

LOCAL BUYING COMMUNITY FOUNDATION

AN INITIATIVE OF THE **BMA** LOCAL BUYING PROGRAM

PROJECT FUNDING REPORT

JULY 2012 -
JUNE 2015



Message from Local Buying Community Foundation Advisory Committee Chair

Over the past three years the Local Buying Community Foundation Advisory Committee has been on an exciting journey. A journey with key business stakeholders across the Bowen Basin to discover how best to provide the resources, support and information which would be of value to local business communities to support their success and sustainability now and in the future.

For me personally it has been a wonderful opportunity to discuss over the years with my fellow committee members from diverse backgrounds and perspectives the experiences of local businesses and how the changing economic climate affects them. I am proud that we then use this knowledge to discover what the Foundation may be able to offer to assist businesses to adapt in an ever changing business environment.

I would like to thank my fellow committee members past and present for their dedication and commitment. I would also like to thank the many partners that the Foundation has worked with for their support and expertise and also BMA & BMC staff for utilising the BMA Local Buying Program which provides the funding for the Foundation.



Jessica Simpson

Chair | Local Buying Community Foundation

Why do we have a Local Buying Community Foundation?

The Local Buying Community Foundation is a critical element of the BMA Local Buying Program. For all transactions processed through the Program, BMA (BHP Billiton Mitsubishi Alliance) / BMC (BHP Billiton Mitsui Coal) Operations incur a processing fee (a percentage of the transaction value). This fee covers C-Res' (a cost neutral entity) administration and includes an allocation to the Local Buying Community Foundation. This ensures the sustainable future of the Foundation through the continuous injection of funds back into the region.

The Foundation's priorities include:

1. 'Building Sustainable Futures' – focusing on wider business economic and community development. This includes business grants (new, growth, innovation) to benefit the wider community, employment programs, scholarships, regional promotion and awareness.
2. 'Building Sustainable Business Communities' – focusing on local business training and development. This includes industry training, regional economic analysis and education and skills development for businesses.

What is the BMA Local Buying Program?

The BMA Local Buying Program is a targeted program providing opportunities for small businesses, with less than 25 full-time employees, to competitively supply goods and services to BMA/BMC. The Program targets businesses registered or operating with a primary place of business in the Bowen Basin or Mackay Region. The eligible communities in the Bowen Basin are Blackwater, Capella, Dysart, Emerald, Moranbah and Nebo. All communities in the Mackay local government area are eligible.

How does the Local Buying Community Foundation operate?

To ensure the Local Buying Community Foundation funding opportunities target genuine community needs, a Community Foundation Advisory Committee (CFAC) has been established. The CFAC assesses requests and applications and draws on the expertise of the committee members for the recommendation and approval of requests. Recommendations for the Local Buying Community Foundation funding are aligned with the Foundations objectives and priority areas (supporting and enhancing regional economic and community development).

The CFAC is a representative body made up of key stakeholders from across the region with an interest or skills and expertise in regional economic development. Current representation includes BMA, BMC, Central Highlands Development Corporation, Central Highlands Regional Council, Isaac Regional Council, small and medium business representatives. C-Res administers the Local Buying Community Foundation on behalf of the Advisory Committee and works with local stakeholders to deliver on the foundation's priority areas.

**TOTAL FUNDING
RECEIVED =
\$669 714**

**39 PROJECTS
FUNDED**

**TOTAL PROJECTS
FUNDED -
\$341 399**

Local Buying Community Foundation Advisory Committee

Current Members

Chair ▪ Jessica Simpson - Senior Manager - Community – Coal
– Corporate Affairs, BHP Billiton

Cr Anne Baker ▪ Mayor – Isaac Regional Council

Cr Paul Bell ▪ Councillor – Central Highlands Regional Council

John Crooks ▪ Business Representative – Dysart

Erica Fredericson ▪ Business Representative – Moranbah

Sandra Hobbs ▪ General Manager – Central Highlands Development Corporation

Dr Manu Nithanantha ▪ Business Representative – Blackwater

Bronwyn Reid ▪ Business Representative – Emerald

Katie Smith ▪ Principal Environment Improvement, BMC

Emma Blumke ▪ Specialist Local Content, BMA

Past Members

Vincent Cosgrove ▪ BMA

Suzanne Mitchell ▪ BMA

Brodie Vansleve ▪ BMA

Brooklyn Coyle ▪ BMA

Errol Rix ▪ Business Representative – Blackwater

Peter Finlay ▪ Business Representative – Moranbah

Narelle Pearse ▪ Mackay, Isaac Whitsunday Regional
Economic Development Corporation



