

BE. BENDIGO



2016.17 ANNUAL REPORT

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Chairman's Report



The 2016-17 Financial Year was marked by the transition from Bendigo Business Council to Be.Bendigo. The move to Be.Bendigo reflects our strategy toward a vibrant and prosperous Bendigo with confident and innovative local businesses. Be.Bendigo is an organisation committed to growing our regional economy, growing the profitability and sustainability of members and ensuring that as our city's population grows, so too does our collective prosperity.

This year we drove initiatives that directly influenced Bendigo's vibrancy and prosperity. Our events showcased innovative, courageous local business owners, confidently investing in our city.

Showcasing local business

The Bendigo Business Excellence Awards has grown to become the region's platform to showcase business achievement. This Year's Business of the Year, Frankie and Co, offers an outstanding example of the spirit of entrepreneurship Be.Bendigo works to promote. Paige Davies, the Founder of Frankie and Co started the company in her garage four short years ago. Paige now employs twelve staff and her product is distributed right around Australia. Category winner Connected P.E, convenes global education forums in Dubai with customers from 26 different countries and is headquartered in Bendigo. Be.Bendigo's role, shining a light on these high achieving Bendigo based businesses increases the investability of our region and our ability to attract skilled talent. We will continue to convene the Business Excellence Awards to showcase local talent, to promote entrepreneurship as a viable career pathway and to celebrate the contribution business makes to our community at large.

Amplifying our voice

Be.Bendigo has three primary objectives, to enable our members to advocate, collaborate and engage. This year was a defining one for our advocacy work. One hundred percent of our requests to meet with state and federal politicians were met. Our voice was well represented in the local media with more than 200 unique pieces of coverage. In 2016.17 we successfully turned up the volume on the voice of business in important local discussions. We called for a clear strategy to restore our vibrant central business district, the need for further incentives such as the regional payroll tax concession and further effort to reduce red tape. We made submissions to local policy reviews in education, energy and health based on the interests of our members.

Maintaining global relevance

This year Be.Bendigo signed an agreement with Haimen Chamber of Commerce in Jiangsu Province to begin a long and fruitful trade relationship. This agreement has delivered some early wins for our partners in the vocational training sector and promises further opportunities in agribusiness, education and professional services. Be.Bendigo will continue to collaborate with the Committee for Shepparton and Committee for Echuca Moama in opening up opportunities for whole value chain development for export growth.

Delivering professional development

Be.Bendigo's events program offered rich and rewarding development opportunities for members. We are committed to bringing you the most engaging and qualified speakers on relevant topics for your business. Some of the highlights from our events include David Robinson's State of the Market Breakfast, David Barlett's presentation at our Leadership Lunch and inaugural Festival of Failure, as part of the Bendigo Inventor Award Program.

Promoting brand Bendigo

Our organisation continues to deliver impact for members across a broad range of projects. We launched our national Bendigo Inventor Award Program in May this year, now supported by KPMG, Engineers Australia and the Australian Red Cross. Our work convening events in Melbourne and across the state for the Inventor Awards showcases Bendigo as the *Innovative Regional City*. The connections we've made through the Bendigo Inventor Awards Program directly benefited some of our members in the manufacturing sector this year and have attracted small businesses in software application and technology to participate more fully in Bendigo's efforts to become a digitally mature city.

Leading transformational change

Finally, our leadership convening the Alliance for a Smarter Bendigo attracted seed capital to support transformational projects for our business community. We successfully developed an alliance of fourteen local and national organisations to deliver an initial smart city strategy for Bendigo, a competitive bid document calling for \$10 million initial investment for a Bendigo City Deal.

Acknowledgements

I'd like to acknowledge the dedication of our directors and team. Be.Bendigo has a volunteer board of nine directors and employs four staff, not all of whom are full time. The team's work is to be commended, given the depth and breadth of outcomes achieved this year.

In 2017.18 Be.Bendigo will work closely with our partners to implement a new business model which will allow us even greater scope to collaborate, to the benefit of all local businesses. Our directors and I look forward to sharing new opportunities with you towards the end of this calendar year.

It has been a great pleasure to serve as Chairman of Be.Bendigo

David Richmond

Chairman

CEO Report



Photo Credit: Bendigo Advertiser

Photo Credit: Bendigo Advertiser

Be.Bendigo achieved major wins for members this year by facilitating new connections within the membership, profiling members in the broader community and advocating for investment and regulatory relaxation to support local business growth.

Our transition to Be.Bendigo

Bendigo Business Council partnered with local design specialists RAAK to develop a new brand for our organisation. As the major peak body for business in our regional \$10billion economy we need a contemporary, modern and engaging brand. RAAK delivered a strong brandmark and website, featuring beautiful photography by member Leon Schoots.

Be.Bendigo is committed to profiling members in all of our communications and this is strongly reflected in our website and social media feed. Be.Bendigo.com includes a digital marketplace through which members can introduce offers to one another and showcase your offering within a B2B environment. Our transition to Be.Bendigo has helped clarify the general public's understanding of our role supporting business, following some historical confusion between Bendigo Business Council and Greater Bendigo Council.

