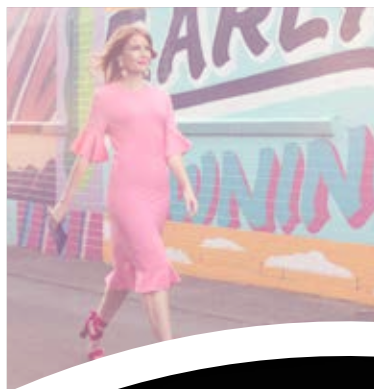


# THE BUSINESS

JOURNAL  
VOLUME 6



TOOWOOMBA  
CHAMBER OF  
COMMERCE



**SHOW ME THE MONEY,  
SHOW ME THE DATA**

**CBD AS A  
DESTINATION**

**STATE  
UPDATE**

**LOCAL CBD  
PRODUCE MAP**

SAY "YES" TO  
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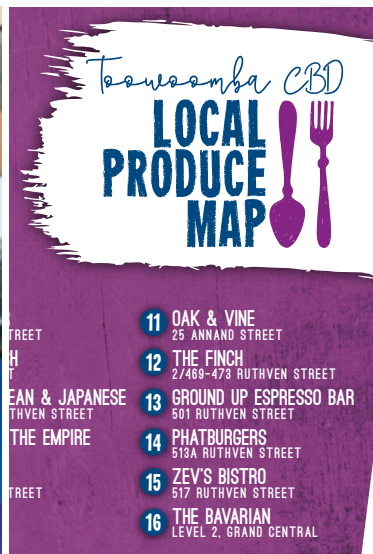
*What are you  
waiting for?*



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## A LEAN, BUT KEEN TIME

The beginning of 2020 - a time of promise. The bushfires had been and gone, and rain was forecast, which might break the drought. Little did we know that a worldwide pandemic was but two months away.

There is no doubt that the Coronavirus and, more importantly for business, the resulting government restrictions have adversely affected the local economy. Sadly, some businesses are no longer with us and others will follow. Certain industries have suffered more than others, but everyone has felt the effects of COVID-19.

Some commentators say that the worst is still to come, but now we know what we're dealing with. Australians have performed admirably in keeping our infection rate very low relative to other developed nations. We must remain vigilant, but if the curve does not spike, more favourable trading conditions await those who can stay the course.

Adherence to the government's medical advice in terms of social distancing and personal hygiene will mean a return to the strong Toowoomba economy of which we are all proud.

As businesses reawaken, now is a time of recovery, revival and revitalisation. Most local businesses are dormant, not dead, and many will see the challenge presented by COVID-19 as an opportunity to pivot and innovate. When the going gets

tough, the tough gets going and I'm pleased to say that the majority of our members are optimistic about the future.

As always, but particularly during these difficult times, I'm extremely grateful to our sponsors whose support has allowed the Chamber to continue to operate at an optimal level.

Similarly, I'm most grateful to our members for supporting their Chamber in these trying times. Despite the hard economic conditions, we've been fortunate to have several new members join the Chamber, which is a testament to the important work we do for the local business community.

I especially thank our staff who have consistently stepped up to deliver our services when our members needed them most.

A quick further thanks to my fellow Chamber board members who typify the Toowoomba business spirit. They have been only too willing to help the Chamber office when I'm sure they were facing testing times in their own businesses.

Last, I would like to thank the Toowoomba community who have rallied behind our local businesses. Our business owners are resilient, but I implore you to keep saying yes to local.

**Harrison Humphries** *President Toowoomba Chamber*

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# JUMBO DREAM

## JACK LORD

Toowoomba Chamber caught up with young Oakey future leader and recent graduate from Oakey State High School Jack Lord, as he prepares to commence his scholarship as part of the Aerospace Gateway to Industry program with leading aviation training institution, Aviation Australia.

### **TELL US A LITTLE ABOUT YOURSELF?**

I'm originally from Victoria. At the age of four my family decided to invest in a caravan, pack everything up and travel Australia. We travelled for five years and saw some of the greatest monuments this country has to offer and made memories that will last a lifetime. We settled in Oakey, my family liked the area and my father gained employment. Throughout my upbringing in Oakey I have received many opportunities to thrive as a young leader and ignite my growing passion for the aviation industry. These opportunities included school captaincy, being awarded inaugural president of the Oakey Junior Chamber of Commerce (OJCOC), representing my state in futsal and being nominated for three aerospace industry education awards. I believe these opportunities developed many of my attributes including; leadership skills, teamwork, patience, discipline, loyalty, confidence and resilience. Throughout high school I studied physics, aerospace and math's. These subjects reinforced the dream of being an aircraft engineer.

### **WHERE DID YOUR INTEREST IN AEROSPACE STEM FROM? AND WAS IT THIS THAT ENCOURAGED YOU TO STUDY AEROSPACE STUDIES AT OAKEY STATE HIGH SCHOOL?**

The Aviation industry has always been an interest of mine and something that I have always loved. I remember my first trip to the Avalon Airshow, I was 6 years old. I still remember seeing the industries greatest aircrafts and witnessed the most breath-taking sights. To look up and hear the scream of a F-18 Super Hornet

roaring as it breaks the sound barrier, or to witness the amazing skills and advanced technology used during an air-to-air refuel of KC-30A and F-35A Joint Strike. These experiences ignited my interest in aviation, but it wasn't until my first year at Oakey State High School that my passion really took off. In my first few years as a junior student I was given the opportunity to attend a senior excursion which included a tour of the Airbus facilities on the Oakey Swartz Barracks. Walking through the hangers and seeing active ARH-Tiger de-assembled and listening to the careers of the Airbus employees and sharing their passion and love for the aviation industry. The opportunities that Oakey State High School, their facilities and staff offered me is greatly appreciated. Through my school I was privileged to be able to attend many excursions, conferences and workshops gaining first-hand experience and getting to hear and speak with some of the countries greatest aviation pioneers. The relationships between my aerospace studies and the gateway to industry schools' program has opened many pathways and contacts that will continue to influence my career through the aviation industry.

### **WHAT DOES THIS SCHOLARSHIP MEAN TO YOU PERSONALLY AND PROFESSIONALLY?**

The Aeroskills Scholarship provided me the best possible start towards my journey in the aerospace field through the opportunity to attend the world's leading aviation training institution, Aviation Australia. This will provided me with practical and theoretical training whilst having a once in a lifetime opportunity to interact with the world's largest aerospace company and leading manufacture. Professionally, to be given the opportunity to be mentored by Boeing throughout the scholarship process and into the future has given me to opportunity to develop a rapport with aerospace industry partners that will continually be advantageous throughout my career.

### **HOW DID YOU GET INVOLVED IN THE JUNIOR OAKEY CHAMBER OF COMMERCE?**

In 2019, the leadership group from Oakey State High was approached by the Oakey Chamber of Commerce. They were hopeful in developing programs and activities that would assist in engaging the younger community of Oakey and reduce the juvenile crime rate. This was the beginning of the inaugural Oakey Junior Chamber of Commerce. The chamber appealed greatly to me. As a teenager I had previously recognised the lack of leadership in the younger community and I felt as though I could contribute and make a positive difference. The Oakey community had made a huge difference and positive influence to my upbringing that I felt as though this was one small thing that I could contribute back.

### **AS THE PRESIDENT OF THE JOCOC, WHAT ADVICE WOULD YOU PASS ONTO FUTURE YOUTH TO ENCOURAGE THEM TO GET INVOLVED WITH THEIR LOCAL CHAMBER OF COMMERCE AND WHY?**

The OJCOC was a positive and eye-opening experience. I would strongly recommend any youth to get out there, use their voice and get involved with the local and surrounding community through groups like the OJCOC. There are so many opportunities for not just the participants of the OJCOC but also the receiving members within the community. Becoming involved will develop so many personal skills, such as management, team, communication and resolution skills. You will have the opportunity to develop future contacts and give back to communities by providing events and activities that engage and excited the younger generations.

