

# NEWSLETTER



**GrowLocal**  
Carnarvon



CARNARVON CHAMBER OF COMMERCE & INDUSTRY

Visitor Centre Courtyard, 21 Robinson Street, Carnarvon  
M: 0475 835 245 E: natasha@growlocalcarnarvon.com.au  
www.growlocalcarnarvon.com.au



*May your holidays be filled with  
love, laughter, and cherished  
moments.*

## INSIDE THIS ISSUE

### Buy Local Campaign 2023

The President of CCCI, Paul Dixon was pleased to announce the remarkable success of this years Buy Local Campaign 2023, a testament to the unwavering commitment of the Carnarvon Chamber of Commerce to bolster the local economy, with support from sponsors and local businesses, making this event possible.

Special thanks to Rio Tinto, Shire of Carnarvon, Gascoyne Development Commission, Fortuna Advisory Services, Sandhurst Security, Peter Foster MLC, Hastings Tech Metals, The Liberal Party, Province Limited and Focus Carnarvon for sponsoring this years event.

Winning entries this year were received by entrants participating at Telomac, Tropics Hardware, Amcal Chemist, Carnarvon Fresh IGA, Toyworld Carnarvon & Heddis Hair Salon and CCCI extends an invitation to all local businesses to be part of next year's campaign. Remember, entry to this festive initiative is included in your CCCI membership fee, with many other exclusive benefits. Don't miss your chance to participate and become an essential part of Carnarvon's economic landscape. Your contribution helps shape a thriving local economy.

Congratulations to all the winners - pictured above left is local member Mem Beard drawing the 2023 grand prize winners at this years Xmas Street Party and above right is Lisa Sweetman with her prize of \$750 worth of vouchers to be redeemed at 61 local businesses! Get Ready for Next Year!

- President & Committee Message to our Members
- Gascoyne & MidWest DAMA Update
- Department of Health Food Safety Changes in December 2023
- Gascoyne Regional Food & Beverage Sector Event
- Tourism WA Visitor Statistics

... and more to read!

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## Gascoyne & Midwest DAMA Business Case Update



On 11 December 2023, the Government released its Migration Strategy, which commits to an evaluation of regional migration settings, including regional visas, regional definitions, regional occupation lists and DAMAs.

The objective of this work is to evaluate how migration settings can better support community and workforce needs in regional Australia while not contributing to migrant worker exploitation. The Government will publish a discussion paper in early 2024 on the evaluation and will further consult on relevant proposals.

In light of the upcoming consultation and anticipated reform, the Minister is currently considering options for DARs with pending Deed of Variation and new DAMA requests stating "We appreciate the considerable efforts and resources you have put in to develop your business case and we'll update you on the progress of your requests once we receive more information."

A copy of the Migration Strategy can be found at <https://immi.homeaffairs.gov.au/what-we-do/migration-strategy>.

This development implies that any decision on the Business Case will not occur in the very near future and following further discussions with Home Affairs, the time frame is likely to be 4 – 6 months.

CCCI will continue to update members as more information is made available.

## A Christmas Message from the CCCI President Mr Paul Dixon and the CCCI Committee



To All our Partners, Members and your Families,

Thank you for your continued support in 2023. A supportive membership is vital to the success for the Carnarvon Chamber of Commerce, to enable a voice to advocate for local business needs and support your journey for business success and economic growth in our community.

May this holiday season bring you and your loved ones a great deal of joy and peace and we look forward to seeing you in 2024 to continue to grow a strong Carnarvon business community.

With heartfelt thanks from Paul Dixon, Ben Vandeleur, Steph Leka, Kate Allen, Leanne Daly, Robin Fahl



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## RCCIWA - Supporting Our Local Businesses

You may be aware that CCCI are members of the Regional Chambers of Commerce WA, and excitingly, RCCIWA is holding their inaugural WA Regional Business Excellence awards on April 18th 2024. One of the special touches they are adding to the gala evening, is giving all attendees a gift – which will be sourced from regional businesses that are members of one of their members (as in CCCI). RCCIWA will be purchasing these gifts, and it is their way of thanking and supporting their members (as in CCCI again) and our members (as in you), while also highlighting the amazing businesses and their goods throughout regional WA.

