

## Maximising Opportunities of Cruise Ship Visits

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The Our Eden team are very excited that Tyler Wood is joining our meeting on Tuesday night as guest speaker. Mr Wood is a director of Bob Wood Cruise Group (BWCG) who are the premier ground tour operators for the cruise industry in Australia.

There may never be a greater opportunity to gain an insight into the benefits for your business than hearing Tyler Wood speak. BWCG develop and execute ground tours Australia wide. They have more than 20 years experience in this industry and that experience ensures they know what works. Their services range from shore based excursions through to long haul tours showcasing Australia.

Mr Wood is an experienced presenter and we are sure you will all walk away on Monday night excited and planning for the future.

All welcome, so bring a friend!

## ***Outdoor Broadcast Success!***

Melanie Warren of our Events Committee arranged a fantastic Sale Day and outside broadcast with 2EC on Thursday the 25th. Sadly Mel could not control the weather. But Glenn Brunette of Eden Realty came to the rescue and opened a vacant shop for the event. Thanks Glenn!

This was a collaboration between the Eden Chamber and 2EC. Eden got some fantastic media coverage on the lead up to the event.

## ***Finance Issues for Small Business.***

A recent study by KPMG has indicated that 60% of small business are struggling to find external funding to finance their investment plans. KPMG have not only carried out this research they have also provided a route for investment that is underutilised.

Did you know that family business create more than 70% of global GDP?

We have attached the article as a PDF and there is a link to the KPMG Family Business website, which is worthwhile taking a look at.

## ***Other Updates...***

***Support Office Opens!*** We have told you about the financial benefits of our alliance to the NSW Business Chamber. Its a great way to recover your membership costs. Ring 1300 139 910 and see what you can save on things like insurance and electricity. One of the Our Eden team has already done this and was a wee bit astounded.

***Social Media for Business Success*** - A free seminar on Friday the 24th of October in Eden. How to turn a 'Like' into a sale! More information is attached.

***Understanding Your Customers!*** - another freebee! Thursday 16th of October in Bermagui. Sue Brodie from Mindstream is well worth listening to. She is passionate about human behavior and is a great presenter. Info attached.

***Seminar on Profit!*** - Don't think any of us could miss this one - review the attached brochure.

***Tourist Signage*** - Our Eden has been working with various government departments to get a Tourist Sign erected at the wharf. Sounds easy enough but there is a tonne of red tape to get through. Finally we have gained approval and the sign should be up in no time.