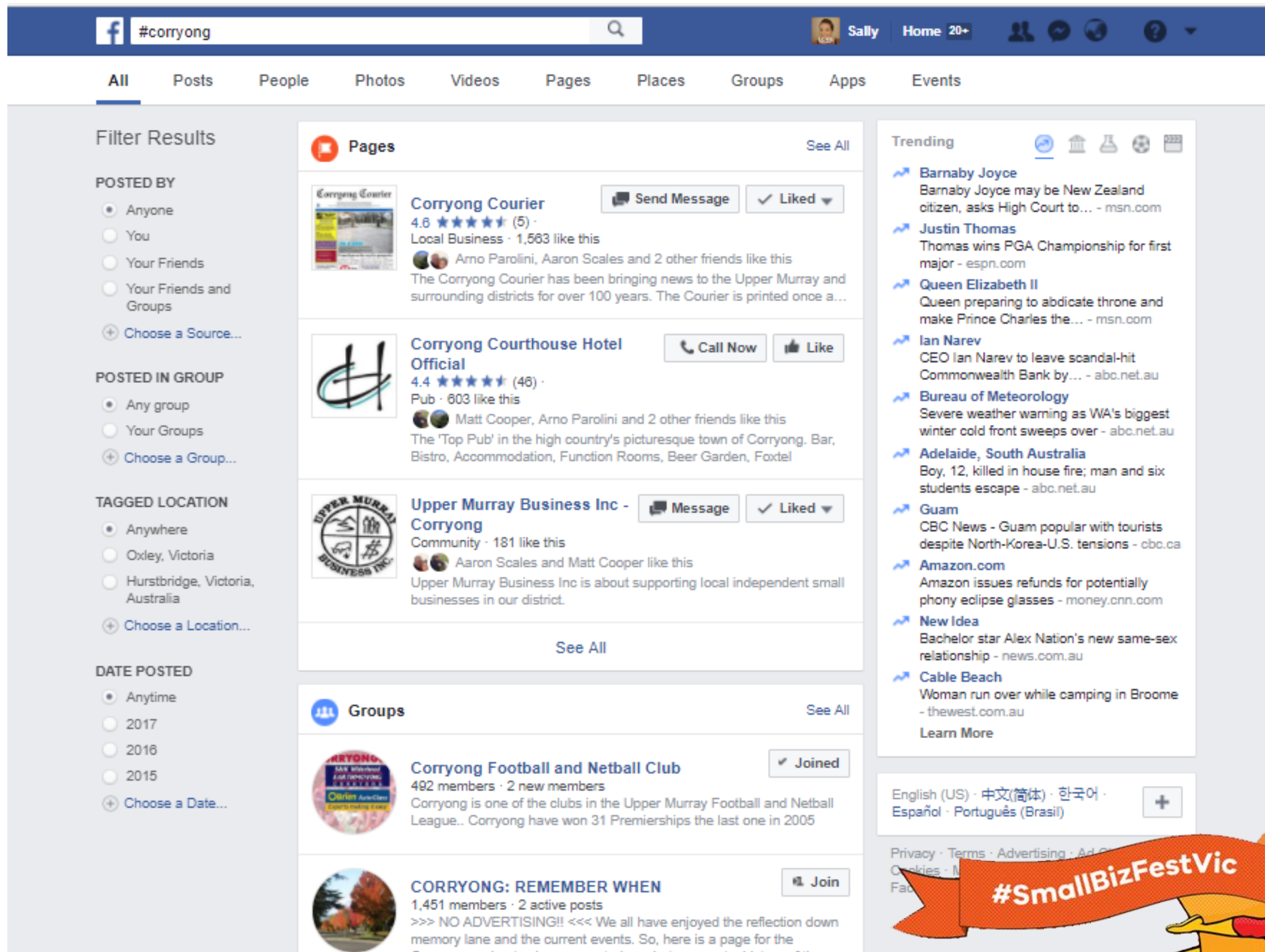
[Feedback](#)



#Corryong Google Images



#Corryong Facebook



#Corryong Twitter



#SmallBizFestVic



#Corryong Instagram


Top Posts





#SmallBizFestVic




#Corryong Trip Advisor



Corryong ▾



JOIN



About CorryongHotelsHoliday RentalsRestaurantsThings to doFlights...


South Pacific > Australia > Victoria > Corryong TourismCorryong Tourism: Best of Corryong


Members benefit with
25% OFF
accommodation

Book Now >


RACV Resorts
T&Cs apply. Discount applies to standard accommodation rate.