### **WHAT WILL YOU TAKE FROM YOUR UPBRINGING IN OAKEY INTO THIS NEXT CHAPTER OF YOUR LIFE?**

My upbringing in rural Oakey has allowed me to discover the importance to work as a group, to have strength and a positive



attitude. Despite being a small community, Oakey had the ability to offer countless opportunities accompanied by the support of a generous community. Benefits includes the opportunity to work one on one with teachers and mentors, make great friendships through school and after school sport and develop relationships with people of all ages and experiences. Oakey is a tight knit community that takes great pride in supporting each other. This upbringing and experience has certainly assisted in igniting my passion and helped me find the courage to follow and achieve my jumbo dream.

**WHAT DO YOU WANT TO GO ON AND DO? WHAT'S THE "JUMBO DREAM" LONG TERM?**

After completing my current course in aircraft maintenance, I would love to further my studies with an advanced diploma in aircraft maintenance engineering. This would allow me to work, test, repair and reassemble aircraft engines, ancillary motors and engine accessories. My jumbo dream would ultimately consist of being a part of the next generation of aerospace engineers and leading the charge in the forever evolving industry.

**WHAT ADVICE WOULD YOU PASS ON TO OTHER YOUNG LEADERS IN SEARCH OF THEIR "JUMBO DREAMS"?**

Speaking from my own experience, I would advise any young leaders to follow your dreams and passion. Find what you love, take every opportunity with both hands and don't be afraid to put yourself outside of your comfort zone. Having mentors that may be within your school or a community group are a great way to develop contacts and assist you in developing your goals. So many people are willing and wanting to help the youth focus and achieve their dreams, it is important to take and thank them for any chance they provide. There are so many opportunities that go unnoticed and one of these could open a door to your unknown but exciting future.

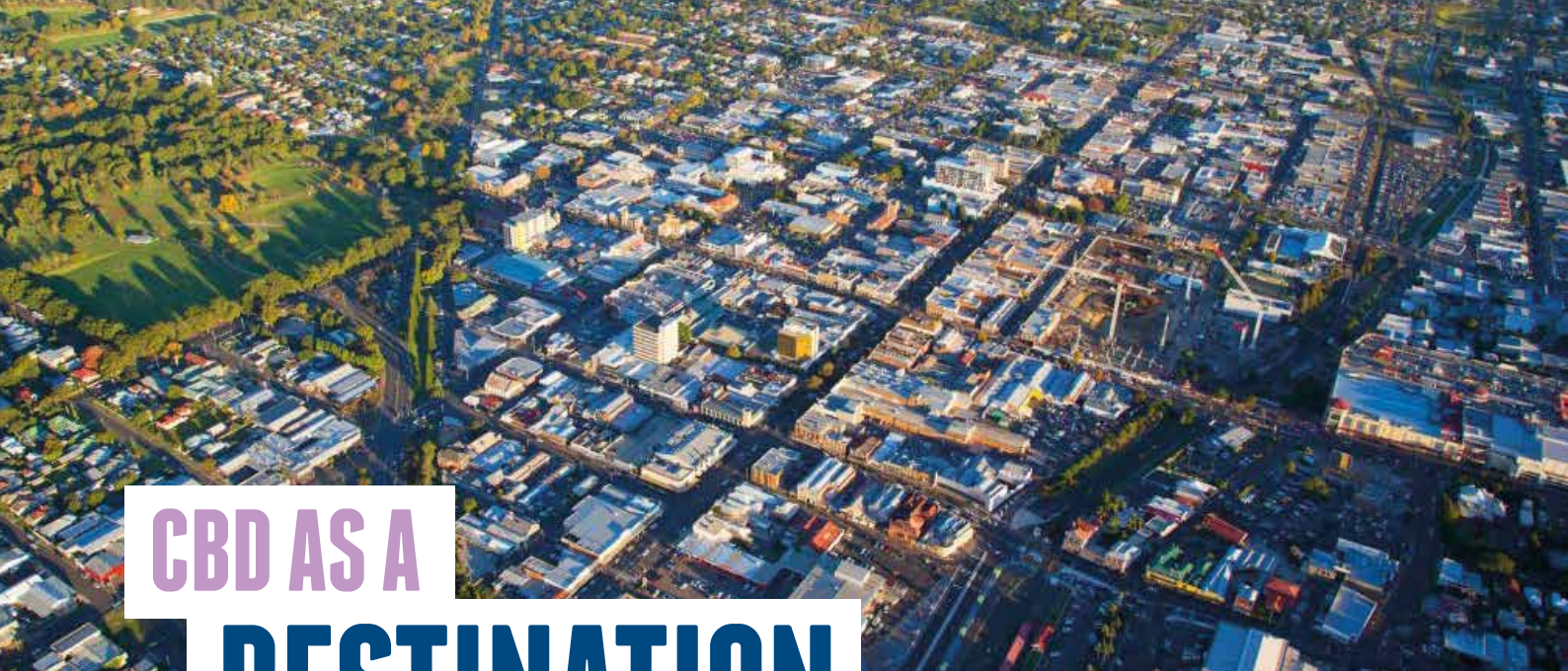


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**FROM TOOWOOMBA  
TO THE WORLD**





# CBD AS A

# DESTINATION

## LIVE. WORK. LEARN. PLAY.

The CBD is the heart of any city and is typically a meeting place for all the community. Any heart needs constant focus and attention to understand the critical factors that keep it activated and alive and to make us want to visit. It cannot be done alone; it requires a collective effort and collaboration. A partnership between the private sector and government.

Like all places, the city centre will always adapt and change, in rhythm with people's preferences for living, interaction and entertainment. An understanding of such trends like, the economics of development, daily small business opportunities and challenges, the role of major cultural and education facilities, employment and the value of design, which is good for business, is crucial in building a city centre, that remains in the hearts and minds for all who live in it and visit it.

The centre of a city needs to be a great place and it plays a much broader role than purely a commercial and business hub. Great places are where all parts of the community can meet and be connected. They are people places first and foremost. Bustling environments for working, living, learning and play. Toowoomba's city centre is full of such history. Traditionally, it was the home to commerce, a place where business and homes co-existed and where the community was entertained.

Today, the potential opportunities remain endless. It has an abundance of heritage listed architecture which is a must see for any heritage or architect buff. And an intricate and layered network of streets and laneways, filled with extraordinary artworks, hidden bars and coffee shops. It is a treasure.

What makes it even more important to nurture this treasure is that it is the traditional heart of a magical city, with its four distinct and beautiful seasons. A city that sits majestically on the crest of the Great Dividing Range, overlooking south-east Queensland. A city of parks nestled in the tree lined streets. A city with a wonderful and rich history. A city where you can enjoy the tastes of Toowoomba and the Darling Downs as quality local produce is celebrated in the diverse eateries.

The CBD advisory committee was formed under the Chamber's platform as part of the local government election priorities to create the CBD as a destination. The committee understands the significance of this Toowoomba jewel with the context of the city. With experience and knowledge across a range of industry sectors, the committee looks forward to collaborating with government and providing an independent business.

**Todd Rohl** *CEO Toowoomba Chamber*



## South Central Apartments 677-683 Ruthven Street

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# WE'RE IN THIS TOGETHER

## – THE VALUE OF AN EMPLOYEE ASSISTANCE PROGRAM

The phrase “*It takes a village to raise a family*” exists for a reason. It used to be that neighbours and communities would look out for one another and take care of each other. *Oh, the mother next door is sick? Bring the kids on over – we’ll give them dinner while you have a rest!* In recent years, this kind of fellowship has mostly evaporated, and so when we enter difficult seasons and need extra support, we’re often at a loss of what to do.

