

 SpringDale Neighbourhood Centre Inc  
**Business Network**  
**newsletter** issue no.1  
*Keeping the Community Connected*

**Welcome to our first edition of SpringDale Business Network News.**

The SpringDale Business Network got off to a great start for 2011 with a visit from Ms. Bernadette Uzelac, Executive Officer of the Geelong Chamber of Commerce. The seed idea of a local chapter of the Chamber was sown, and a number of people have shown an interest and asked to be kept informed.

Our Network Breakfasts are always a great opportunity to catch up with friends and business associates, and to get to know the other business and community leaders in our area.

At present we have four Breakfasts per year – one per term, but there is never enough time to bring all the information and cover all the topics that we want to share with you all.

Our aim is to provide this Newsletter, also once per term, to keep up with everything that is happening.

If you have some news for us, or would like to use this Newsletter to showcase your business or introduce yourself to the Network, please let us know. We would welcome your feedback also. **Just contact the SpringDale office on (03) 5253 1960** or email **Dianne at support@springdale.org.au**.

## Economic Development



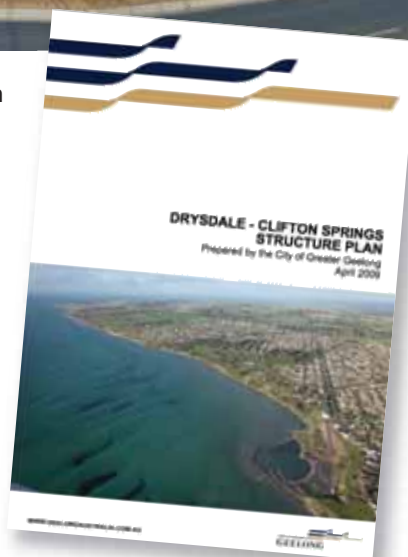
Drysdale/Clifton Springs is a designated growth area with a current population of 13,000 and anticipating 4,500 new dwellings being built in the next five years which may double our population. Unlike Armstrong Creek development, there is minimal commitment to employment opportunities.

The City of Greater Geelong formulated a Structure Plan for Drysdale in 2009, which allows for only minimal economic development in Drysdale. This commits Drysdale to be a dormitory town, from which most of our citizens must travel significant distances to employment.

As Australia strives to minimize carbon miles, we strive to plan opportunities for our residents to increase the economic sustainability and reduce the reliance on travelling to employment.

If you are interested in hearing about a local community project concerning this subject which is about to commence please register your interest at **SpringDale Neighbourhood Centre** by phoning **(03) 5253 1960**.

**Anne Brackley.**



## How important is Delegation

The importance of delegation to a business owner or manager should not be underestimated. Not only is it important to delegate tasks to free up your time for doing the things that only you can do, it is also important for your employees.

Surveys show that employees often crave trust and responsibility, and effective delegation can meet this need.

Your employees will feel more involved and engaged in your business if they feel they are being trusted with important responsibilities.

Don't confuse delegation with assigning tasks or jobs.

Delegation is not simply telling people what to do. Rather, it involves explaining the outcomes and results they are expected to achieve, and leaving them to work out the "how" and the steps involved.

The manager, or the one doing the delegating is still involved, but the extent of that involvement will depend on the knowledge, experience and skill levels of the employee receiving the delegated task. Involvement will vary from very little in the case of an experienced employee to a more guiding and supporting role for the less experienced.

Delegation is very much an exercise in development for both parties.

As time-poor business owners and managers, the thinking is often, "It's easier to do it myself", and although delegation is not always easy, and does take more time, if done thoughtfully, can have lasting benefits for both parties.

"Effective delegation is an important leadership skill. Effective leaders use delegation to balance workloads and provide staff development opportunities.

Good delegation creates a positive, motivating environment."

*(From an article by Derek Stockley, a Melbourne based consultant in training, learning and performance.)*

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## Invitation to Business Owners

The next SpringDale Business Network Breakfast will be held on Monday 23 May at 7am.

Our Guest Speaker is **Steve Atkinson** who will be speaking about **Emergency Management Plans** in his role as a **Deputy Fire Chief of Drysdale Fire Brigade**.

If you have been thinking about developing an Emergency Management Plan for your business or workplace, but haven't known where to begin, you won't want to miss this inspiring and informative address by Steve.

You can register for the Breakfast by emailing SpringDale at [support@springdale.org.au](mailto:support@springdale.org.au) or phoning the office on 5253 1960.

We will also be hearing from **Neil Yoemans**, proprietor of **Drysdale Smash Repairs**. Neil has been a member of our Business Network for a number of years. He is in the business of smash repairs, towing and is an approved RACV repairer – BUT you may have read in the ECHO recently that due to Vic Roads rules and regulations, Geelong tow trucks often take precedence over Neil's business in certain areas of Drysdale and Clifton Springs. Perhaps there is something we can do to put this right.

## Your Business

*Would you like to showcase your business?*

It's great when we have new business people becoming members of our Network – but it takes time to get to know everyone. One way of "fast tracking" this process is to showcase YOUR business. We'll give you 2-3 minutes to introduce yourself and your business to the whole group. Help us to get to know you better.

Email Dianne at [support@springdale.org.au](mailto:support@springdale.org.au) to book your opportunity.

## Haven't been to a Business Breakfast?



Photograph - Lyn Ingles

We look forward to welcoming new business people to our Network Breakfasts. They begin at **7am** at **SpringDale Neighbourhood Centre** for a *Big Brekky* with all the trimmings, or keep it simple with cereal, fruit and coffee. Introductions and Speakers begin at 7.20am, so it pays to be early so as not to miss anything.

Cost for non members is just \$10.00 per person, or you can become a member \$30.00, which gives you entry to all breakfasts for the year. We aim to finish by 8am allowing you to get to work on time.

**Consider this your invitation for Monday 23 May 2011.**

*Bring a friend along. We would love to meet you.*



## Do you advertise in the SpringDale Messenger?

Did you know the Messenger has a circulation of over 6,500 throughout our local area? Why not contact the SpringDale office to enquire about our very reasonable advertising rates?

## TRAINING ON YOUR DOORSTEP!

As Business people we are all aware of the importance of personal development and ongoing staff training. Here at SpringDale we offer a variety of courses which could benefit you and YOUR BUSINESS.

Here are just a few:

**Espresso Coffee Making, Food Handling – Basic and Supervisory, Responsible Service of Alcohol, First Aid – CPR and Level 2, Computers – on a number of levels, Word & Excel for Small Business, MYOB, Test & Tag** (*learn how to test your own electrical equipment to meet safety standards, and save money*) and **Construction Induction** (*formerly Red Card*).

Or perhaps you need to include some "ME" time into your busy schedule.

We have lots of interesting and diverse courses for you to try – from **Cheese Making** to **Tai Chi**, and **Sausage Making** to **Picture Framing**. We have something for everyone.

*Course Guides are available from the SpringDale office or on line.*

## Business Network Dates for 2011

**Monday 23 May at 7am**  
**Monday 22 August at 7am**  
**Monday 21 November at 7am**