Corryong, Australia


631 reviews and opinions 





11 F Singapore Jan 2013


**Accommodation** (7)
294 Reviews >

**Holiday Rentals** (5)
10 Reviews >

**Flights**
from \$168 >

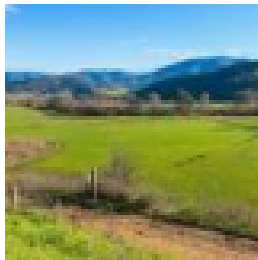
**Things to Do** (3)
53 Reviews >

**Restaurants** (14)
273 Reviews >

**Forum**
1 Post >



#Corryong Google News



Dairy farm for sale: Indi View near Corryong, 108ha

The Weekly Times - 18 Jul. 2017

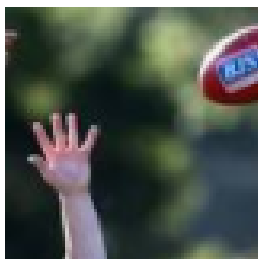
On one title, the property lies in the Biggara Valley, 25km south of Corryong in northern Victoria. Indi View, a mix of prime river flats, ...



Border-Walwa make successful return to Upper Murray league finals

The Border Mail - 12 Aug. 2017

ON THE ATTACK: Kieran McCarthy drives Border-Walwa forward against Federal at Corryong on Saturday. Picture: WENDY LAVIS.



Upper Murray Football League: Corryong scuttles rival's unbeaten run

The Weekly Times - 18 Jul. 2017

Colbert said Corryong went into the match "knowing we were a fair chance against them" because it had a couple of players who had not ...



Federal storm home to edge out Border-Walwa in Upper Murray ...

The Border Mail - 5 Aug. 2017

BANG: Cudgewa's David Jackson and Corryong's Tom Nicholas clash during the Upper Murray league's final round on Saturday. Pictures: ...



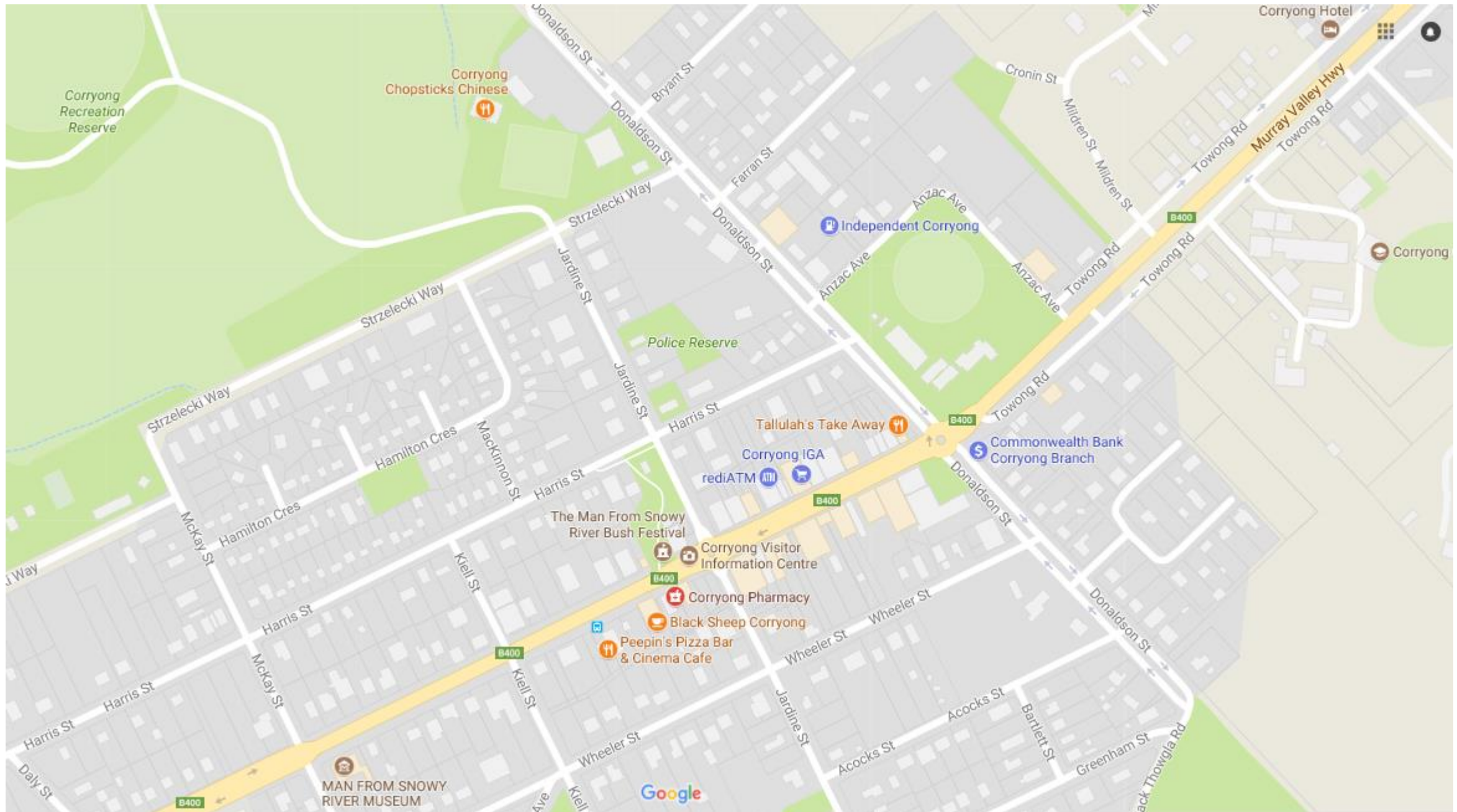
Border-Walwa and Federal to lock horns in Upper Murray league ...