Counselling or therapy often gets viewed as a last resort - a step that would mean there is “something very wrong” with you. In actuality, what counselling does is to offer a person the support they are instinctively seeking, and historically would have had easier access to. It is not meant to be a life-long experience, but rather a short to medium-term endeavour to arm a person with the skills, techniques and strategies to be able to better manage their circumstances, while simultaneously providing empathy and understanding during a more difficult or stressful time.

Yet another perceived barrier to counselling is often in relation to cost. And while it is true that some counselling or psychology services can be quite costly, what many do not realise is that if they are a working individual, it is likely that the organisation or business they work for has an EAP, or Employee Assistance Program.

An Employee Assistance Program is a work-based intervention program designed to enhance the emotional and mental health and wellbeing of all employees and includes services for immediate family members. Essentially what this means is that employees can access a pre-determined number of confidential counselling sessions, all paid for by their employer.

The aim is to provide preventive and proactive interventions for the early detection, identification and/or resolution of both work and personal problems that may adversely affect performance and wellbeing. These problems and issues may include, but



are not limited to, relationships, domestic and family violence, health, trauma, addiction, financial hardship, depression, anxiety, communication issues, and coping with change. EAP counselling is strictly confidential – employers only receive statistical, de-identified data for their records.

An EAP service benefits both the employees and the employer: Crisp (1990) suggests that for every dollar spent rehabilitating workers, four dollars are saved. Another Australian company has reported close to \$1 million in savings annually from reduced absenteeism as a result of addressing the mental health and wellbeing of its employees.

The following is a de-identified example of a client who has used the EAP service at CatholicCare Social Services:

*The client initially engaged with EAP in relation to stress and dissatisfaction with their work situation, as well as how various issues at work were impacting their mental health and wellbeing. These issues were later magnified by the addition of stressful factors brought on by the COVID-19 pandemic. At the client's last session, they reflected as follows:*

*“I am better able to separate work and home and am making a conscious effort to do so. I have been using my new coping mechanisms and feel like I have made great progress.”*

*If you are going through a difficult season, we encourage you to look into your employer's EAP service as an option for additional support. If your workplace does not offer an EAP service, or if you are a member of an organisation or business looking to establish an EAP service, please contact CatholicCare Social Services directly on 1300 477 433. We offer confidential in-person, telephone, and video appointments, with evening appointments also available. Remember, we're in this together.*



## UNIVERSITY MBA, WITH A DIFFERENCE.

Gone are the days where you can learn everything you need to know about business leadership within a traditional Master of Business Administration (MBA) degree. With business changing so rapidly, leaders need to be more strategic, more innovative and more qualified than ever. The traditional focus on discipline-based learning in MBA programs is becoming redundant, as leaders are required to jump, dodge, predict and respond to disruptions on a regular basis in the business environment. The latest example being the COVID-19 pandemic.

To remain relevant, management education needs to develop leaders who can devise and implement strategy across disciplines and markets, and who can thrive in dynamic and disruptive environments. This is the vision for the design of The University of Southern Queensland's (USQ) new MBA program. The new USQ MBA is future focussed, with an innovative curriculum designed to equip graduates to transition into executive positions and to meet demand for leaders capable of moving from operational to

strategic thinking. Recruiters and employers have told us that operational skills and know-how is not enough in this tough executive market. They are looking for individuals who understand the holistic nature of a business and who can strategically identify opportunities to drive business growth.

Capitalising on this feedback, the redesigned USQ MBA (to be launched in 2021) takes a multidisciplinary approach to knowledge and an active approach to learning. This approach will transform students' thinking and develop

the skills to be able to lead and add value to any organisation. This is still a University MBA, but it is designed and delivered different to anything you may have experienced before. This dynamic and engaging approach to learning will develop a strategic mindset, which in turn will give graduates a significant advantage in the highly competitive executive market.

The transformational learning design employed in the USQ MBA is also state of the art and best in class. Each course has been created by a team of academic content experts supported by graphic designers, pedagogical learning experts and industry advisers to ensure that content is relevant, interesting and focused on "what to do" with knowledge, not just knowing-how. As the program is designed to be transformational, there is also time for reflection, collaboration, self-awareness, application and critique. Scenario-based learning and real-life projects means this MBA will fast-track student readiness for progression into executive roles across regional, national and international borders.

The program structure is another highlight for USQ. Courses are delivered online in six, seven-week sessions per year. Highly dedicated students can fast-track their studies, completing the entire program in one year studying full-time (full-time available from July 2021). Designed for dynamic online learning means that students can access the content anywhere and at any time. The compressed course sessions also allow for more flexibility for busy working students. Students can gain value for their current workplaces through the applied work-based assessments and application activities. Focussing on application, understanding and reflection also means that time-limited assessments (no exams) are not employed in this program.

So if you are ready to step up in your career and more into an executive role, consider how USQ's new MBA can give your career an edge. This program will transform your thinking and your practice from operational to strategic, enabling you to step confidently into executive roles, regardless of the industry.

*For more information, visit [usq.edu.au/mba](https://usq.edu.au/mba)*





# Become ready to move up.

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# SHOW ME THE MONEY SHOW ME THE DATA

## Data Crucial for Grant Applications and Business Planning

Over the past few months, there have been many new grants available for small to medium businesses. One of Regional Development Australia Darling Downs and South West's (RDA DDSW) focuses is to assist businesses and community groups in accessing better data to support their grant application or business case.

An essential component to a good grant application is in the evidence provided. Businesses need data to support its case to win the grant. This is essential as the grant process is very competitive, with most grants being highly oversubscribed. It is not enough to say 'we need this grant' or 'we think and feel this is a good project'. A successful grant application will have the data to back up why that business or community group should be awarded the funds.

Whilst it is good business practice to have your internal data ready for potential grant opportunities, you can also use regional data and industry specific data to support your application.

RDA DDSW helps fund .id profile across the ten council areas it represents. ID Profile uses Census data and other sources to give a snapshot of the economic status of a Council area.

The information is publicly available to assist businesses and community groups in preparing evidence based grant applications.

To see Toowoomba Regional Council data visit  
– <https://profile.id.com.au/toowoomba>

Other sources of data to assist grant applications, can be found at  
– Census QuickStats - [https://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/LGA36910](https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/LGA36910)

Queensland Treasury Regional Profiles  
– <https://statistics.qgso.qld.gov.au/qld-regional-profiles>

RDA DDSW updates a list of grants available on their website – <https://www.rda-ddsw.org.au/funding/> and post grant announcements via the RDA DDSW Social media page - <https://www.facebook.com/rdaddsw/>

They also keep a list of what other assistance is available for business on the RDA DDSW website  
– <https://www.rda-ddsw.org.au/assistance/>

*For letters of support or further information on how RDA DDSW can help your business succeed or your community group progress a project, contact RDA DDSW via email [admin@rda-ddsw.org.au](mailto:admin@rda-ddsw.org.au) or phone (07) 4638 0089*

# “YOUR BUSINESS

## PROBABLY ISN'T USING SOCIAL MEDIA RIGHT – HERE'S WHY”

*By Round Square Marketing*



Social media remains an incredibly powerful marketing tool for businesses across the world. Even prior to a global world crisis like COVID-19, social platforms presented an opportunity for businesses to connect with their market. Thanks to the Coronavirus, usage and engagement rates skyrocketed as people flooded to online platforms during isolation and as consumer purchase behaviour started to shift – for the long term.

Now more than ever consumers are looking to connect with businesses in a digital environment. They are using social media platforms to research businesses, gather information about products and services and ideally transact.

