



NEWSLETTER

July
2008

Welcome to the July edition of our newsletter.
If you have any items you wish to include in future editions of our newsletter,
please let us know.

- ◆ Membership Drive
- ◆ Gold Member Trading Day
- ◆ River Murray Rally
- ◆ Next Meeting
- ◆ Hold-ups
- ◆ Speaker—Peter Ackland
- ◆ Chairmans Report (page 2)

Membership Drive

Most of you would have had some contact with Kym Miatke regarding membership for 2008/2009. A part of being a member of the Chamber of Commerce is about co-operative advertising and presenting to the community—our customers—a strong and united front that encourages people to do business in Loxton. It's about advertising leverage and realizing that every business need other businesses around them to prosper. For a small individual financial output to be a member, there is generous media coverage of Loxton Businesses. Everyone benefits.

Do you know what to do in the event of a holdup?

Come along to the next meeting and bring your staff. Brenton Kirk from SAPol will give a talk in the first half hour of the meeting then your staff may leave.

Guest Speaker—Peter Ackland

Peter Ackland, CEO Dist Council Loxton Waikerie, will be the guest speaker at the next meeting in regard to the waste water management system, riverfront development and parking by business owners & employees. Peter is happy to answer any other queries you may have regarding council operations/plans. It's a great opportunity to find out the facts on matters first hand. There have been some concerns voiced by members lately so this is an opportunity for those concerns to be discussed.

Gold Member Trading Day

Loxton Goes To Sale

Unfortunately this day had to be postponed to August 10th due to delay in membership drive and filming. However, things are on track for a cracking day—the TV ad looks fabulous and as it will be the first screening in Mildura, we look forward to a very busy day. It is imperative that we offer a vibrant shopping area to our customers—especially with the first time Mildura visitors in mind, so I strongly encourage you to ensure you are open between 10am and 4pm on that day. It would be great if you paid extra special attention to window displays and perhaps have a rack/table of specials for a sidewalk sale.

BE ACTIVE—CONTRIBUTE—DELIGHT YOUR CUSTOMERS—AND BE REWARDED

River Murray Rally

Bronwyn was contacted by one of our members, Ron Gray from Ron Gray Repairs, to determine if any group or the council had a bus to go to the River Adelaide on Friday. After further discussions with Ron through the committee, Bronwyn went forward with organizing a bus, subsidized by the council. To date there have been no business owners outside the agriculture industry showing interest in going on the bus. The irrigators livelihoods are in jeopardy due to low water allocations. Some will not be in a financial position to lease water this year. If the base industry in our mem- Crash community organized a Murray Rally in After further discussions and Peter Ackland and emails to the executive committee, Bronwyn went forward with organizing a bus, subsidized by the council. To date there have been no business owners outside the agriculture industry showing interest in going on the bus. The irrigators livelihoods are in jeopardy due to low water allocations. Some will not be in a financial position to lease water this year. If the base industry in our

Cancelled due to lack of response

Next Meeting: 4th August, 2008, 7.30 pm at the Loxton Hotel



Chairmans Report July 2008

I am pleased to be able to present the Chairmans report for 2008.

What a year it's been.

Loxton Means Business in its inaugural year has been a huge success—probably even more so than I had hoped for. Lifting the profile of Loxton as the place to do business was a major focus of the campaign and the result: success. The diversity of business in Loxton has been highlighted. Presenting our member businesses as a united group has been a powerful message to our community and the wider catchment area. Contracting the services of a professional advertising/marketing company was and is, the catalyst of this success. I extend my personal thanks to Wendy Mudge and Kym Miatke for their vision and work output. It is satisfying to work with professionals who have shared goals. Wendy and Kym contributed many unpaid hours to ensure LMB was a success.

The decision to include TV advertising in Mildura as part of the 08/09 LMB campaign is an exciting development and I feel confident we will see positive outcomes from this initiative.

LMB has a sound and effective base. To ensure success going forward we need to continually look outside the square and explore all possibilities.

Loxton Chamber of Commerce was the driving force behind implementing regular business workshops facilitated by the RDC. Prior to my contact with the RDC, the workshops were ad hoc, and there was no communication network from the RDC to businesses in the Riverland. Since our contact, there have been more frequent and well-attended workshops in Loxton and the wider Riverland area.

The input from a number of people this year has been invaluable. Deb Wade as secretary took on the task of compiling the monthly newsletter and volunteered as a member of the Lights Up committee as well as completing the secretarial duties. Jodi Koch has been a great support, providing common sense ideas when most needed as well as co-organising Easter breakfast and ably carrying out the role of co-treasurer. Allison Goodes has performed the role of co-treasurer confidently and soundly and has been an active executive committee member. Annette Winter has again provided fantastic support through maintaining the website and very importantly has offered some visionary ideas throughout the year. Thank you Lesley Golding for the massive input to the Easter Breakfast preparation. The Light Up committee members committed a lot of time to the success of Loxton Lights Up. Thanks goes to Brenton Holmes, Kerri Blaser, Deb Wade, Deb Wilkey, Barb Swanson and Mark Kershaw.

It has been extremely valuable to have regular attendance at our meetings by a councillor of the District Council of Loxton Waikerie. A big thank you to Mike Vowles for your dedication, sound advice and support. This link through you to the council is invaluable. I hope you continue your association with us and remain in local government for a long time.

The Loxton Chamber of Commerce has a responsibility to remain aware of and involved in, community issues. I believe it is our duty as community members to have an understanding and input and we need to recognize that all community activities and issues affect business, our businesses, in some manner.

When I decided to make myself available for the position of Chairman of the Chamber of Commerce 2 years ago, I did so with high expectations of raising the profile of Loxton and in doing so, increase the opportunity for our businesses to grow. Unfortunately, the current lack of water issue is a massive thorn in the side of growth and development opportunities. It is now more important than ever to stay united and focused, utilize the benefits of being a member of the Loxton Chamber of Commerce and remain optimistic through shared vision.

The Loxton Chamber of Commerce is your group and like any group it is most dynamic when the members actively participate. So I encourage you to contribute in whatever way you can and in so doing, assist in maintaining an active Chamber of Commerce that remains the envy of other regional commerce bodies.

Bronwyn Proud