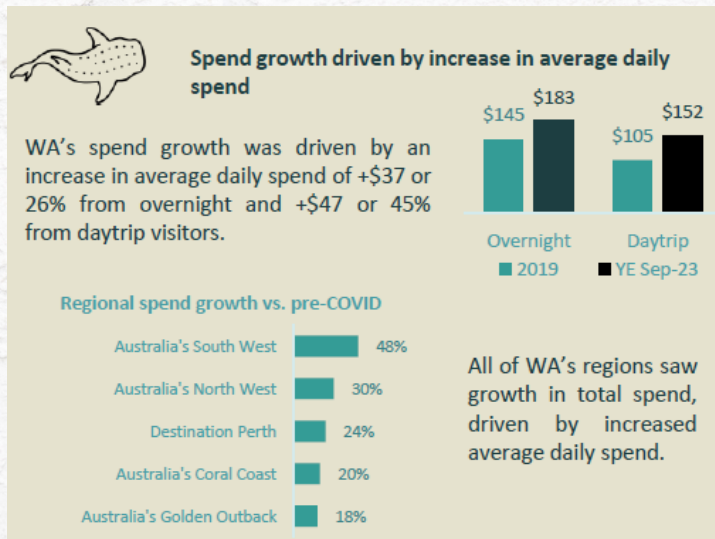
They are expecting 300 people at the gala event being held in Perth, but are not asking one business to provide all of these – ideally, they would love a wide variety of gifts and hoping each interested business could provide 15 to 20 each. RCCIWA are hoping to get a wide representation of locally made items from all over regional WA. They have a budget of \$15.00 per item and will pay freight costs if needed, over and above this.

To register your interest please complete the Expression of Interest form below and RCCIWA will be in touch with you.

[https://form.jotform.com/Regional\\_CCIWA/WARBEA\\_EOI](https://form.jotform.com/Regional_CCIWA/WARBEA_EOI)

We would love to see our local Carnarvon business's amazing goods and products showcased on the night.

## Tourism WA Releases Latest International and National Visitor Statistics



To the YE Sep-23, 11.1 million overnight (domestic and international) visitors came to or travelled within WA and 22.9 million day trips were taken within the State.

Together, these visitors have spent a record \$17.3 billion in the State, \$8.1 billion (47%) of which was spent in regional WA.

Visitor spend is \$3.8 billion or 28% ahead of pre-COVID, and ahead of the national growth of 21%.

For more insights and information, please visit <https://www.tourism.wa.gov.au/Markets-and-research/Latest-tourism-statistics/Pages/Visitor-statistics.aspx#/>



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## Food and Beverage Sector Update

Tuesday 13 February 2024  
9am to 1pm

### Food & Beverage Sector Update

The Department of Primary Industries and Regional Development has extended a special invitation to local businesses from the food and beverage manufacturing community to attend an update designed to connect businesses with the latest services and programs offered by the Food Industry Innovation team, from DPIRD.

This event is an opportunity to learn what programs may benefit your business, ask any questions, and receive a complimentary light lunch while you network with fellow local business owners.

Register for your place at this free informative event <https://events.humanitix.com/food-and-beverage-sector-update>



### New Safety Standards for Food Businesses

New standards have been introduced nationally by Food Standards Australia New Zealand (FSANZ) to improve food safety and prevent foodborne illness in the following industries:

- Food Service
- Retail
- Catering

Food businesses that handle unpackaged, potentially hazardous and ready-to-eat foods are now required to comply with the new standard requirements, effective Australia-wide from 8 December 2023.

For more information visit [food safety management tools for food businesses](#) or read the [Guide for food businesses on Food Safety Standard 3.2.2A guide \(3MB PDF\)](#).

These tools will enable food businesses to manage food safety risks more effectively to help prevent foodborne illnesses and outbreaks, loss of revenue and reputational damage.