So how does that impact business and how should business be engaging with their followers to capitalise on this increased traffic? The power of social media, when used correctly for businesses is often undervalued. So many use the platforms as a 'one way street' – telling viewers, rather than looking to actually engage with them in a conversation to create a long term, supportive network.

Engagement is critical in the world of social media – remembering it is called SOCIAL media for a reason. The more engaged your audience, the more the algorithm will support your businesses content and show it to more viewers. Many businesses concentrate on follower numbers rather than focussing on making their content engaging with the end goal being comments, likes and shares – this is how more people are going to see your information!

Social media should form a part of your overall digital marketing strategy, with a direct aim to funnel traffic back to your website to convert – whether that be to purchase a product if you're a retail based business or to book an appointment if you're a professional services based business.

You have the opportunity to control your customers journey through strategic messaging and multiple digital touch points, ideally personalised to your consumers pain points – starting with your social media channels.

Having a solid organic content strategy to your social media platforms will solidify your brands ethos, key messages and services. Highlighting the people behind the business, particularly in a local landscape will drive more of an emotive connection to your brand online – in comparison to those businesses 'hiding' behind a brand. Educating your audience, particularly in the professional services sector will deliver the 'why' for your audience and keep you top of mind for when the time comes that those followers find a need for your skillset.

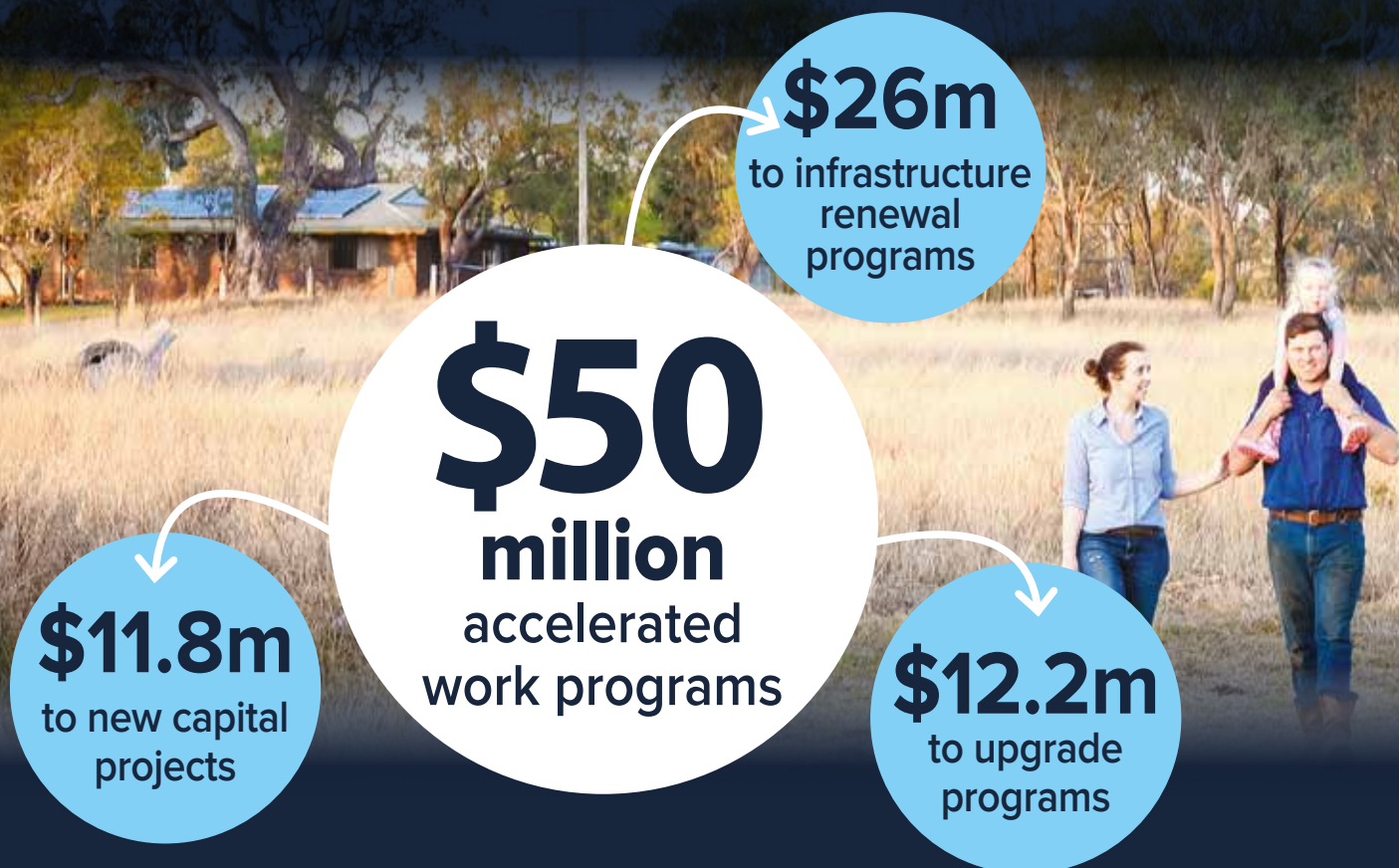
Paid advertising on the platforms is where the magic happens in terms of conversions, increased brand awareness and reaching new audiences and purchasers. Through utilising paid advertising on the platforms (via Ad's Manager NOT Boosting posts) your businesses organic content will also be amplified, as well as providing your brand the opportunity to integrate a number of online objectives from driving traffic to your website, increasing online sales and many more!

The cost effectiveness of social media advertising is some of the most valued we have invested in for clients – with ROI data visible and able to be optimised at any given time during a campaign. From creative changes to target audience updates, you're in full control of the outcome.

*Feeling lost? Speak to Round Square Marketing today, [www.rsmarketing.com.au](http://www.rsmarketing.com.au)*



# Pandemic Response Investment



The second stage of Council's local economic relief package includes a \$50 million Pandemic Response Investment, adopted as part of the 2020-21 Budget. This is made up of 64 projects designed specifically to provide genuine opportunities for the private sector, including:

- Yarraman and Millmerran Pool upgrades
- Kingsthorpe Recreation Reserve upgrade
- Cambooya Hall renewal program
- Footpath renewal in Crows Nest
- Landfill rehabilitation in Brookstead, Pilton and Quinalow
- Detailed design for future Waste Management Facility upgrades in Millmerran, Yarraman and the Southern Growth Corridor
- Cooby and Cressbrook Dam upgrades
- Meringandan West Trunk Water Mains upgrade.







# NEW TENANTS IN TOWN

## INNER CITY LUXURY LIVING. INSPIRE SOUTH CENTRAL.

Perched on the door step of Toowoomba's vibrant CBD, "South Central Apartments" at The Bernoth Centre sets a new benchmark for apartment living. For many, the idyllic notion of suburban living with a white picket fence and expansive lawn is changing; people are wanting more connectivity, an easier way of living and to spend more time with friends and family enjoying everything that the Toowoomba CBD has to offer.

LJ Hooker Toowoomba, is delighted to partner with valued long-term clients, The Bernoth Family, to announce the arrival of South Central. Stemming from a need to be able to accommodate more commercial tenants at the adjoining Bernoth Centre, Bernoth Properties Director- Barry Bernoth explained the decision for the development "after further thought and advice from others including son Mitchell, our architects and the Toowoomba Regional Council planning department, the project grew to something that was to be a first for Toowoomba. The retail space, as planned would be provided, but added to that would be an office space, a café, and 25 x two bedroom residential apartments. South Central became the first mixed use development proposed for Toowoomba and it is very pleasing to see it come to fruition".

