



CAMDEN CHAMBER OF COMMERCE & INDUSTRY INC.

General Meeting

7 October 2009

Held at Harrington Grove Country Club

The meeting was opened at 6.40pm.

1 Welcome & Introductions

- President, Miriam, welcomed members, guests and guest speaker, Chris Aitken, and thanked the evening's sponsor, The Web Hub. Special mention was given to Geoff Ellis as immediate past president of Campbelltown Chamber.
- New members were welcomed.
- 30 second introductions of members and guests.

2 60 Second Business Coach

David Waudby from Macarthur BEC spoke about "Public Speaking". The main points included:

- Begin the talk with a familiar topic, such as introducing yourself
- Know your audience
- Know your material
- Rehearse
- Change the tone of your voice, don't be monotone
- Be natural

The next 60 Second Business Coach is Catriona Clayton from Replenish Skin & Body.

3 Minutes of Previous Meeting

Minutes from the meeting held on 2 September 2009 were accepted.

Moved: Kerry Shephard Seconded: Les Coulcher

4 Business Arising from the Minutes

There was no business arising from the previous minutes.

5 Treasurer's Report

Treasurer, Les, advised that \$5,000 and \$1,000 had been received from Camden Council and McDonalds respectively for Light Up Camden.

In summary, the bank balances as at 30 September 2009 were as follows:

S1 – Working Account.....	\$5,320.46
S1.1 – Promo & Marketing Account	\$6,086.33
2009 Light Up Festival Account	\$11,037.96
Term Deposit 14.....	\$10,192.08
Term Deposit 14.1	\$11,057.44
Total Cash at Bank.....	\$43,694.27

Moved: Jenny Thurling Seconded: Pania Gregson

6 Correspondence

6.1 Correspondence In

Camden Rotary – invitation to Relay For Life 12-13 September
Camden Council – notice of Community Garden meeting 23 September
The Hon Charlie Lynn – invitation to Community Consultation Meeting 25 September
NSW Police - Invitation to Community Safety Precinct Meeting 14 October
Notice of 150th anniversary of St Paul’s Catholic Church 13 November
The Hon Pat Farmer – nomination form for Order of Macarthur Awards
NSW Dept of Juvenile Justice – advice of completion of outcome plan
Campbelltown TAFE – offer of teachers to address Chamber meeting
Camden Council – Camden 2040 Community Survey form
Various communication regarding Light Up Camden

6.2 Correspondence Out

Various communication regarding Light Up Camden

7 General Business

7.1 Light Up Camden

Being held Thursday, 19 November. David Anderson advised that Light Up will be providing money to Youth Solutions this year for a generator. David also advised that Marilyn Estephan has stepped down from the committee and he thanked her for her contribution. Contact David on 0438 195 196 for sponsorship opportunities.

7.2 Camden Council – Camden 2040 Initiative

Kylie Powell advised that Council is developing a long term strategic plan for the future of Camden and is seeking community input. A community consultation exercise is being conducted to find out what people would like the Camden to look like in 2040. Feedback can be provided via Council’s website via forums, surveys and wikis. The consultative period

ends on 31 October after which time Council will draft the plan for formal exhibition. For more information, contact Kylie or Jenny Franke.

7.3 Camden Police Update

Chris Millman advised that there has been an increase in business robberies, particularly where the cash register is at the front of the store and there is only one employee (who may need to go to the back of the store from time to time). She suggested that business owners review the layout of their store and also putting a bell or similar on the front door. One business has locked the front door since being confronted. Chris advised that the police can conduct a risk/security assessment at no charge.

Malicious damage has decreased but is expected to increase during the warmer months. To report any graffiti, call 131 444.

Miriam advised that she received a call from the SES to report that someone is posing as the SES conducting fundraising over the phone, however the SES does not do fundraising by phone. If anyone gets one of these calls, they should try to get their details and then contact the police.

7.4 Dates to Remember

- 23 October – Night at the Races at Camelot, 7pm. Tickets \$110.
- 28 October – BEC Business Breakfast with Tim Shaw, 7am. Tickets from \$45.
- 13 November – St Paul’s Church 150th Anniversary. Tickets \$20.
- 19 November – Light Up Camden.

8 **Guest Speaker**

Chris Aitken, The Web Hub: “Twitter for Business”

Twitter is a microblog offering 140 characters of text communication, known as ‘tweets’. Originally designed to say what you are doing now, it is now used for telling people something that is interesting to them. Tweets aren’t sent to people, people choose to ‘follow’ you. Twitter grew 1382% in the past year and by 43% when Oprah joined.

Twitter can help businesses to:

- Raise awareness of their brand
- Offer proactive customer service and answer questions
- Promote events, products and services

Some useful tips for Twitter success include:

- Set up your account with the right name, photo, bio and profile
- Select appropriate people to follow
- Invite clients and other contacts to follow you, eg via website and email
- Create regular, interesting tweets and engage in discussion
- Tweets can include industry news, helpful tips, links to other interesting blog posts

9 5 Minute Business Spot

9.1 Chris Aitken, The Web Hub: "BombSite"

BombSite is the latest brainchild of Chris and Nicky from The Web Hub. BombSite is a DIY website that allows you to add, edit and delete web pages, upload photos and videos, allow visitors to post comments and make contact via a contact form. It is ideal for a variety of websites including businesses, hobbyists and community groups and is a great idea for weddings, special events and family websites. A BombSite includes a domain name, email address and hosting from \$5.00 per week. For more information, visit www.bombsite.com.au.

10 Lucky Door Prize

Kindly donated by Empire Interiors, Harrington Grove Country Club and BombSite. Won by Chris Millman from Camden Police, Stewart Ollis from Camden Printing and Pania Gregson from Pestec.

11 Next Meeting

The next meeting will be on **4 November 2009** at **Mount Annan Botanical Gardens**, arrival from 6.00pm. Our guest speaker will be Tony Bonnano from Performance Impact talking about Small Business Sales Strategies.

There being no further business, the meeting was closed at 8.20pm.