Building Sustainable Business Communities Event-
Barry Mitchell, (BMA)



Local Buying Community Foundation Event - Moranah
Supply Chain Panel Discussions



Moranbah State High School Careers Expo

Building Sustainable Business Communities Networking Events

These events aim to provide opportunities for local businesses to engage directly with BMA and BMC personnel from local BMA and BMC operations. Networking events are held across the Bowen Basin on an annual basis in BMA and BMC's identified communities.

The events are informal in nature with guest speakers providing updates on topics that are current and relevant to the local business community.

The guest speakers and topics are, where possible, set in consultation with business groups to ensure that topics are relevant and provide value to the local business community.

In the communities of Emerald and Moranbah, Business Development Workshops addressing identified topics of interest to the business community are also held in conjunction with the networking events to provide maximum benefit to participants.



Building Sustainable Business Communities Networking Event - John Pratt (BMA), Laurie Butterworth (Procost) & Steve Hall (BMA)

Fast Facts

Total Number of Workshops supported: 69

Total Number of Attendees: 689

Total Number of topics addressed: 41



Building Sustainable Business Communities Networking Event

Business Development Programs

The Local Buying Community Foundation, through the business representatives on the committee identified that local business communities capability and capacity was being restricted by the lack of high quality training, delivered locally at affordable rates. The Foundation has worked with a range of partners who have identified specific gaps in skills and knowledge of local business and delivered programs to suit.

A key road block to business progression even after attending workshops was the lack of implementation of new knowledge. To address this many workshops and events have provided one on one mentoring sessions at minimal cost to discuss implementation of workshop content within individual businesses.

Organisations that the Foundation has worked with over the past 3 years in the delivery of business development projects include Bentley's Chartered Accountants,

Central Highlands Development Corporation, Department of State Development, Dysart Business Group Inc, Gravel Road, Isaac Regional Council, Mining For Business, Moranbah Traders Association, Nebo Community Development Group, Regional Economic Development Corporation and TM3 Training Solutions.

“ We are very grateful for the ongoing support received through the Local Buying Community Foundation. Through this program we have been able to access financial, administration, IT and business planning processes. In the last 12 months our business has gone from a start up to an established business with 8 staff. ”

**Sarah Bitcon,
Moranbah Mechanical & Towing**



Building Sustainable Business Communities Event



One On One Mentoring - Colin Ferguson (Aust. Specialised Machinery Glass) & Bronwyn Reid (Mining for Business)



2014 Queensland Small Business Week Activity



Linking SME's to Success Workshop - Nebo



Bowen Basin Business Development Initiative Stakeholder Meeting



Moranbah Traders Association E-Directory Launch and Networking Event



Building Sustainable Business Communities Event - Emma Blumke (BMA)

Regional Business Awards

Local Business Awards provide a valuable and unique opportunity for the dedication, resilience and hard work of small to medium enterprises in our regions to be recognised and celebrated publicly. These awards showcase the diversity of the local business community while prompting best practice in strategic business planning and delivery. For these reasons the Foundation has been a very proud sponsor of the biannual Central Highlands and Moranbah Traders Association Business Excellence Award events in both 2013 and 2015.



Moranbah Traders Association Business Awards



Central Highlands Business Awards



Moranbah Traders Associations Business Awards



Central Highlands Business Awards

Australian Institute of Company Directors Course for NFP Directors

Funding was provided to subsidise fees for Not For Profit (NFP) Directors attending the five day AICD Company Directors course in Emerald. The course assists directors and management committee members to keep up to date with the latest developments in governance in order to manage their own, and their organisations performance and service delivery.

“ There are significant implications for individuals taking on directorial positions in non-profit organisations in Australia and this course assists participants to make confident business decisions, boost the performance of their organisation, and importantly, safeguard their liability position. ”

Sandra Hobbs,
CHDC, General Manager



Australian Institute of Company Directors Course For Not For Profit Directors - Course Participants

Online Business and Regional Marketing

In the current business market place the online presence of any business cannot be underestimated. To this end the Local Buying Community Foundation has invested in the development of online marketing tools that allow individual businesses to showcase their capabilities and capacities to potential customers.