Hutchinsons Builders commenced construction on the 20th May 2019. Less than 52 weeks later, the very first residential tenants were given the keys to their apartments and are now immersed in all our vibrant city has to offer. Contract Administrator for Hutchies, Jacob Cox explained the benefit of the development with respect to local employment; "There were a total of 60 subcontractors used on the project with over half of those being locally sourced contractors which provided a good base for local stimulation and a local workforce".

Barry Bernoth has had a property and business focus in and around Toowoomba for the past 50 years, and acknowledges son Mitchell's involvement as "being a driving force and instrumental in our property growth over recent years". The Bernoth Family's reputation as local property developers are further supported by daughter Helaina and husband David who have also joined the family business as Bernoth Properties continues with various acquisitions, refurbishments and developments. The latest of which, is South Central.

The Bernoth's decision to incorporate a residential apartment tower was made to *capitalise on the increasing demand for convenience, including access to public transport, work, retail and the newly established laneway cafes and bars.*

"My family and I are very much pro the Toowoomba CBD and as this property is only a short walk away, I believe our residents will benefit from the close proximity to the CBD, and the CBD will benefit from the extra activity the South Central residents provide", Barry Explained.

It is no surprise that new tenants, Katie and Kristen felt exactly the same. "I just think it's the perfect location, that's what got us- how close it is to everything. There is nothing else like it at the moment. I love how modern it is, I'm just so obsessed about our apartment", said Katie. Housemate Kristen agrees- "I love how central it is to everything. It's close to Grand Central and all of the restaurants. When we saw it we both said- that's where we have to live".

Kelly Ray, Business Development Manager at LJ Hooker Toowoomba, is continuing to show the property to prospective tenants and adds "South Central offers our tenants some





pretty impressive features. Gleaming stone benchtops and Italian appliances in the spacious kitchen, along with bespoke joinery, forge an architectural statement.

*Open plan living and dining with engineered timber flooring creates a sanctuary for our tenants to enjoy.*

Each main bedroom features lush carpet underfoot and has a walk-in robe with plenty of cupboard and drawer space as well as a sleek ensuite with semi-rimless glass and designer tiles. Ducted air-conditioning and tinted, glazed windows have also been installed for year-round enjoyment. Tenants are also provided with double car accommodation in the underground secure carpark.

Security and low-maintenance living has been high on LJ Hooker's tenants list of priorities. "Because we travel a lot, we don't need to worry about maintaining a yard, it is very secure because you can't access floors you don't live on, and if you don't live there- you can't even get into the apartments lift" Kristen said.

Tina, who has recently relocated to Toowoomba from Stanthorpe agrees. "I saw it being built from day one and I became interested. It was a toss-up between Toowoomba and the Gold Coast and I thought- brand new building, wonderful aesthetics on the outside. Toowoomba's got the best of both worlds- a little bit slower than the Coast, but its got every facility and infrastructure. The living here is so easy. I've lived all over the world and have experienced many different apartments, different homes, many styles of living, but this is it. This is fantastic."

Another new resident, Kathy, who has been living in Toowoomba since 1994 added, "I do feel there is a growing gravitation towards apartment living. I really enjoy being able to look out from the balcony. It does have a special retreat feel to

it. I love how quiet it is, but it was the views and how clean and new it was that attracted me the most. I'm also very excited about the café downstairs- I do love my coffee!"

The buzzing retail and commercial precinct also incorporates a sophisticated combination of internal and external spaces for tenants and the public to enjoy. South Central will always maintain a high standard of experience for the residents, commercial / retail tenants and visitors. LJ Hooker Commercial Director, Julie Stewart has received tremendous enquiry from the commercial and retail sectors looking to secure a position at South Central. "I can confirm that tenancies have already been secured by an onsite licensed café- Stellarossa who will serve breakfast, lunch and dinner as well as Snap Fitness- a 24 hour national gym operator. Negotiations are underway with the balance of tenancies".

*There is no doubt that the increased popularity of inner-city living will continue to inject new capital and vibrancy, offering more stability to the City's already humming commercial and retail sectors.*

South Central will encourage the community to embrace a growing trend towards inner city living in the prosperous CBD. This heightened level engagement from the community equates to a thriving, happy populous taking advantage of Toowoomba's superb lifestyle.

Barry adds "Could I take this opportunity to say it's a pleasure and a privilege to call Toowoomba home and thanks to all those who have had some involvement over the years and have made my journey possible."

*Enquiries regarding residential tenancy opportunities can be directed to Kelly Ray at LJ Hooker Toowoomba- 0448 193 428.*



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# THE FUTURE OF BUSINESS EVENTS



For both the business and tourism sectors, a burning question on everyone's minds is – what is the future of business events?

Post-crisis, will we see a permanent shift away from traditional ways and adapt the new virtual way of marketing and communications or will we snap back to business as normal?

Some strongly believe that virtual events will be our new normal, but with the undeniable resilience of the events industry and our natural need for face-to-face interaction and exchange – eventually a recovery is to be expected.

However, there is no denying that Covid-19 will change the industry permanently and how we meet in general will go through a transformation.

Throughout the crisis of coronavirus, we have seen event organisers implement live-streaming and other virtual means where possible to deliver their events to delegates.

This crisis has taught us that there are definite benefits to online collaborations, and we can expect an increase in the use of these technologies in how we do business – with the days of individual meetings and round table discussions likely to decrease significantly as people prioritise their time differently.

There are certain event experiences that can not be successfully reproduced electronically. Anyone who has attended multiple day conferences, gala dinners, large scale exhibitions, awards ceremonies or live games will know that live experiences with like-minded people cannot be recreated from home.

As the immediate threat of coronavirus is reduced and pending the easing of restrictions, we can expect a short-term surge as event organisers race to host postponed events towards the end of 2020, but will we go back to shaking hands? Will we see large scale exhibitions temperature check delegates upon entry? While

memories are short and old habits will soon return, some practices implemented in 2020 will become the new normal.

While memories are short and old habits will soon return, some practices we implement throughout 2020 will become the norm from here on out.

*Will we go back to shaking hands?*

For large events we can expect Coronavirus protection to be added to the H&S checklist, but in general this industry will simply spend more consideration on the balance between the need for interaction and engagement, and the need to maintain safe practices.

Toowoomba Chamber through the Toowoomba Conferences platform is here to support future business events and conferences across the Toowoomba region.

With more than 80 meeting venues (more emerging each year) and 2000 accommodation rooms available across the region, air or road access, and a variety of destination experiences outside of the meeting room, Toowoomba is in a prime position to host conferences of all sizes, across all industries.

One cannot deny that Australians enjoy the opportunity to come together to learn, experience and explore and despite the industry setbacks from COVID-19, Toowoomba Conferences is eager to showcase the abundance of opportunity and ambition that encapsulates this region to the wider business events population.

*If your national office is looking at hosting a national conference or industry event, get in touch with the Toowoomba Conferences team today. [conferences@toowoombachamber.com.au](mailto:conferences@toowoombachamber.com.au)*



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Disclaimer: All information was accurate at the time of publication; however, content is subject to change without notice.

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# LABOUR HIRE

## WHAT IS IT AND HOW CAN IT HELP MY BUSINESS

Labour Hire has long been a 'smart' recruitment tool for small business (and big business); in that it offers employers flexibility and good cash flow management. Labour hire can be used for the times when you are super busy and yet not have to commit to a full time permanent staff member for the rest of the year.

Labour hire is offered by a number of businesses in Toowoomba – many of whom are locally owned and operated – so have a unique understanding of the challenges faced by small business – cash flow, reporting etc. When you use a locally owned operator, you can be sure that you will be protected, as they will be licenced by the Queensland Government's Office of Industrial Relations who regulate the Labour Hire Industry. Look for the 'Registered Labour Hire Provider' symbol (above).