The Border Mail - 9 Aug. 2017

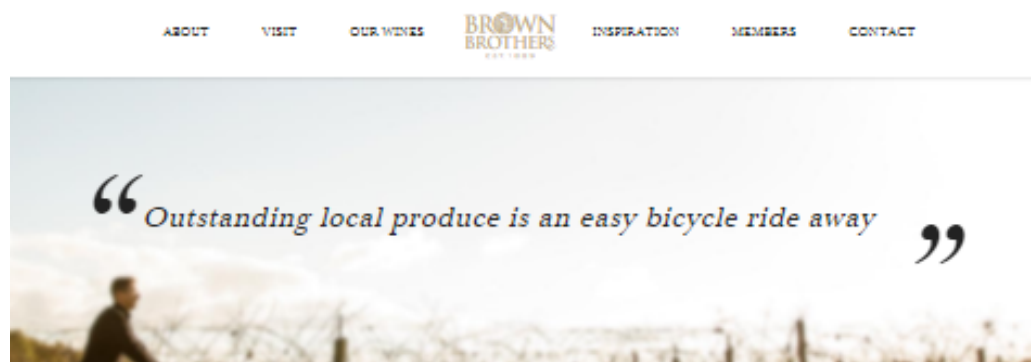
DOWN TO BUSINESS: Border-Walwa's Craig Bosley and Federal's Gerard Midson will call the shots from the sidelines at Corryong on ...



#Corryong Google Maps



Website Referrals



Home / Visit Us / Victoria / Explore / Surrounds

Print Share

Victoria
Tasmania

Surrounds

Visitors to our Milawa Cellar Door can borrow a free bike with a basket and explore the Milawa Gourmet Region by bicycle. Outstanding local produce is an easy bicycle ride away and you can fill your basket to the brim with goodies to take home or to enjoy at a picnic on the banks of the King River. Visit the region's gourmet food producers:



Local Accommodation

Lindemarrsh
Milawa Motel and Bunnotts
Restaurants
Kunनावरु Bed & Breakfast
Glenmoore Stables Bed & Breakfast
Milawa Caravan Park
Cottonwoods - Boutique Style
Bed & Breakfast
Mount Pleasant Homestead - Self-Contained Luxury B&B
Milawa Mustard Retreat
Rosemary's Cottages
Tour the Region
Wines of the King Valley
King Valley Tourism
Milawa Gourmet
City of Wangaratta

Milawa

Milawa Bakery
Glenrowan/Myrtleford Road
Ph: (03) 5727 3612
Open Thursday - Sunday
7.30am - 5pm
Open Public Holidays

