

Business Tasmania

Building your network in Launceston

Hosted by

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Business Tasmania

Presented by

Amanda McEvoy
Will Cassidy



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Our mission is to help Tasmanian business owners and operators, to find answers to business-related queries quickly and accurately.

Business Tasmania is a state-wide service, supporting anyone at any stage of business.

We pride ourselves on first contact resolution.

Services we provide



Advice
Connections
Referrals



Events &
Workshops



Business advisors
Digital coaches



Information
Tools
Resources

Connect with us



1800 440 026



ask@business.tas.gov.au



www.facebook.com/BusinessTasmania



www.twitter.com/BusinessTas



www.business.tas.gov.au



sign up for our newsletter

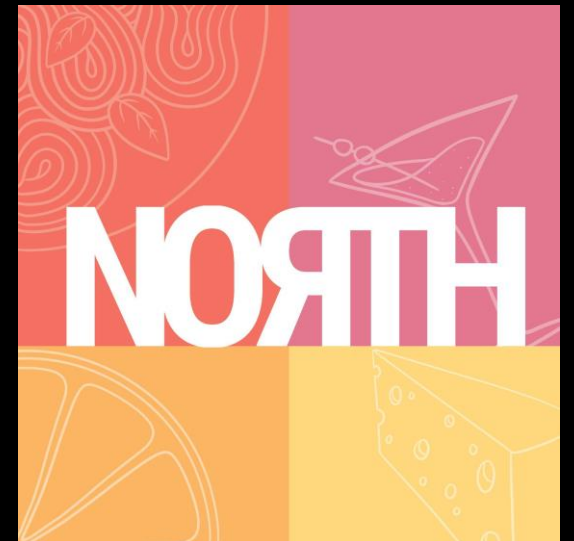
**LAUNCESTON
CENTRAL CITY**

.COM.AU

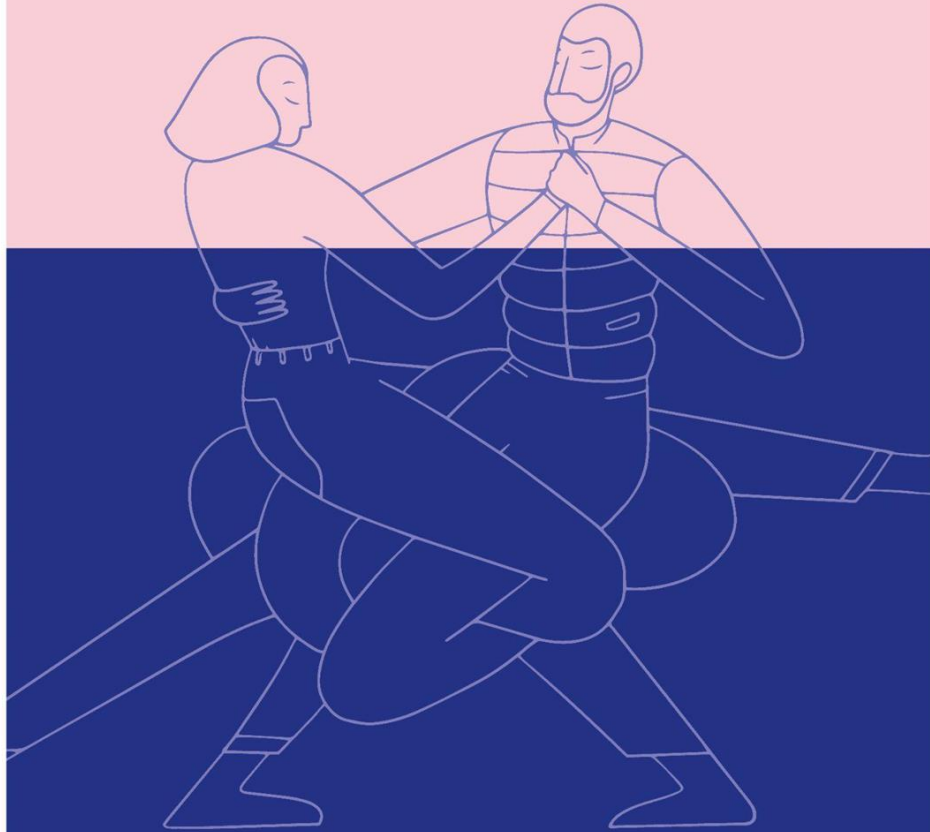
Amanda McEvoy

EO for Launceston Central City

What have we been up to?



