

July 14th, 2020

JULY 2020 PRESIDENT'S REPORT

How quickly this meeting has come around - that's what happens when the first day of the month is a Wednesday!

We've had a busy few weeks with the launch of our e-commerce platform www.cradlecoastmarket.com and Justin and myself have been flat out helping people get on board the system and get their online shops up and running.

I urge all of you to support this state government funded initiative to help small businesses and micro businesses establish an internet presence. So far we have people selling shoes, clothes, art work, jewellery, music and services that haven't had an online store in the past.

We are also working with the Cradle Coast Authority member councils to spread the word across the region. Justin and I conducted a presentation at CCA today to show the benefits of the system to CCA personnel and economic development personnel from several regional councils. They were supportive of the shop local emphasis and impressed with the overall capabilities of the platform.

We had the first meeting at our promotions committee last week and Cyndia Hilliger and Justin Mclean did an excellent presentation on a destination marketing campaign that we plan to workshop with Burnie City counsellors in two weeks' time. We need to be bold and adventuresome in this campaign, so our product stands out above others wanting to attract tourists.

I've been disappointed lately with some of the tourist advertising for the region, it appears almost as if Burnie has been left off their map. We will be making a big effort to get Burnie as a top of mind destination especially for tourists from Hobart. Access to the mainland market has virtually ceased so we need local tourists to help the tourism and hospitality sectors survive.

Along with other chambers from our region several of the Executive met with Sarah Courtney, Minister for Small Business, and senior government officers last week in Devonport

We discussed the concerns of our members and made suggestions as to what we felt the state government should be doing in regard to COVID; especially in terms of lobbying the federal government to continue the JobKeeper assistance to those sectors of the economy most damaged.

I continue to attend the weekly online Chamber Alliance meetings and find I am getting great value from them as they are well attended and a good exchange of ideas occurs - we are all moving forward in synch with TCCI initiatives.

Last month we made a submission to PESRAC, the council that is advising the Premier on recovery from COVID. One of the recommendations we made in our submission was the implementation of a ferry service from Burnie to Sydney which would open up a 5 million passenger market to Tasmania and also enable freight to be shipped straight into Sydney. There are plenty of RORO vessels available for sale on the international market, so this is an initiative that could be realised quite quickly.

We plan to recommence our Regional Employment Training courses in August or September. Currently we are restrained from conducting classroom-based training and are awaiting departmental permission to be able to work together in groups with trainees.

Until next month – please stay safe.



Ian Jones

President

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