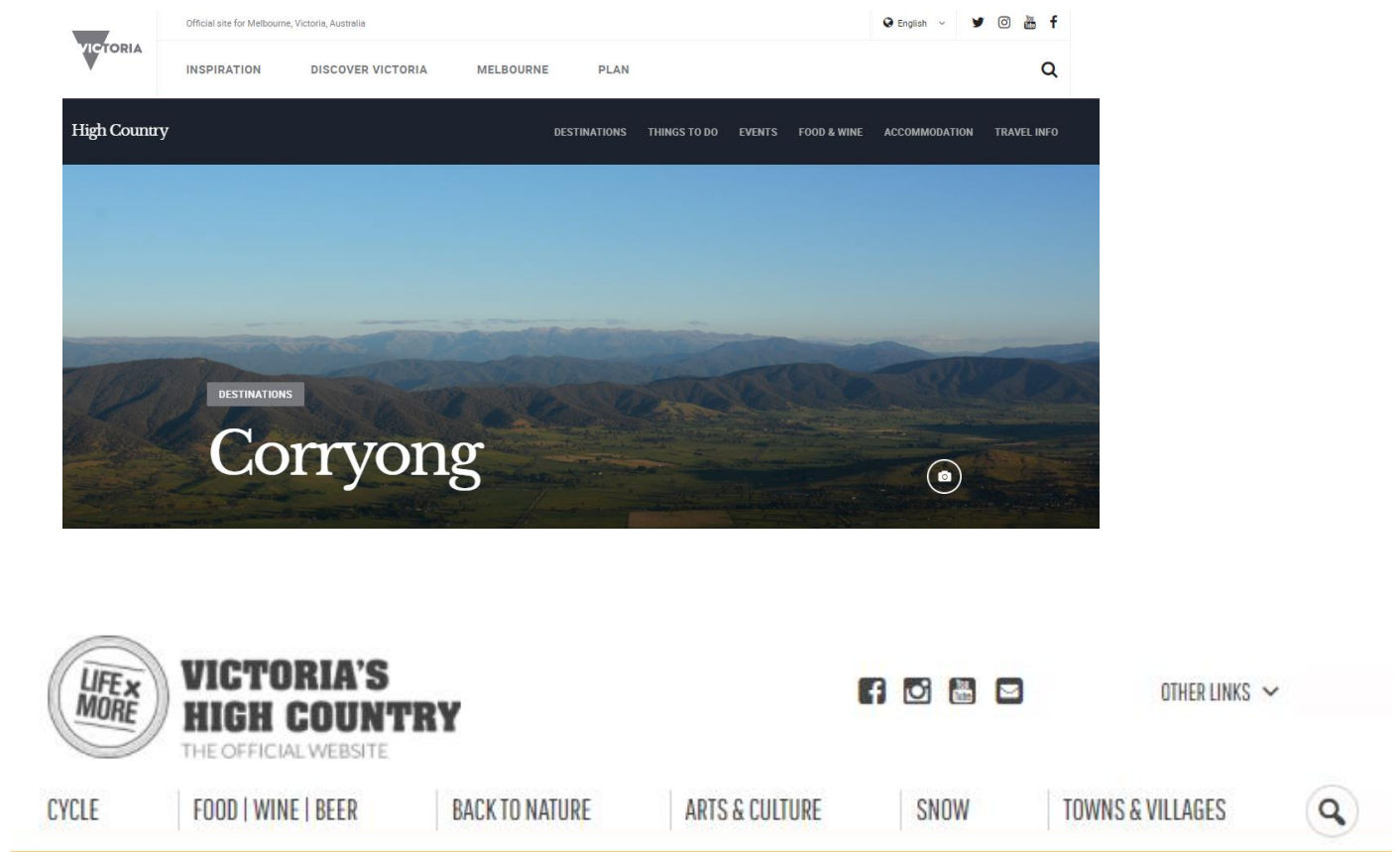
Milawa Mustards
At the Old Emu Inn,
Crossroads, Milawa
Ph: (03) 5727 3202
Open for sales and tasting
10am to 5pm 7 days/week

Snow Road Produce
1604 Glenrowan/Myrtleford
Road

Milawa Cheese Company
The Factory Bakery
The Aging Frog Bistrot
Factory Road, Milawa
Ph: (03) 5727 3582
9am to 4.45pm, 7 days/week

Olive Shop & Provender
1605 Glenrowan/Myrtleford
Road
Milawa, 3678
Ph: (03) 5727 3887
Open Daily from 10am