LAUNCESTON



LAUNCESTON
PLACE BRAND

WWW.LAUNNIE.COM.AU

LAUNCESTON

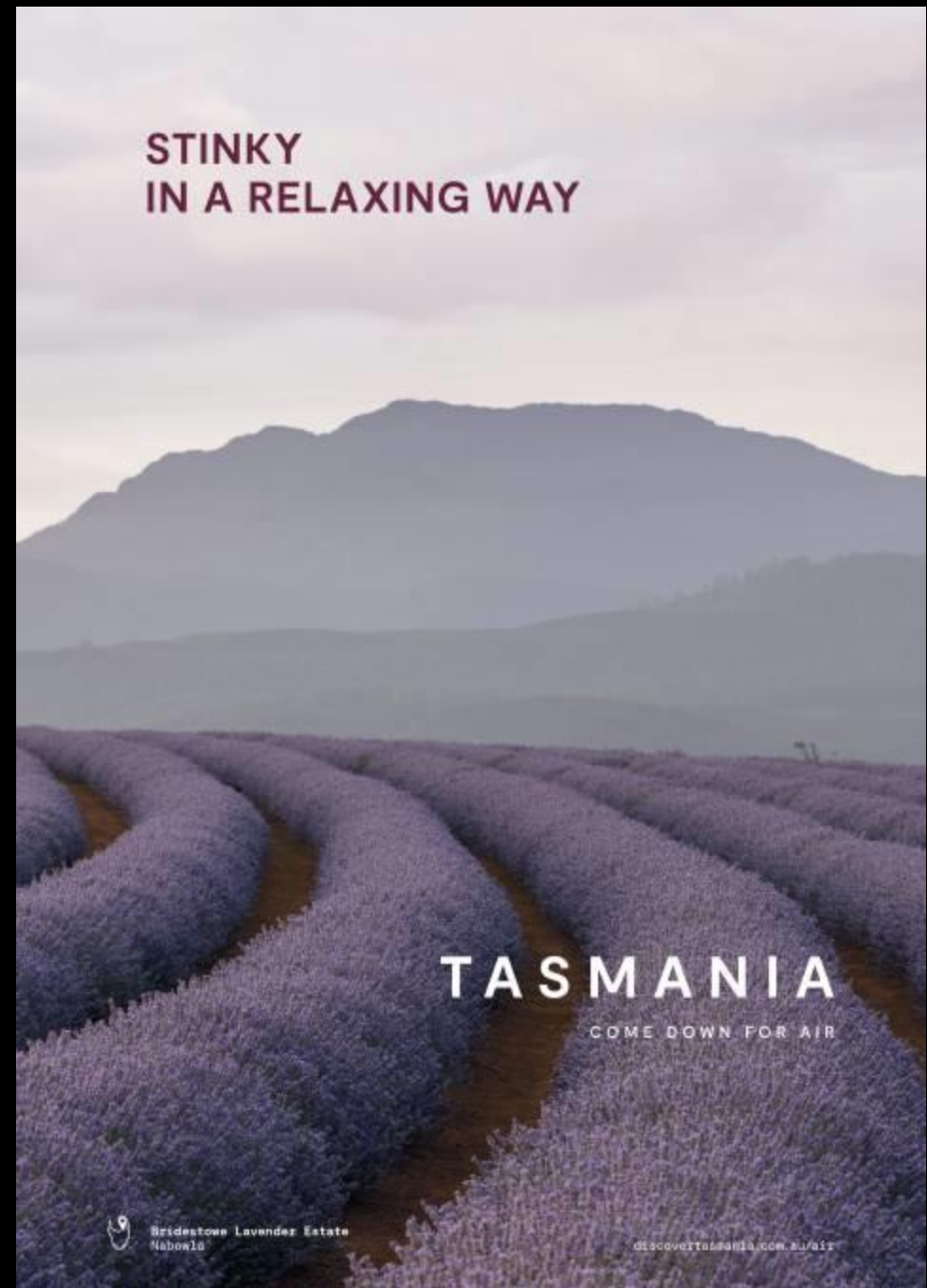
CREATED WITH COMMUNITY
TO CELEBRATE OUR
DISTINCTIVE STORY AND
SPARK PRIDE.