Programs supported by the Foundation to increase the online presence of local businesses:

- ▶ Centralhighlands.com.au Revamp
- ▶ Central Highlands Business Directory
- ▶ Dysart Business and Community Hub
- ▶ Moranbah Traders Association eDirectory
- ▶ Nebo Community Development Group
- ▶ Website Project – Linking Schools and Business
- ▶ Workshops – WIX, Digital Marketing Strategies



Revamped Central Highlands Website



Central Highlands Region Billboard
Mayor Peter Maguire (Central Highlands Regional Council),
Vicki Hamilton (CHDC), Tracey Cuttriss-Smith (C-RES)

Fast Facts

Over \$70 000 of funding has been allocated to develop, upgrade and promote websites across the Bowen Basin.

This has led to 964 businesses listing in free online business directories at end of June 2015

Linking Schools and Businesses

Schools Website Project

In 2013, the Community Foundation Advisory Committee unanimously supported a funding proposal for a project assisting small businesses to develop an online professional marketing tool, i.e. **an information based website.**

The initial development of this project was in partnership with **C-Res, TM3 Training Solutions and Central Highlands Development Corporation.** The delivery of this project was through a targeted resource (developed by TM3 Training Solutions) for local secondary school students undertaking a Certificate II in Information Digital Media and Technology linking them with local businesses to develop a simple, affordable and informative marketing website for their business. The project was intended to have multiple benefits for both local businesses and secondary school IT students.

Local businesses have benefited by:

- ▶ Increasing their visibility in the supply chain through an online marketing strategy
- ▶ Receiving one-on-one follow up with an IT Business Consultant / C-Res Business Engagement Adviser

Secondary schools and students have benefited by:

- ▶ Participating in authentic industry learning experiences
- ▶ Improving their employability, career development and life skills

It is anticipated that the sustainability of the project will be enhanced enabling secondary school students to continue to increase their vocational opportunities and provide a valuable service to the small businesses in their communities.

- ▶ **5 Schools Actively Engaged**
- ▶ **Over 60 Students**
- ▶ **45 Businesses Supported**



Simply Sunshine website developed through the School Website Project

Career Expos

The ETAN (Central Highlands) and Moranbah State High School (Isaac) Careers Expos are the only two events across the Bowen Basin region that provide opportunities for local youth to speak directly to potential employers, training providers and university

representatives about employment, career and educational options both locally and further afield. As such they are a key element in developing a sustainable future for the region and have been proudly supported by the Foundation in 2014 and 2015.

“ The Careers Expo provides school leavers the unique opportunity to understand what is involved in their chosen career path as well as providing insight into career pathways for those who are undecided by speaking directly to training providers, universities and potential employers. ”

**Gai Sypher, Campus Coordinator,
CQ University Emerald Campus**



Moranbah State High School Careers Expo

School Leaders attend Regional Futures Conference

The Foundation sponsored the attendance of High School leaders and teachers from across the region at the Central Highlands Investing in our Futures Conference 2014. Students were able to meet key stakeholders involved in the future growth and development of the region.



Central Highlands Futures Conference - Attending local school leaders with BMA Representatives

Diversity in Workforce Development – Disabilities Forum

To ensure a sustainable future for all segments of our communities the Foundation funded the Diversity in Workforce Development – Disabilities Forum in partnership with BMA and Dept. of Communities Child Safety and Disability Services. Key Stakeholders from across the Bowen Basin met and discussed currently available programs as well as gaps and developed a strategic plan for the future.

“ I have high hopes that more good initiatives may come from today. The BMA example was just fabulous, awesome and inspiring – hope it can be replicated across industry and other sectors. ”

From Evaluation Feedback

PCYC Youth Café

This social enterprise initiative of the Emerald PCYC aims to provide meaningful employment experiences for a diverse range of groups with a particular focus on disengaged youth. It also adds a viable business opportunity into the community based organisation. Funding was provided to assist with the initial set up costs of the Café which opened its doors in 2014.