Milawa Free Range Chickens
Ph: (03) 5727 3652



Search results for: corryong

Man From Snowy River Museum Corryong



MORE >

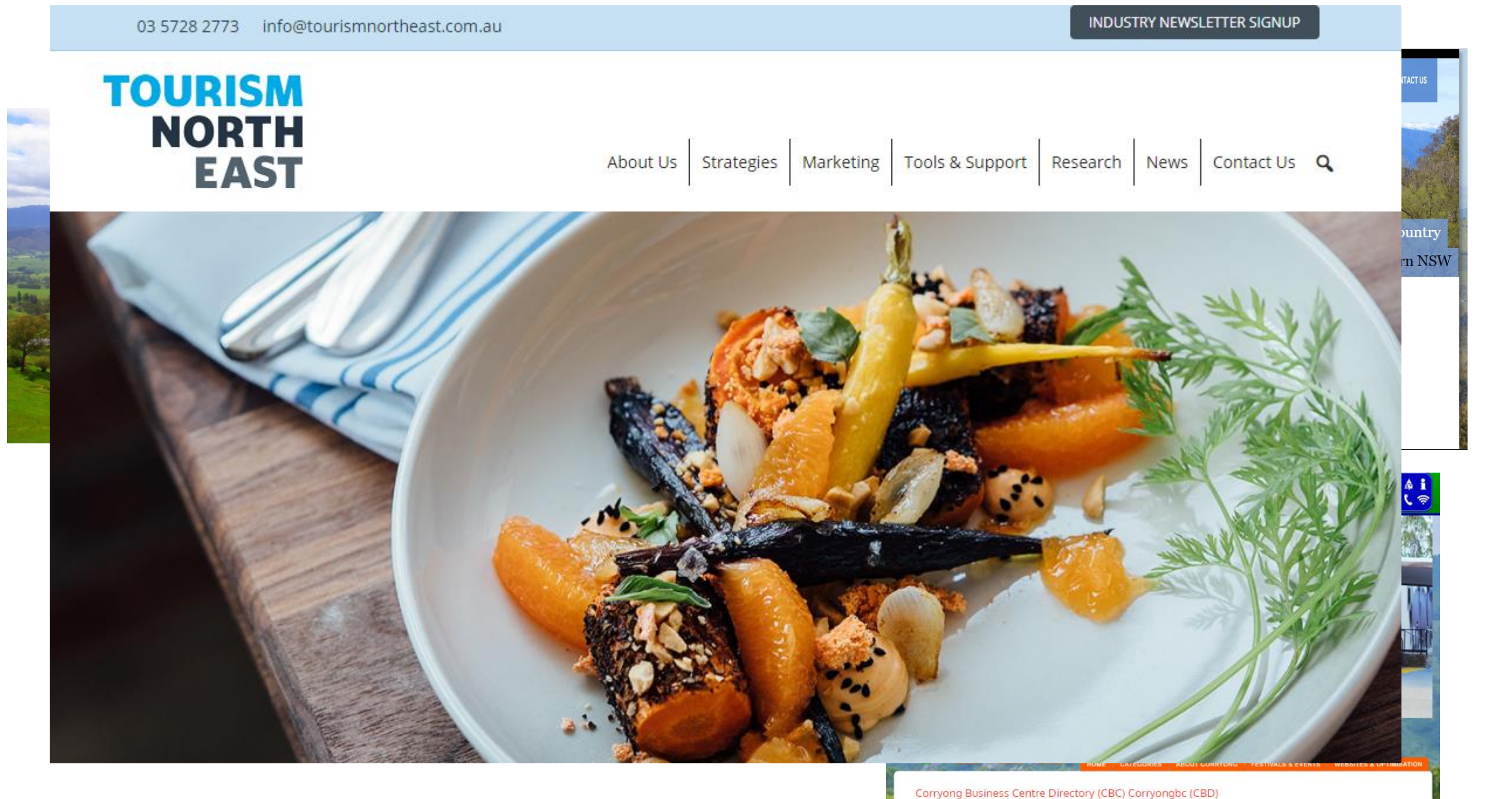
Corryong Visitor Information Centre



MORE >



Website Referrals



Local Examples - Corryong

Noticeboards

Website Referrals

Newspapers

Radio

Social Media - Facebook Pages/Groups

eNewsletters

Sponsorship



Local Examples - Corryong

What's the common interest?

Shared Resources, Voice, Reputation, Cost Savings

Suppliers, Transport, Distance

Image/Video Library

Overcoming Common Obstacles, Learn from each other



Marketing Power

Shared Message - More Voices

Shared Marketing Expenses – Bigger Impact

Creates a story and an experience that can attract more interest, media coverage and therefore customers.