Additionally local labour hire providers pay public liability insurance and Workers Compensation, so both you and the staff member are covered should anything go wrong.

Labour hire gives you the opportunity to tailor your workforce to cope with the peaks and troughs of business; you can employ someone for a day, a week or longer, to cover the times when a staff member is sick, on leave or just to handle a short term increased workload.

Many clients use labour hire as a 'try before you buy' methodology – where you can meet the relevant candidate and see how they fit into your team before making a permanent offer. Labour hire is a simple way of managing your cash flow too, as you will receive an invoice at the end of the week only for the hours worked, at a rate which will be agreed with the agency prior to commencement – so you don't have to carry funds to

cover off leave entitlements as the agency will pay the worker their salary with a casual loading, superannuation etc.

An agency will have taken the time to interview the candidate, managed reference checking for the candidate, sighted their licenses etc and discussed with them their suitability for the position. So when the temporary staff member arrives in your workplace, they will have been pre-qualified and have an understanding of the role and will have been vetted as suitable for the job you need them to do. This offers great time savings for the employer and also eliminates an element of risk – as by dealing with a reputable agency – you know the staff member has been chosen as having the appropriate licenses or qualifications and their work history checked – coupled with the fact that you know they are covered by appropriate insurances to protect you and the worker.

Many candidates are happy to do short term labour hire work to fit in with their lifestyle – they may be studying, back packers, have small children or merely enjoy the variety of working for different employers – so it is a win win situation for both the employer and the employee.

Often though the final outcome is that at the end of the assignment, the employer offers the temporary worker a full time permanent position – as they have seen how they adapt to their working environment and to the existing team – so it is a good way for both business and candidates to ensure a good fit.

*Interested in hiring? Get in touch with Classic Recruitment today - [admin@classicrecruit.net.au](mailto:admin@classicrecruit.net.au)*



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# BLOOMS BOOM

## - THE GIFT OF FRESH CUT FLOWERS



With the recent effects of COVID-19 many have had to reign in their spending, but some unexpected industries are still in full bloom. One of those is the boutique floristry industry with small businesses across our region suddenly experiencing increasing sales and sold-out stock. The ceasing of events and weddings meant florists had to diversify from their norm in order to survive. The Toowoomba Chamber caught up with Amanda Deane from The Luxe Bloom to chat about the industry and the future direction.

During the crisis, while a key date of Mothers Day, saw many florists sell out and pushed for last minute orders, there has been an increase in everyday sales of flowers and arrangements also with many working from home and wanting to brighten the spaces they are spending so much time in. More and more people are starting to appreciate the importance of having fresh flowers in their homes and the positive affects of giving the gift of flowers on the mind and body.

Many florists who usually specialised in arrangements for weddings and other events, had to adapted to the pandemic by switching to sending out floral bouquets and arrangements to customers. Amanda says 'This brought many new logistical challenges, however allowed businesses to still operate. People just wanted to share the gift of flowers to say I miss you or I love you, and of course I am hopeful that this trend to send flowers continues post Pandemic.'

This pandemic isn't the first time the industry has been under pressure with years of drought and recent fires putting the sector under significant pressure and forcing many to import flowers from abroad. Amanda and Byron Deane come from a long history of flower growers, working on Byron's family Rose farm in Cabarla, just outside Toowoomba for more than ten years.

Amanda said, "With a shortage of imported flowers coming into the country right now, it is important now more than ever to promote awareness of supporting local farms and businesses. I hope we can encourage local growers to expand their offer so that we are less reliant on flowers from overseas and subsequently create more jobs within our industry here in own backyard."

"In 2018 we branched out on our own and launched The Luxe Bloom specialising in wedding florals. The brand which originated to just focus on wedding also grew to include large gala events very quickly.

Adapting to what the end users were wanting meant my workplace was ever changing and my creative niche was expanding which I loved. The launch of The Luxe Bloom also saw a distinct change in my style to include whimsical seasonal floral creations, which are a crowd favourite.

My love of this industry only increases with each passing year. Where possible a source local and Australia first. I grow a substantial amount of greenery and flowers at our property North of Toowoomba and I have to say there is nothing more satisfying than being able to walk around my garden, handpick flowers and then create them into something beautiful that will bring joy to someone's life.

*"I must have flowers always and always",  
Claude Monet.*

*Want to speak with Amanda,  
email [amanda@theluxebloom.com.au](mailto:amanda@theluxebloom.com.au)*





# AT THE HEART OF TOOWOOMBA

Grand Central always plays a part in our locals and visitors' days. Savour fresh flavours, shop, refresh and relax with these five reasons to explore one of Toowoomba's most loved destinations.

## Gather picnic supplies from our Market Room



Our Market Room is home to Toowoomba's locally famous artisan butcher and baker, and an array of fresh seasonal produce. Pack a feast and explore our nearby gardens and parks.

## Shop and style your getaway



Explore over 160 specialty stores featuring fashion favourites and holiday necessities, with big names including Myer, Target, and Kmart ensuring you have everything you need under one roof.

## Indulge in luxurious self-care



A holiday is never complete without some R&R. Be pampered by a range of hair and beauty services to make your time away truly indulgent.

## Feast at Grand Central's Dining Quarter



Reflect on your day as you dine at one of over 40 food retailers celebrating local and global flavours all under the one roof.

## Unwind with a movie at BBC Cinemas



Enjoy a movie to bring your great journey in the Toowoomba region to a close for the day.

Visit [grandcentralshopping.com.au](http://grandcentralshopping.com.au)

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# STATE UPDATE

## THE CHAMBER OF COMMERCE AND INDUSTRY QUEENSLAND



We knew going into 2020 it was going to be a big year for small business. Business conditions across the State were already at the lowest levels since the GFC. In Toowoomba, this was exasperated by the ongoing drought. But at the Chamber of Commerce and Industry Queensland (CCIQ), we knew it there were opportunities to amplify the voice of the small business sector and to fight for policies, especially with both council and state elections set to take place.

Unfortunately, COVID-19 swooped in causing a cyclone of chaos worsening these pre-existing conditions, bringing uncertainty and further challenges with it. Businesses have been reeling since, with many still fighting for their survival.

Queensland's economy grew by just 1.4 per cent during the 2018-19 financial year; below the decade average of 2.3 per cent, and what we've been acutely aware of is; if everything reverts to 'business as usual' post-COVID-19, and there is no change in the way Government works with businesses, growth will continue to slow and decline.

We are determined not to let that happen. CCIQ alongside the Toowoomba Chamber of Commerce and other Chambers around the State we've been putting pressure on the Palaszczuk Government, calling for a more cohesive way to work with business; to invest and acknowledge the vital role they play in Queensland's economy.

In May, we presented to the Government a 'Roadmap to Recovery' outlining the stimulus and support business need to begin the economic recovery now but also to lay the groundwork for future decades of growth.

So far, the Government has implemented nine of our priorities, including; a concessional loan scheme, commercial rent relief, electricity rebates, waiving of tourism and hospitality permit fees, payroll tax exemption for job keeper payments, and the \$10, 000 small business adaption grants.

But we know these emergency relief measures are just the beginning. Our focus is now on pushing the Government to create transformational policies that will support and enhance businesses to scale-up and grow.

As it is the decisions and actions that governments take in the coming months, that will have a lasting impact – positive or negative – on our economic recovery for years to come.

Amongst the priorities we will be advocating for over the coming months is to capitalise on opportunities we have for growth, especially in our regions.

We are a resource-rich state, and we have an opportunity to create long-term certainty by using those resources. We want to see investment in our local manufacturers to make innovative products that can be dispersed and used to build on local supply chains.