The brand will empower anyone with an interest in Launceston's future to talk about their city and tell their stories: artists, makers, growers, thinkers, do'ers are invited to step into the spotlight and share their tale. Because we want to encourage people to visit, invest in or even move to this place that's been built by creators, problem-solvers and hard-workers.

The Brand Guidelines and Design Tools will help you tell your story and are completely free. After you register, you'll have access to photos, illustrations and the Launnie wordmark.



If you have any questions about the Launceston Place Brand, please email launnie@launceston.tas.gov.au




VNT & Tourism


Customer Trends, be aware!

- Sign up for newsletters - Business Tas, industry specialist organisations, consultancy firms etc
- Set aside time to network / research / plan your marketing
- Have your business logo, information ready to go
- Customer type - surveys - follow up
- Online presence, shopping, mobile friendly
- Omotenashi (Japanese: to wholeheartedly look after guests)
- Building a customer community - subscriber lists, followers and ongoing engagement
- Environmentally friendly & sustainable purchases
- People buy from people - be personable, show your personality online, grow trust with your community

Van Diemen Project (<https://vdp.com.au/strategic-advisory-services/>)




[About Us](#) ▾[What We Do](#)[Our Programs](#) ▾[Events](#)[Contact Us](#)



How do we help?

- We provide tailored advice with an expert for meaningful impact.
- Embracing complexity and challenges and thriving on overcoming adversity.
- Our insights and experience unlock new opportunities.
- We're focused on actionable business advice, support and guidance for the future.
- We establish a village of subject matter experts that extends beyond The van Diemen Project team.
- By providing services to support businesses and organisations who want to have a positive impact



We provide strategic advice in:

- Business & marketing strategy
- Governance
- Business, financial & marketing planning
- Cyber security
- Social enterprise
- Problem-solving
- Intrapreneurship
- Quality audit & improvement

Digital Ready (<https://digitalready.tas.gov.au/>)

4 hours free digital coaching for your business!

Digital coaching sessions have been boosted.

Coaching is now being delivered around the state face to face or over Zoom.

The coaching sessions are one-on-one between business owners and our skilled coaches, run for up to 4 hours and are free of charge.

Click below or call 1800 955 660 to book your free 4 hours of Digital Coaching today!

[Read more](#)



Group/Precinct Marketing

Leveraging off possibilities and connections!

- Be proactive and bold and put yourself in the room!
- Attend networking sessions
- Attend webinars and training sessions (Brand Tas, TCCI, Tascoss, AICD etc)
- Know your industry specialists and champions
- Speak to other related businesses - your competitor can be your friend!
- Power in numbers - purchasing advertising, working together, activating your business, street or area
- Working with other community groups, artists, musicians, radio
- Donating giveaways, running competitions



LAUNCESTON

CHAMBER *of* COMMERCE

The Voice of Business



LAUNCESTON
CHAMBER *of* COMMERCE

The Voice of Business

- Introducing the Launceston Chamber of Commerce
- A brief look at our history
- What we do
- Membership categories
- Why your business should consider membership



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Allow us to introduce
ourselves...



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- A membership organisation
 - Businesses
 - Organisations
 - Individuals
- Completely independent
- Apolitical
- Advocacy Body



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A brief look at our history...



LAUNCESTON
CHAMBER of COMMERCE

The Voice of Business

- Founded in 1849
- Issues have included:
 - Decimal system
 - Telegram delivery speeds
 - Christmas trading hours
 - Synchronising traffic lights
 - Big Box Retail
 - Building Heights
 - UTAS

CHAMBER OF COMMERCE.