Regional Examples – Prossesco Road



Pizzini
Experience



Sam Miranda
Experience



Brown Brothers
Experience

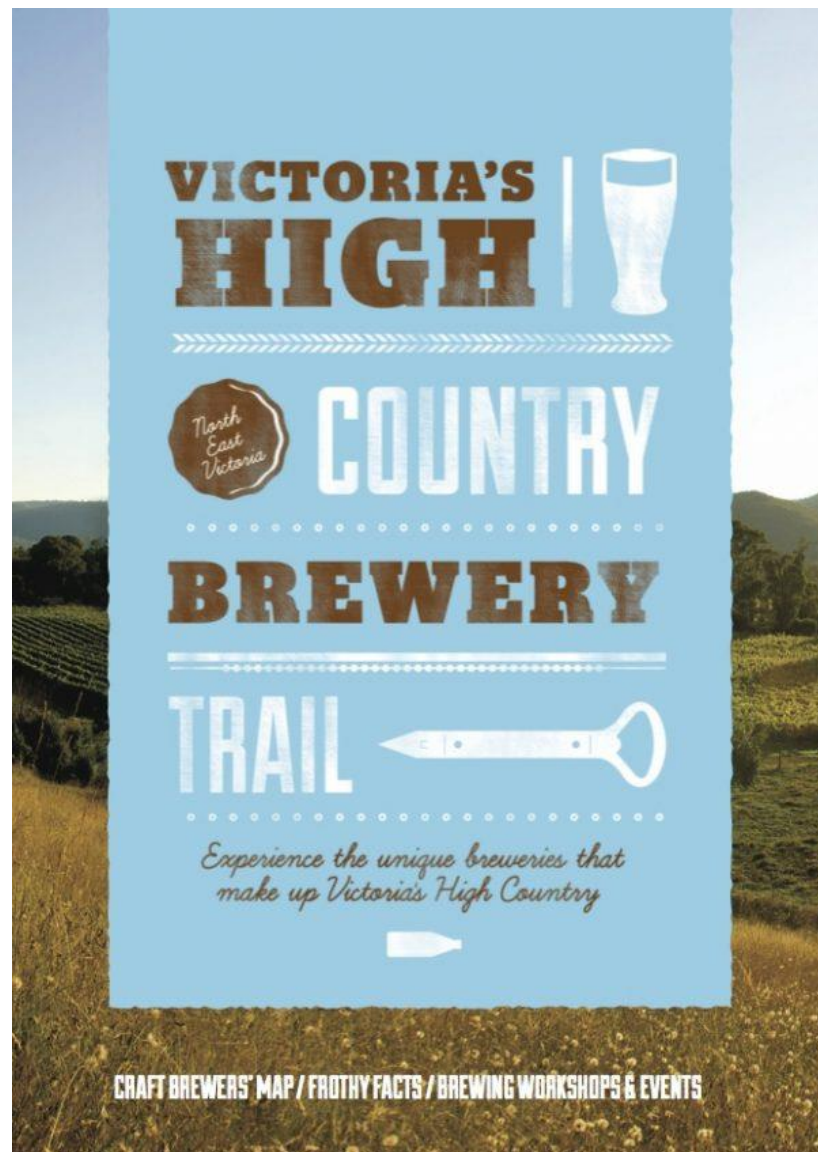


Chrismont
Experience



Dal Zotto
Experience

Regional Examples – High Country Brewery Trail



Collaborative Brew - Rule #47



High Country Brewery Trail | Craft Beer | Breweries

www.victoriashighcountry.com.au/food-wine-beer/high-country-brewery-trail/ ▼
Extending from the river to the mountains, Victoria's High Country Brewery Trail is a scenic drive to some truly lip-smacking hand-crafted beers. ... When you hit the High Country Brewery Trail, bring your bike, bring your thirst, and enjoy hand made, authentic craft beer from our ...

High Country Brewery Trail | Bright Brewery | MountainCrafted Beer ...

<https://brightbrewery.com.au/beer/high-country-brewery-trail/> ▼
Extending from the river to the mountains, Victoria's High Country Brewery Trail weaves a scenic path to some truly lip-smacking hand-crafted beers.

High Country Brewery Tours - Beechworth - Bright - Wangaratta

www.rivertribeandventures.com.au/beer.html ▼
EXTENDING FROM THE RIVER TO THE MOUNTAINS, VICTORIA'S HIGH COUNTRY BREWERY TRAIL WEAVES A SCENIC PATH TO SOME TRULY LIP-...

Craft breweries, Food and wine, High Country, Victoria, Australia

www.visitvictoria.com/Regions/High-Country/Food-and-wine/Craft-breweries ▼
Extending from the river to the mountains, Victoria's High Country Brewery Trail weaves a scenic path to some truly lip-smacking hand-crafted beers. Each of the ...

Beer & bicycles: cycling the High Country Brewery Trail | Cycle Traveller

cycletraveller.com.au/.../see-and-do/Beer-and-Bicycles-cycling-Victoria's-High-Countr... ▼
Jun 25, 2013 - Whatever type of cycling you're into, Victoria's High Country Brewery Trail has something to offer, with the Murray to the Mountains Rail Trail, ...

Victoria's High Country Brewery Trail Rule 47 (2016 - ... - Beer Cartel

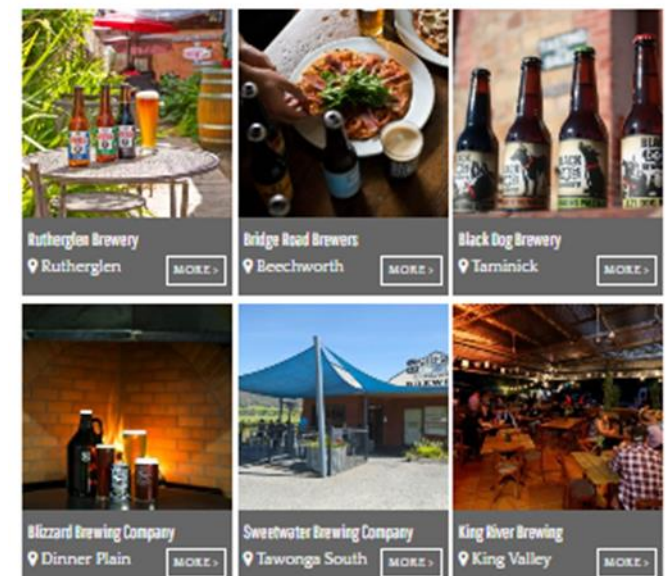
www.beercartel.com.au/blog/victorias-high-country-brewery-trail-rule-47-2016/ ▼
Mar 10, 2017 - The 2016 collaboration beer release of Victoria's High Country Brewery Trail. A Belgian ale brewed with High Country hops, celebrating the ...