### Respect@Work Legislation Changes in Effect

Changes to the Act are now in effect from December 2023. To ensure compliance, Employers are required to take proactive measures to prevent harassment, including developing and implementing policies, providing training and education for employees, and taking appropriate action when incidents are reported. For more information visit <https://www.respectatwork.gov.au/> or click below.

**Respect@Work**  
Creating safe, inclusive and respectful workplaces



  
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## Setting Clear Goals for Your Business Success in 2024



The beginning of a new year is an ideal time for small to medium-sized businesses to refocus, strategise, and set clear goals for the year ahead. By establishing well-defined objectives, you can steer your business toward growth and success.

Following are five actionable steps to help your business continue to thrive in 2024.

### 1. Reflect on Your Business's Prior Performance

Begin your goal-setting process by evaluating your business's achievements and challenges from the previous year. Take note of what worked well and where improvements are needed. This reflection will provide valuable insights to determine your goals for the coming year.

**Actionable Step:** Schedule a review meeting with your team to gather the diverse perspectives and insights on your business's performance.

### 2. Define Specific and Measurable Goals

Set clear and specific goals that are both measurable and achievable. For instance, instead of a vague goal like "increase sales," aim for a specific objective such as "achieve a 15% increase in monthly sales by 31 December 2024." Specific goals provide clarity and motivation.

**Actionable Step:** Write down your goals using the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to ensure they are well-defined.

### 3. Prioritise Your Goals

Recognise which goals will have the most significant impact on your business's growth and profitability. Prioritising your objectives allows you to allocate resources and efforts more effectively.

**Actionable Step:** Create a priority list for your goals, focusing on the most crucial ones that align with your business vision.

### 4. Develop an Action Plan

Goals alone are not enough and you will need a strategic plan to achieve them. Break down each goal into actionable steps, outline who is responsible for each task, and set realistic timelines for completion.

**Actionable Step:** Create a detailed action plan for each goal, including milestones, deadlines, and resource allocation. Share this plan with your team to ensure everyone is on the same page.

### 5. Monitor Progress and Adapt When Necessary

Routinely track progress by defining key performance indicators (KPIs) related to each goal. Implement a tracking system or digital tools to progressively measure your achievements. Be prepared to adapt your goals and strategies as your circumstances change.

**Actionable Step:** Set up a system to monitor KPIs and schedule regular review meetings to assess progress and make adjustments as needed.

In conclusion, setting clear and actionable goals is a fundamental step toward success for your business and by following these steps, you can chart a course for growth and make 2024 a year of achievement and further success. For any business assistance or support, please contact the Carnarvon Chamber of Commerce for business advice, advocacy or resources on 0475 835 245.



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## January 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 New Years	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Starting A Business (SBDC)	17	18 Marketing Your Business (SBDC)	19	20	21
22	23	24 Business Financials (SBDC)	25	26 Australia Day	27	28
29	30	31				

## THIS MONTH

If you are considering starting a business in 2024, a series of free or low cost online workshops delivered in January 2024 by the Small Business Development Corporation (SBDC) will help you understand the fundamental steps of what it takes to operate and market a business, for your success.

Register online with SBDC by clicking on a topic that interests you.



**Starting A Small Business**  
SBDC Online Workshop FREE  
16 January 2024 10:30am - 12:30pm

If you are thinking about starting a business, but don't know where to begin, this FREE online workshop will take you through the essentials. You will cover key steps from initial assessment and looking at your suitability to run a business, to financing your idea, and identifying sales opportunities plus much more.



**Marketing Your Business**  
SBDC Online Workshop \$20  
18 January 2024 2pm - 5pm

This online workshop workshop will show you how to understand your customers, stretch your marketing budget and make sure your business is noticed by the people who need what you have to offer.



**Understanding Business Financials**  
SBDC Online Workshop \$20  
24 January 2024 2pm - 5pm

This is an entry level workshop for people with little or no understanding of business financials to provide a good foundation. It will also be useful for business owners who want to be better equipped to spot financial problems or areas of concern and know the right questions to ask your accountant.



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