THE Undersigned invite their fellow-colonists to meet them on Tuesday evening next, for the purpose of deliberating on such measures as may be proposed for benefiting the commercial and maritime as well as the agricultural interests of this country

The meeting to be held at the New Lodge of the Horticultural Society on Tuesday evening at half past six for seven o'clock precisely, when the chair will be taken.

Jno. W. Gleadow
James Robertson
John Crookes
Wm. Henty
Thomas Corbett
J. A. Eddie
Robt. De Little
J. Munro

J. C. Brown
Theodore Bartley
Fred. A. Du Cros
Robert Pott
Adye Douglas
John Thompson
C. N. Campbell
W. D. Grubb

A small charge will be made to each person to meet the expences.

August 17th, 1849.



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What do we do?



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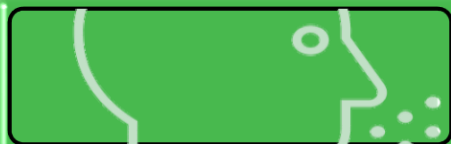
Networking Opportunities



Joining the Dots



Information & Resources



Advocacy



Business Excellence Awards



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Networking Opportunities

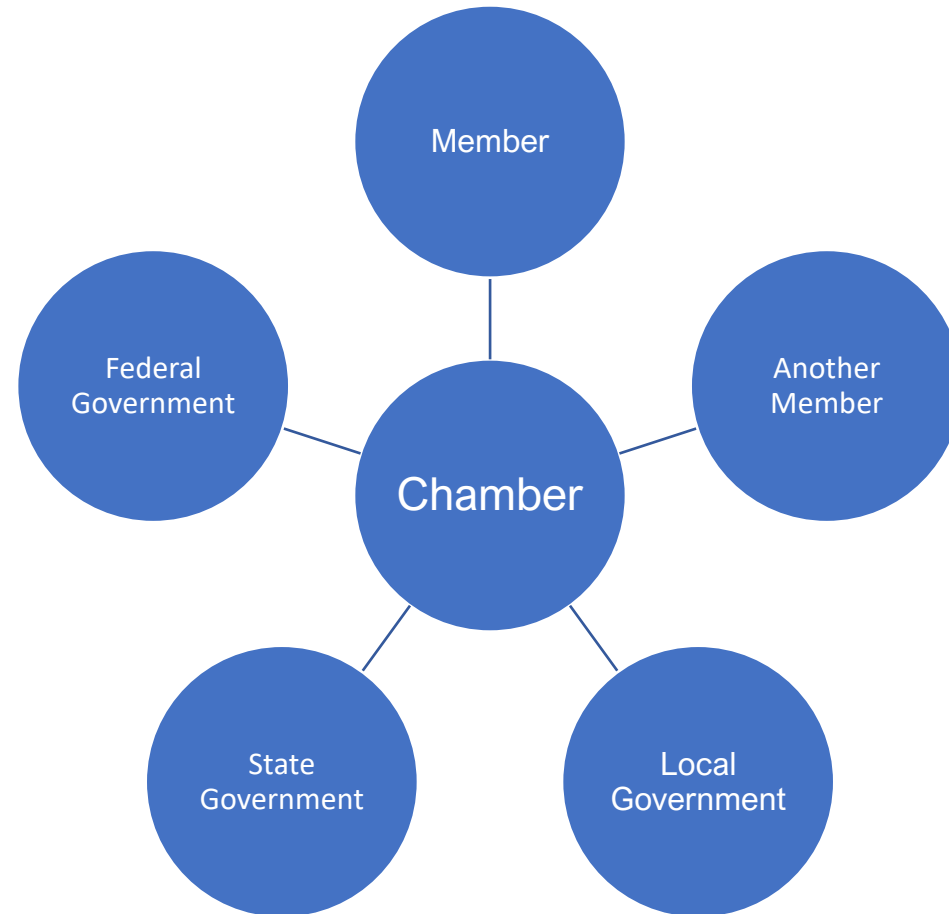