High Country Brewery Trail | Australian Brews News

www.brewsnews.com.au/2012/03/high-country-brewery-trail/ ▼
Mar 10, 2012 - Victoria's High Country brewers have teamed up with the North East Victoria Tourism Board to create a pocket guidebook for those wanting to ...

High Country Brewery Trail - BIG4 Porepunkah Holiday Park

<https://www.big4.com.au/caravan.../high-country/.../high-country-brewery-trail-info> ▼
Extending from the river to the mountains, Victoria's High Country Brewery Trail is a scenic drive to some truly lip-smacking hand-crafted beers. Hit the Trail and ...



Regional Examples – Boobs, Bikes & Bubbles



Boobs, Bikes & Bubbles!

A cycling package for women!

Get the girls together for a relaxing two day getaway brimming with food, wine and fun in the beautiful Rutherglen wine region. Our package tailored exclusively for women combines an easy paced ride with time for some wine tasting and sightseeing along the way.

Come to Rutherglen and Ride Like a Girl... Boobs, Bikes and Bubbles.
A cycling package aimed at women!
Get the girls together for a relaxing cycling break in our premier wine region and combine the gastronomical with the physical.

The Package includes for \$275:

- Arrival Cocktail
- 2 nights accommodation at the historic Victoria Hotel Rutherglen in a shared room*:
- Continental Breakfast each morning
- Full Colour cycling Maps and Directions
- A flight of 3 Bubbles to taste at Cofield Winery
- Lunch at Pickled Sisters Cafe
- A relaxing massage
- Sunset Bubbles on the Balcony on the second night
- 2 Course Evening meal in the Bistro
- Selection of Chick Flicks to watch in the Residents Lounge
- \$30 Voucher to spend at Passion Flora
- An exclusive organic cotton T-Shirt.

*Single supplements apply. Bike Hire can be arranged from \$30 per day



NOV
11

Pink Pedal Party 2016

Public - Hosted by Boobs Bikes and Bubbles and The Pickled Sisters Cafe

Boobs, Bikes, and Bubbles - Bike Lane Living

www.bikelaneliving.com/boobs-bikes-and-bubbles
Jun 28, 2014 - Boobs, Bikes, and Bubbles is a get-away vacation package for damsels in de-stress. It's perfect for hens (bachelorette) parties, a relaxing ...

Belles, Bikes and Bubbles tour review | Belles' angels go off the rails

www.traveller.com.au » Travel Experiences » Food and Wine
Mar 3, 2012 - Pilgrim says the Belles, Bikes and Bubbles package has attracted hens' ... T-Shirt and a \$10 donation to Pink Fund for breast cancer research.

Boobs, Bikes & Bubbles - Pinterest

<https://it.pinterest.com/pin/83668505547520677/>
May 21, 2017 - Rutherglen is perfect for a weekend away with the girls on the 'Boobs, Bikes & Bubbles' package.

Victoria Hotel - Rutherglen

www.explorerrutherglen.com.au/listing/victoria-hotel-rutherglen/
The popular boobs, bikes and bubbles package is a great hot package with groups of girls looking for a great fun weekend together. Accommodation ...

Pink Pedal Power | Border Cafe

bordercafe.com.au » Events
Nov 12, 2016 - "What a perfect day to go out for a beautiful lunch, bubbles for ... from The Victoria Hotel from their Boobs, Bikes and Bubbles cycling packages.