A pipeline of investments in productive infrastructure, with the focus being on the economic benefits and not political points such as inland rail and water-security projects will help businesses use resources more efficiently and become more productive.

Nurturing and investing in our future economic resilience is paramount, to provide opportunities for agribusinesses to innovate for changing weather patterns and become better connected through technology.

Implementing mid-term policies with a long-term focus will allow small and medium businesses to grow, develop and expand, creating more jobs and opportunities for Queenslanders

Businesses need a clear commitment from the Government that they will listen and work with the business sector, and we are determined to see that happen.'

**Stephen Tait** CCIQ

# REGIONAL CHAMBER

Chamber of Commerce's work for their members and the stability and growth of the region. We form as a collective to address important concerns and issues within our wider region and we stand to showcase the strong vitality of our region as a whole.



**Clifton & District Chamber of Commerce & Industry Inc.**

E: [info@cliftonchamber.org.au](mailto:info@cliftonchamber.org.au)

**Millmerran Commerce & Progress Inc**

E: [millmerrancommerce@live.com.au](mailto:millmerrancommerce@live.com.au)

**Oakey Chamber of Commerce**

E: [oakeychamberofcommerce@outlook.com](mailto:oakeychamberofcommerce@outlook.com)

**Highfields & District Business Connections**

E: [secretary@hdbc.org.au](mailto:secretary@hdbc.org.au)

**Pittsworth District Alliance**

E: [info@pittsworth.org.au](mailto:info@pittsworth.org.au)

**Toowoomba Chamber of Commerce**

E: [admin@toowoombachamber.com.au](mailto:admin@toowoombachamber.com.au)





## THE TOOWOOMBA CHAMBERS FUTURE LEADERS

Our young people are our future and we need to continually invest in these emerging leaders as a way to support the next generation coming through the ranks.

With thousands of young leaders working in many industries throughout the Darling Downs, Future Leaders is the primary network for young leaders. Our audience captures aspiring graduates, to professionals to entrepreneurs to innovative business owners. Future Leaders enables participants to develop strong networks that help further individual careers, forge friendships, encourage collaboration, empower upcoming young leaders and overall strengthen the future of the Toowoomba business community. Quarterly 'Future Leaders Connect' events and the Mentor Program are cornerstone initiatives that form the basis of the annual Future Leaders program.

The program serves a growing group of over 250 members annually from Toowoomba and the broader community. The Future Leaders Advisory Group (FLAG) is comprised of dedicated leaders who are passionate about nurturing and developing the next generation.



**FOOD & AGRI**  
NETWORK

## FOOD & AGRI NETWORK

The Toowoomba Chamber of Commerce launched a new industry led initiative, the Food & Agri Network (FAN) in 2018. FAN aims to provide a local platform designed to facilitate the development of stronger linkages and engagement across the Toowoomba food and agri space – encouraging networking, food and farm experiences, education and the promotion of local supply chain opportunities.

Cafes, restaurants, food outlets, retailers, local farmers and food producers form an integral part of the developing food culture here in Toowoomba and the FAN will support further strengthening of this valuable sector. Chamber's FAN initiative will support those local businesses who are seeking to grow supply chain opportunities here in Toowoomba and assist these businesses in strengthening their long term profitability and sustainability.

FAN will provide a local platform designed to facilitate the development of stronger linkages and engagement across the Toowoomba 'foodie and agri' space – encouraging networking, connections, education and the promotion of local supply chain opportunities.



**CBD**  
REVITALISATION

## CENTRAL BUSINESS DISTRICT REVITALISATION

The Toowoomba Chamber of Commerce launched a new industry led initiative, the Central Business District Revitalisation Advisory Committee (CBD-RAC) in 2020.

The CBD-RAC is dedicated to facilitating and advocating for the transformation of the CBD of Toowoomba. CBD-RAC was born out of concerns raised by small businesses and was identified as a priority by the Toowoomba Chamber in the 2020 Local Elections advocacy document.

It is now more critical than ever, to come together and develop a clear course of action with CBD landowners, businesses and residents to advocate for the CBD.

The CBD is the heart of any city and is typically a meeting place for all the community. Any heart needs constant focus and attention to understand the critical factors that keep it activated. Toowoomba's CBD requires immediate attention. This will require a collective effort and collaboration. But we do know, a renewed heart of Toowoomba is required.

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**CONNECT | ADVOCATE | EDUCATE**

# **YOUR MEMBERSHIP**

## **AND HOW TO GET THE MOST OUT OF IT**



### **ATTEND OUR EVENTS - IN PERSON OR VIRTUALLY**

Chamber events are a great way to meet other members and professionals in the Toowoomba business community. Hear from key note speakers, get to know our hosts and stay up to date with what is going on in our region.



### **LET US KNOW WHAT YOU'RE UP TO**

We love hearing what our members are up to, the offers they have available, their good news and what support they need. It gives us the information we need to advocate for you, as well as better connect you to other members. Tell us, so we can tell Toowoomba.



### **INTRODUCE A MEMBERS ONLY OFFER**

A member2member offer is a great way to advertise yourself. We will share it with all of our new members when they sign up, put it into our monthly newsletter, mention it on our podcast and promote it on our social media platforms. And keep an eye out for other members offers.



### **INTERACT WITH US ON SOCIAL MEDIA**

Make sure you are following us on Facebook, LinkedIn, Instagram and Twitter. You can keep up to date with our events, our campaigns, and what us and our members are up to. Tag us in your posts, so we can see what is happening with your business, while increasing your following.



### **CONNECT WITH OUR ADVISORY GROUPS**

The Chamber has a number of Advisory Groups incl. Future Leaders Advisory Group (FLAG), Food & Agri Network (FAN) and the CBD Revitalisation Advisory Committee (CBD-RAC). These groups allow the Chamber to get input from our community, so that we can advocate for our businesses as a united voice.



### **PROMOTE YOUR BUSINESS ON OUR DIRECTORY**

As part of your membership, you can create and update your business profile on our online members directory. This gives all visitors who visit our website the opportunity to find your business. Make sure you keep your information up to date as Chamber also use this for B2B introductions and encourage members to utilise this networking resource.



### **ENGAGE WITH US**

We want to know how your business is going, what we can assist you with, and how we can advocate for you. Tell us what events you have coming up (send us an invite), if you have received any awards or you are growing. We can even work with you to host an event, and bring more awareness to you and your projects. Stay in touch, we love hearing from you.

To get the most out of your Chamber membership, get in touch with our membership officer  
[memberships@toowoombachamber.com.au](mailto:memberships@toowoombachamber.com.au)



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# THE BUSINESS

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L-R Helen Williams (Inland Rail),  
Peta Gray (Enterprise Legal) & Fraser Power (Australia Pacific LNG)



L-R Jo Tait (Inland Rail) & Pat Weir (Member for Condamine)



L-R Chloe Watson & Kirsty Doherty (Recognition Plus)



L-R Katie Baker, Jacqui Blackburn,  
Sian Benson & Joseph Roberson (USQ)



L-R Anita Armanasco (Fitzy's Toowoomba),  
Kate Ruitjer & Brittany Rodgers (Classic Beauty Therapy)



L-R Kylie Jackson (Heritage Bank)



L-R Jo Purtil (Grand Central), Marshall Blacklock (CDI Pest  
Control) & Belinda Sanders (ABC Radio)



L-R Peter Snow (Peter Snow Real Estate), Arun  
Pratap (Toowoomba Regional Council) & Blair  
Sullivan (Create Consult Research)



L-R Bernie Freyling, Laura Freyling (Toowoomba  
Cruise & Travel) & Damon Venter (NAB)





**FOOD & AGRI**  
NETWORK

# Welcome to the **TOOWOOMBА CBD**

A place that you can sample the seasons through produce grown right here in our region. Visit one of our many cafes, restaurants and eateries who are supporting our local farmers and producers from across the Darling Downs.