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Connecting the Dots





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Information & Resources

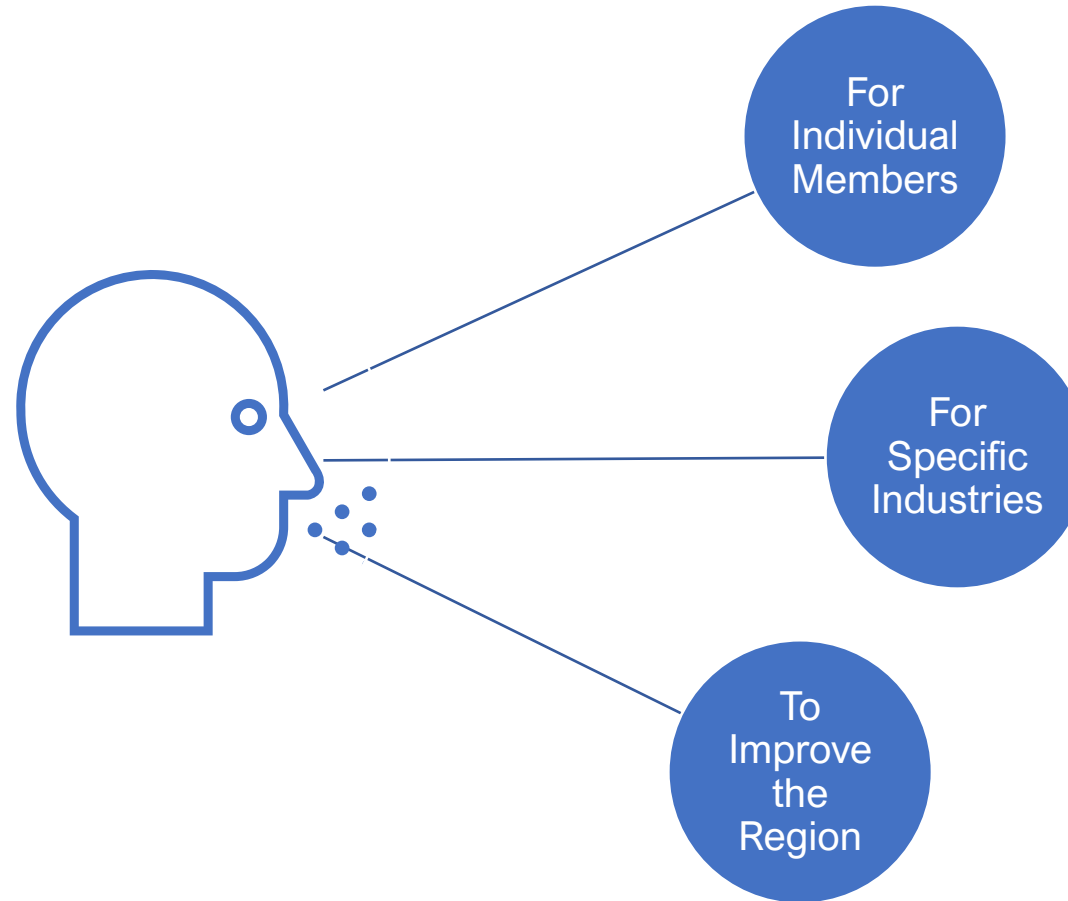
- Weekly eNewsletter
 - Editorial on a current issue
 - Resources for Members
 - Chamber Events Calendar
 - Member News
- Special Alerts
- Member Exclusive EDMs
- Discounted Chamber Board Room Hire
- Discounted 'Hot Office' Hire
- Discounted TCCI Training Courses
- Access to Business Advice Hotline



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Advocacy





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Business Excellence Awards





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Membership



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- Membership categories:
 - Business
 - Community
 - Personal
- Membership Fees
- Membership Year

Membership





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Why Join?

Interested in becoming a member of the Launceston Chamber of Commerce?



Please scan the QR code or
visit www.lcc.asn.au/members

Become a Member