



B4B News & Events

NOVEMBER 2011

UPCOMING EVENTS:

B4B CHRISTMAS BBQ

Monday 5 December 2011 at 6pm

Beaufort Lake Precinct

Bring salad or dessert to share and drinks

CAROLS AT THE ROTUNDA

Friday 16 December 2011 at 7.30pm

STILL LEARNING: HOME IS WHERE THE HALL IS

Sunday 27 November 2011 from 11.00 am

Beaufort Mechanics Institute

UPCOMING B4B MEETINGS

Tuesday 7 February 2012, 7pm

Golden Age Hotel

Welcome to our first B4B Newsletter, designed to keep members and other interested businesses and organisations up to date with the latest B4B happenings. We hope to include a business profile in each newsletter, the first this month by Peter Saunders on his business, the Imperial Egg Gallery Tea Rooms. If you have any suggestions as to things you would like to see covered in future, please email beaufortdevelopmentgroup@gmail.com.

Business Profile:

Imperial Egg Gallery Tea Rooms, Peter Saunders

The Imperial Egg Gallery was started in 2008 at the Beaufort Motel. It was my mother's collection and so many people liked them we decided to show them. We put them on display at the Beaufort Motel, and found out very quickly we didn't have enough room, so we started looking for a better location. After 6 months a spot came up near Beaufort Keepsakes and we decided it was the perfect opportunity to see if the Egg Gallery could survive on its own. So in June 2009 we opened in the main street. The response was very good, we found we were getting a lot of people through the doors to look, but we didn't really have much for people to buy.

Although we charged gold coin admission (which was not compulsory) we were not going to be able to survive long term unless we changed our approach. So we decided to contact the Egg Guild of Australia and asked them if their members would like to sell their eggs through the gallery. They were thrilled at the idea. We also started contacting bus companies to see if they wanted to make us part of their itinerary. They were enthusiastic and said they would have a go.

The eggs started selling very well, the buses started coming and everything looked good. We could start to see a great improvement in cash flow which gave us hope. We were getting about 40 people a day through the



gallery and one bus per week. Then a bus company came to us and said they were finding great interest in the eggs, but because of the lack of refreshments and toilets the drivers considered us difficult as an itinerary stop. We had to seriously think how big we wanted to get or whether we were happy the way it was.

We were then approached by Take 5 magazine to do an article on the eggs. After that article we had amazing response and that made our minds up. We took over the old IGA building and started setting up the way we have always dreamed the eggs should be displayed. The result I think is amazing. How successful it will be only time will tell, but going by the continued increase in interest over the last 3 years I think we are on a pretty good wicket, without risking too much. We have been very lucky to have another income so we could do our homework and try things first without having to rely on the gallery for survival.

Light Up Beaufort!!!

B4B is currently working on a project to "Light Up Beaufort" for the Christmas period. The first stage of this multi year project will see rope lights for the main street, laser lighting around the Rotunda, and a large display, incorporating a nativity, in the open area adjacent to Havelock Street.

To complement this project we will be running a Christmas Lights Competition for both shop windows and residents' homes. The theme for this competition will be an 'Aussie Bush Christmas'. Keep your eye on the local paper for details on this competition.

A big thank you to our other sponsors for this project who include:

Beaufort Motel and Imperial Egg Gallery Tea Rooms

Rainbow Serpent Festival

Beaufort Community Bank

Pyrenees Shire

Beaufort Service Group



CAN YOU HELP US!

We need volunteers to help install the Christmas decorations and lights on Sunday 4 December from 9am. If you think you can help, please call Ange Chandler on 0408 690 374 or let us know via email

beaufortdevelopmentgroup@gmail.com



Business for Beaufort invites you to join them for a

CHRISTMAS BBQ

Monday 5 December 2011

6pm, at Beaufort Lake

Families welcome, Santa will make an appearance!
Please bring a salad or dessert to share and your own drinks.

B4B will provide meat and bread.

RSVP to Ange Chandler

beaufortdevelopmentgroup@gmail.com.au or

Business Tips: Start small with Social Media

Businesses new to social media want to start small and try a couple services out at a time. Often new businesses sign up for every social network under the sun and try to grow each of them. Guess how long they last? Building profiles for multiple social sites is hard work, so it's best to start by only tackling a couple at first.

Once you find the right ones for you or your brand, then start to narrow your focus on those. Eventually you may want to scale your social media strategy to include more services, but you have to crawl before you can walk. Start small, and then grow to other social networks as your confidence grows. Success breeds success.

B4B MEMBERSHIP

Membership details and relevant forms can be found at our website at

www.beaufort.vic.au



Beaufort Municipal Band

Presents

Carols at the Rotunda

Friday 16th December 7:30pm

*BYO: Picnic Rug or Chair and join in
Words to Carols available*