Official Opening of the Emerald PCYC Café



Diversity in Workforce Development - Disabilities Forum Attendees, Dysart

Bowen Basin Business Development Initiative

The Bowen Basin Business Development Initiative is designed to provide a strategic and structured approach to regional business development through the sharing of resources and capabilities. This initiative is being delivered through the Bowen Basin Business Development Strategy which will provide a framework for organisations and key stakeholders to assist in the planning and delivery of business development activities.

The Bowen Basin Business Development Strategy is based on the principles that all businesses require:

- ▶ **nine** core business skills, with
- ▶ **three** stages of development within each skill, and
- ▶ businesses are either **Business to Business (B2B)** or **Business to Consumer (B2C)** or both.

The Strategy recognises that business development activities that work best for small business are based on business skills they have identified they need assistance with, and are delivered at a convenient time and venue. The Strategy addresses the assessment of individual business skill development needs (through benchmarking activities) and recognises the need to source appropriate presenters and coaches to deliver business development activities that meet the needs of small businesses, through a strategic and collaborative approach by supporting organisations.

Core Business Skills

1. Business / Strategic Planning
▶ Vision, Mission & Goals

2. Finance Management

3. Sales & Marketing Management

4. Operational Management
▶ Quality, Safety, Environmental, Risk, Customer & Product Delivery
▶ Continuous Improvement

5. IT / Digital Capability

6. Human Resources Management

7. Procurement / Supply Chain Management

8. R&D, Product or Service Development / Innovation

9. Leadership Development



BOWEN BASIN
BUSINESS DEVELOPMENT INITIATIVE

info@bbbdi.com.au • www.bbbdi.com.au



Bowen Basin Business Development Strategy Stakeholder Engagement Meeting - Dysart

Funded Projects

July 2012 - June 2015

- ▶ Accounting Software Training - Emerald
- ▶ Accounting Software Training - Isaac & Central Highlands
- ▶ Accounting Software Training - Moranbah
- ▶ Australian Institute of Company Directors Training for Not for Profit Directors - Subsidy Program
- ▶ Blackwater Business Expo
- ▶ Bowen Basin Business Development Initiative Marketing & Promotion
- ▶ Building an Effective Digital Marketing Strategy Workshops
- ▶ Building Sustainable Business Communities - Workshop & Industry Networking Event - Emerald 2013
- ▶ Building Sustainable Business Communities - Workshop & Industry Networking Event - Moranbah 2013
- ▶ Building Sustainable Business Communities - Workshops & Networking Events 2014
- ▶ Building Sustainable Business Communities - Workshops & Networking Events 2015
- ▶ Central Highlands & Isaac Career Expos 2014
- ▶ Central Highlands Business Excellence Awards 2013
- ▶ Central Highlands Business Excellence Awards 2015
- ▶ Central Highlands Business Portal
- ▶ Central Highlands Business Portal - Marketing Strategy
- ▶ Central Highlands Business Portal - Marketing Strategy Implementation
- ▶ Central Highlands Conference "Investing in our Future"
- ▶ Centralhighlands.com.au - Website Revamp
- ▶ Digital Economy Program - Isaac Region
- ▶ Diversity in Workforce Development Forum
- ▶ Dysart Business and Community Hub Website - Development
- ▶ Dysart Business and Community Hub Website - Marketing
- ▶ Emerald Career Expo 2015
- ▶ Linking SME's to Success Workshop Series - Moranbah
- ▶ Linking SME's to Success Workshop Series - Nebo
- ▶ Moranbah Education & Career Expo 2015
- ▶ Moranbah Traders Association Business Awards 2013
- ▶ Moranbah Traders Association Business Service Awards 2015
- ▶ Moranbah Traders Association e-Directory Development
- ▶ Moranbah Traders Association e-Directory Rollout
- ▶ MYOB Workshop - Emerald
- ▶ Nebo Community Website Development & Marketing Support
- ▶ PCYC Youth Café - Emerald
- ▶ QLD Small Business Week 2014 - Bowen Basin
- ▶ Quoting Effectively Workshop
- ▶ Website Development Project- Linking Schools and Industry - Resource Publication
- ▶ Website Development Project - Linking Schools and Industry
- ▶ Wix Website Development Workshops

Further Information | www.localbuying.com.au/community

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