Winery Victoria | the Best in Victoria Wineries

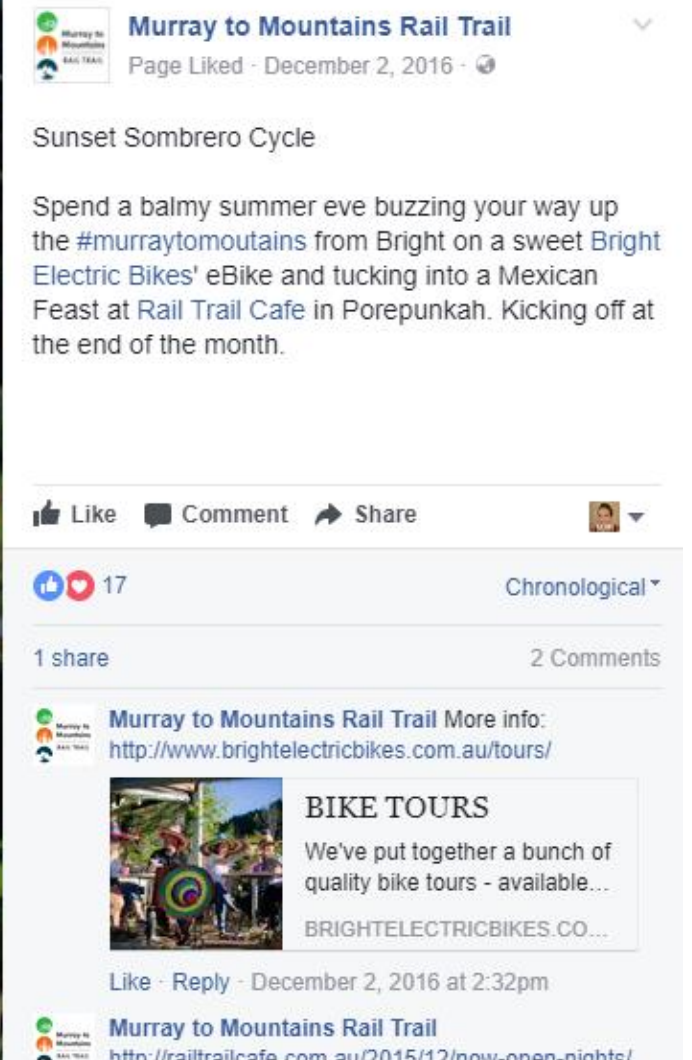
www.cofieldvines.com.au/
Seasonal Food Foray. A relaxing food & wine experience. Boobs, Bikes and Bubbles. Just for you Girls! If you are looking for an active fun stay in the Rutherglen ...

All Categories - La Maison St Arnaud - Traditional B&B

www.rutherglenlamaisonarnaud.com/new-gold-dream-blog/category/all4
Dec 28, 2013 - Raising money for the McGrath Foundation and Celebrating Boobs Bikes and Bubbles. What a wonderful day for a wonderful cause. Picture.



Regional Examples – Sunset Sombbrero Cycle



Package Examples



NAVITI
Happiness Special

7 NIGHTS FROM **\$1,760** per adult*

Includes
**OCEAN VIEW ROOM + ALL MEALS + ALL DRINKS
+ ALL ACTIVITIES + ADULT FLIGHTS + RETURN TRANSFERS
with MEET & GREET ON ARRIVAL + 1 DAY CAR RENTAL!**

**Kids stay*
FREE

ENQUIRE NOW! TRAVEL FROM NOW ONWARDS!
*Min two adults double share in an Ocean View room. Adult airfares are quoted using most economical fare class flying ex Sydney with Fiji Airways. Add Kids airfare from \$150. Enquire for your departure city. Kids stay FREE if sharing room with adults (conditions apply)



ALL INCLUSIVE VACATION PACKAGE

5 DAYS 4 NIGHTS
from

\$2,275^{USD}

2 ADULTS 2 KIDS
(2 Kids stay free (Under 12))

Reservation code: **ALLIN4**

Las Palomas
BEACH & GOLF RESORT
www.LasPalomasResort.net



**Look At
The Value
You Get!**



Get to know and build trust
with surrounding businesses

CoBranding Examples

“Who else loved baking brownies when they were a kid? My favourite part was drizzling the chocolate syrup on top as a finishing touch.

As it turns out, one of my beloved childhood memories was a product of co-branding: Betty Crocker partnered with Hershey's to include chocolate syrup in its signature brownie recipe.”

Nike & Apple: Nike+



Useful Links

www.business.vic.gov.au

www.facebook.com/groups/businessvic#_=_

www.linkedin.com/groups/

www.rdv.vic.gov.au/regional-partnerships/ovens-murray

www.tourismnortheast.com.au

www.agriculture.vic.gov.au

www.connectingruralbusinesswomen.com.au

www.avclp.org.au

Upcoming Events

Tourism North East

One On One Sessions – Book Directly with TNE 12th September Tallangatta

High Country Harvest Think Tank Friday 15th September in Tallangatta



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 @SmallBizFestVic

 smallbizfestvic

festival.business.vic.gov.au



VICTORIA
State
Government

#SmallBizFestVic



Win an Apple iPad

Fill in our audience
survey for your
chance to win!