



June 2013 Issue

## Welcome to the TBC newsletter...

TBC update by Stacey: The year of 2013 is moving along very quickly and this month we celebrate the Queen's Birthday with a public holiday, which means the Traralgon Business Centre will be closed on Monday 10<sup>th</sup> June. We hope you enjoy your well deserved day off, and this month's newsletter!



At Impact Recruitment we specialise in white collar recruitment, placing the most suitably experienced & skilled staff in roles from front office reception to business Managers and Engineers. We have helped many businesses in Gippsland achieve the outcomes they need, no matter what their constraints are.

Our clients like our different approach to recruitment. We offer the traditional end to end permanent and temporary service that other local agencies offer. Additionally, we provide a unique suite of services that aims to address a service gap for a more flexible and tailored recruitment process. We listen to your requirements and design a methodical recruitment strategy that will best support you to get the right person, on time and within budget.

We understand the importance of attracting and retaining good staff to ensure a successful and healthy business. As we are confident in the way in which we recruit for our clients, we offer another aspect that is unlike other recruitment firms. Our permanent recruitment service comes with a money back guarantee. If the candidate does not work out within the first three months of employment, we give you your money back.

Alternatively, we will replace the person free of charge, therefore our service is risk free.

We are located at Suite 20 on the first floor of the Traralgon Business Centre. With modern suites, conference and meeting rooms at our finger tips, we can guarantee a professional environment to host meetings and interviews.

Our passion for recruitment, finding THE BEST PERSON FOR THE JOB, and service focus make us the best choice when it comes to your staffing needs. Contact us today for a no obligation discussion to see how we can help you with getting the right staff for your business.

Web: [www.impactrecruitment.com.au](http://www.impactrecruitment.com.au)

Email: [enquiries@impactrecruitment.com.au](mailto:enquiries@impactrecruitment.com.au)

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**Impact Recruitment. It's what we do.**

Suite 20/55 Grey Street Traralgon 3844

### Local businesses told to compete online!

Australians are shopping on the internet for greater choice, not lower prices, meaning more domestic retailers should look at getting online, research suggests.

Almost one third of respondents said the main reason they shopped from overseas websites was to buy goods not available locally, according to a survey of 1500 online shoppers by market research firm The Leading Edge.

Only 19% said they shopped offshore because it was cheaper, a similar number to those that said they shopped internationally for a greater choice of products. The same survey found 23% of respondents shop only from Australian websites, while one third of those surveyed believe it is safer to shop domestically.

The research was commissioned by online payment system provider PayPal. PayPal managing director Frerk-Malte Feller said if local businesses could get their online strategy right, *they could compete with international rivals for the growing online dollar.*

"Our research paints a positive picture for domestic retailers," he said.

Delivery is the main challenge for online retailers, but Mr Feller predicted many businesses will be investing in distribution networks in the coming years in order to capitalise on the growing online market.

Read more: <http://www.theage.com.au/small-business/trends/local-businesses-told-to-compete-online-20101110-17mids.html#ixzz2UBu72qaC>

## Your ideal office space...

TBC offers you a Suite, away from home, where you can maintain the individuality of your business with the added benefit of reception services amongst many other perks:

- ✓ Spacious
- ✓ Filled with natural sunlight
- ✓ Great location
- ✓ Modern facilities

**5173 6800**

The list goes on...

**So you better hurry!**







# Traralgon Business Centre

Ph: (03) 5173 6800

We make business look great

Address: 55 Grey St, Traralgon

[www.traralgonbusinesscentre.com.au](http://www.traralgonbusinesscentre.com.au)

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## A Virtual Office could be exactly what you need for your business!

Do you need someone you can rely on to answer your calls and take messages for you but don't want an answering service? Don't worry, we have the solution!

A Virtual Office with the Traralgon Business Centre allows you to portray a professional image for your business. Our dedicated receptionist will answer calls in your business name, take messages and manage your diary for you by taking bookings and following up clients... Talk about not having to lift a finger!

Not only is it convenient but its affordable too! We have two packages to choose from \$50 + GST per week or \$80 +GST per week.

To find out more about these packages contact us today! (03) 5173 6800

**Ian Symonds & Associates**  
LEGAL PRACTITIONERS



## Facebook can build your business!

*While face-to-face interaction is vital in the world of business, the reality is Facebook – and other social platforms like Instagram, Pinterest or Twitter – allows you to reach a much bigger audience much more efficiently. And this can turn into dollars in your hand.*

### Engagement versus likes

It's a fan base many businesses would envy. Facebook provides users with an array of statistics for each post. One useful measurement is "People talking about this". This figure is clearly displayed under the name of the business, under the main photo at the top of the page. According to Facebook, the number of "people talking about this" refers to "the number of people who have created a story from your page post."

### Converting to sales

While some small business owners can't imagine having several team members dedicated to social media, Ramler says the investment is worth it. And he can see the results translate into cold hard cash. The most interest statistic lies with "assisted conversions". Simplistically, this is where a prospect might visit and engage with the Facebook page of your business. But they may not buy straight away. Later, that person may search for a particular item and browse through multiple websites to compare prices and products. While browsing, they may land on your website and remember that they had previously engaged with your business on social media. If you've built trust, credibility and "social proof", they convert.

The key is to keep an open mind.. Your competitors may surpass you because they weren't afraid to embrace a new way of marketing.

## Massage Incentive to have Regular

### "Tune Ups"

For your Body

Polly is offering 25% off your 5<sup>th</sup> 1 Hour Massage

This Incentive has Proved to be very popular so I am offering it again

### All You Need To Do is....

Have a minimum of 5, 1 Hour Massages  
Over a 5 Month Period

(\*each period re-commences after your fifth massage)

**And receive 25% off your 5<sup>th</sup> 1 Hour  
Massage.**

Standard Rate \$60 for an hour

Seniors Rate \$50 for an hour

Polly's Hours Are:

Wednesday 6pm – 8pm

Thursday 9am – 8pm

Saturday 9am – 1pm

For further information or to make an appointment

Please Telephone Gippsland Wellness:- 5173 6807

Reception hours are Mon – Fri. 8.30am to 5pm

Read more: <http://www.theage.com.au/small-business/growing/blogs/enterprise/facebook-can-build-your-business-20130502-2iu6m.html#ixzz2UBgHQOOx>