Toowoomba has an abundance of world-class quality produce - including everything from garlic and olives to wines and meats that we can't wait to share with you.



## About the **FOOD & AGRI NETWORK**

The Toowoomba Chamber Food & Agri Network (FAN) are connecting Toowoomba cafes, restaurants & eateries with our region's local producers and promoting this to our visitors. Say YES to local and support a local retailer and producer by enjoying a delicious meal in our vibrant CBD.

Here is our map to help guide your local produce dining experience in the Toowoomba CBD.

[WWW.TOOWOOMBACHAMBER.COM.AU/FOOD-AGRI-NETWORK-FAN](http://WWW.TOOWOOMBACHAMBER.COM.AU/FOOD-AGRI-NETWORK-FAN)





TOOWOOMBA  
**CHAMBER**



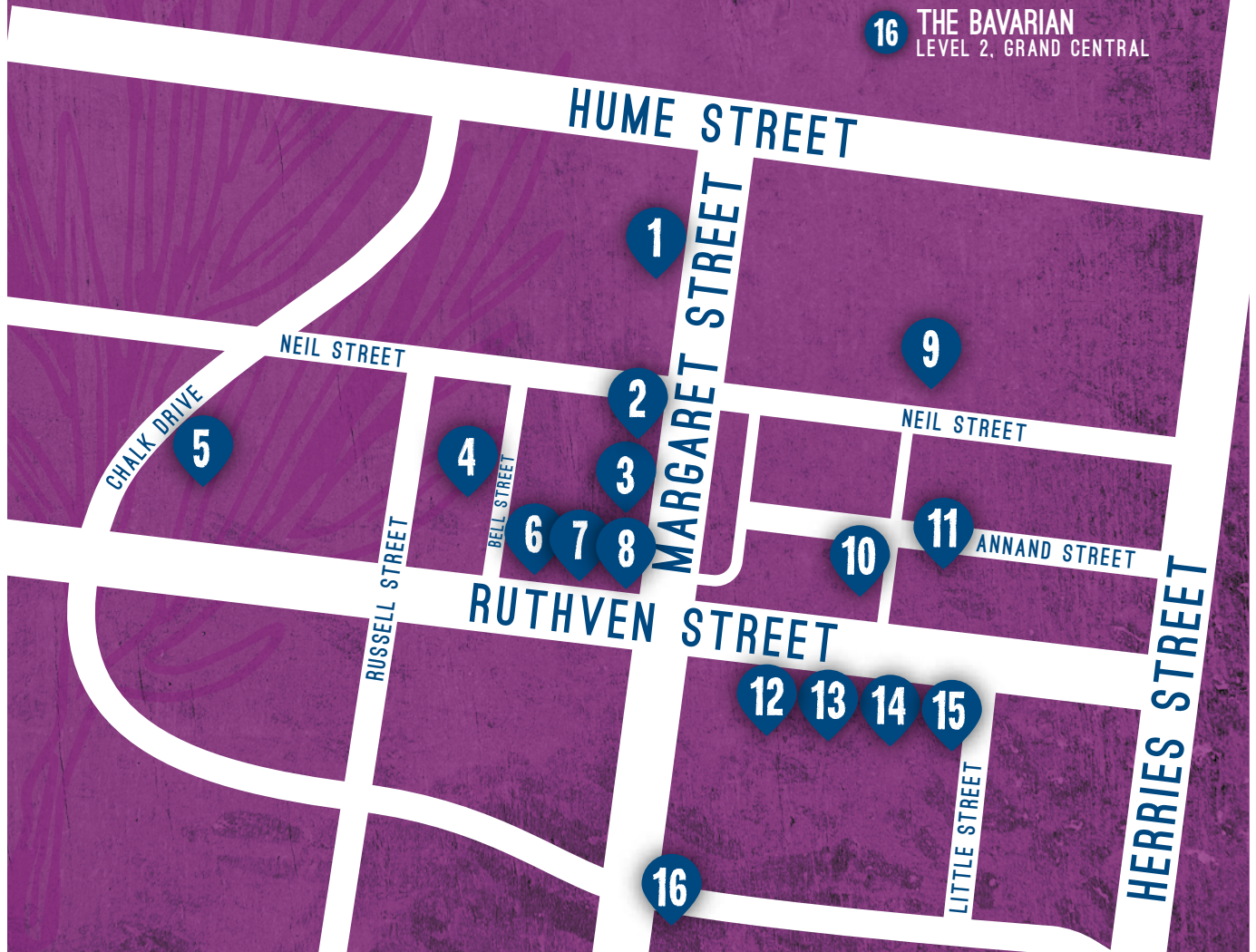
**FOOD & AGRI**  
NETWORK

Toowoomba CBD

# LOCAL PRODUCE MAP



- |  |   |  |
|--|---|--|
| <b>1</b> FITZY'S TOOWOOMBA<br>153 MARGARET STREET    | <b>6</b> BAR WUNDER<br>424 RUTHVEN STREET                       | <b>11</b> OAK & VINE<br>25 ANNAND STREET               |
| <b>2</b> THE CUBE HOTEL<br>169 MARGARET STREET       | <b>7</b> COPPER BENCH<br>428 RUTHVEN ST                         | <b>12</b> THE FINCH<br>2/469-473 RUTHVEN STREET        |
| <b>3</b> SWEET TALK COFFEE<br>3/203 MARGARET ST      | <b>8</b> KAJOKU KOREAN & JAPANESE<br>LEVEL 1/430 RUTHVEN STREET | <b>13</b> GROUND UP ESPRESSO BAR<br>501 RUTHVEN STREET |
| <b>4</b> MULLER BROS<br>25 BELL STREET               | <b>9</b> ENCORES AT THE EMPIRE<br>56 NEIL STREET                | <b>14</b> PHATBURGERS<br>513A RUTHVEN STREET           |
| <b>5</b> MILK & HONEY ESPRESSO BAR<br>4/6 ANN STREET | <b>10</b> THE ROCK<br>520 RUTHVEN STREET                        | <b>15</b> ZEV'S BISTRO<br>517 RUTHVEN STREET           |
|  |   | <b>16</b> THE BAVARIAN<br>LEVEL 2, GRAND CENTRAL       |







Regional  
Development  
*Australia*

DARLING DOWNS  
AND SOUTH WEST INC

*our own "go to"  
organisation for regional development*

Regional Development Australia Darling Downs and South West (RDA DDSW) is an independent not-for-profit organisation partly funded by the Australian Government. It consists of local leaders volunteering their time and skills to support economic development.

## Priorities for RDA Darling Downs and South West

The new board of RDA DDSW focuses on the following priority portfolio areas to develop our region:



Investment Attraction



Employment and Skills



Value Chains, Market  
Development and Logistics



Innovation,  
Entrepreneurship and  
Disruption

## RDA DDSW also has three over-arching priorities:



1. Improving stakeholders'  
access to funding



2. Assisting stakeholders in  
progressing priority projects



3. Communicating issues to  
and from the Commonwealth  
Government



Regional Development Australia is  
an Australian Government Initiative

Do you have a project you would like to progress?

Need to connect with other stakeholders?

Want to find out more about grants and funding?

For more information about how  
RDA DDSW can assist you, contact our  
Director of Regional Development

**Trudi Bartlett**

📞 0488 11 22 98

✉ [director@rda-ddsw.org.au](mailto:director@rda-ddsw.org.au)

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P (07) 4638 0089 | Level 1, 516 Ruthven Street Toowoomba Qld 4350 | PO Box 2519 Toowoomba BC Qld 4350