Member services and connections

The Victorian Chamber of Commerce extended their Alliance with Be.Bendigo this year, to include a complimentary essentials membership to new members that join Be.Bendigo for the first time. Our alliance with the Victorian Chamber also provides Be.Bendigo members with access to state wide networking through VCCI events and member pricing on all VCCI training and development.

Events

Be.Bendigo curated more than fifty events with our partners this financial year. More than three thousand people attended one of our functions this year, making new connections and generating valuable profile for their business. Our flagship events, the Bendigo Business Excellence Awards and our Annual Leadership Lunch won high praise from members and secured strong coverage for participating members in the local media.

Rob Hunt Transformational Leadership Program

Forty seven local leaders have now graduated from Be.Bendigo's Rob Hunt Transformational Leadership Program. This year we followed another twenty-two business owners and leaders as they strengthened their influence and effectiveness within their organisations and in the broader community. We are privileged to work with Rob Hunt and Fabian Dattner, developing the commercial acumen and resilience of our local business leaders. At a time when we are all leading organisations through change, to become more agile, efficient, to adopt new technologies and respond faster to our external environment- this high quality, high impact program is making a difference.

Whole of value chain focus in growing exports

Be.Bendigo teamed up with the Committee for Shepparton, Committee for Echuca Moama, City of Greater Bendigo, ANZ and Access Australia Group to strengthen trade relationships in Jiangsu Province, China throughout the year. We signed an agreement to increase friendly cooperation and trade between Haimen Chamber of Commerce and Be.Bendigo in February 2017. Haimen is a major port city with a population of one million people on the outskirts of Shanghai. Central Victoria stands to significantly benefit from the increased prosperity of China's middle class. However, we will only realise the full benefit of those opportunities by working in partnership with major food producing neighbours including Shepparton and Echuca. Be.Bendigo will continue to play a leadership role in consolidating effort to open new markets and attract investment into growth sectors across the region. Be Bendigo partnered with ANZ to run a series of workshops in 2017 to support members preparing to enter an Asian market for the first time, as well as sessions for experienced exporters. Our workshops connected members with Austrade and the Export Finance Investment Council (EFIC) to provide access to government grants and advice.

Convening the Alliance for a Smarter Bendigo

In the 16.17 financial year Be.Bendigo led a bid to position to our city for significant public and private investment under the Australian Government's Smart Cities agenda. Our bid includes three defining features:

- A notional regulatory ring fence, to facilitate innovation in energy generation, storage and trade and to attract further investment through new business models for land and property development.
- An innovative finance model, to bring forward the delivery of enabling infrastructure for Bendigo, (water, energy, transport and housing) by attracting investment from the superannuation market.
- Cultivating partnerships between universities, business and industry, to road test new application based solutions in Bendigo.

Bendigo's bid for a city deal would achieve a cooperative agreement between commonwealth, state and local governments to deliver a defined list of projects over a ten to fifteen-year timeframe. Our business community would benefit enormously from the confidence and clarity the agreement would provide. It would offer local businesses a known pipeline of opportunity and forward notice to ramp up investment and employment to meet local demand. Projects in the Bendigo bid include large fixed infrastructure projects, together with technology projects (city wide data platform) and services (software applications to create better user interface for the city.)

Be.Bendigo raised \$110,000 in seed capital to fund our initial work toward a city deal, a first for our organisation. Our successful delivery of the bid document, initial strategy and action research report demonstrates a growing capacity for Be.Bendigo to convene effort towards regional business goals.

Be.Bendigo and the City of Greater Bendigo are actively advocating for commonwealth and state support for our bid. During the 16.17 financial year we met with relevant Ministers and senior public servants in Canberra and Spring Street to make our case.

Cultivating an innovation eco-system

As convener of the Bendigo Inventor Awards, Be.Bendigo has engaged a national network of universities, inventors, investors and entrepreneurs toward our vision. We are working to position Bendigo as the Innovative regional city, by hosting a series of events that connect Bendigo with extraordinary inventions related to emergency services and disaster management. Chairman of the Bendigo Inventor Awards, Paul Chapman has championed a focus on emergency services and disaster management to attract high quality entries and to build valuable relationships between inventors and the end users- government agencies. Paul has been shortlisted for a Victorian Regional Leadership Award for his efforts in cultivating an innovation eco-system in Bendigo. The renewed inventor awards has already attracted the support of three major Australian brands, Australian Red Cross, Engineers Australia and KPMG. We are thrilled to include four education partners in 2017, La Trobe, Deakin, Monash Universities and the Goldfields Local Learning and Employment Network.

Be.Bendigo hosted the first Festival of Failure in Bendigo and Melbourne as part of our Bendigo Inventor Award Program, attracting 600 guests across both events and raising a prize pool of \$10,000 for the Bendigo Inventor Awards as a result of the events.

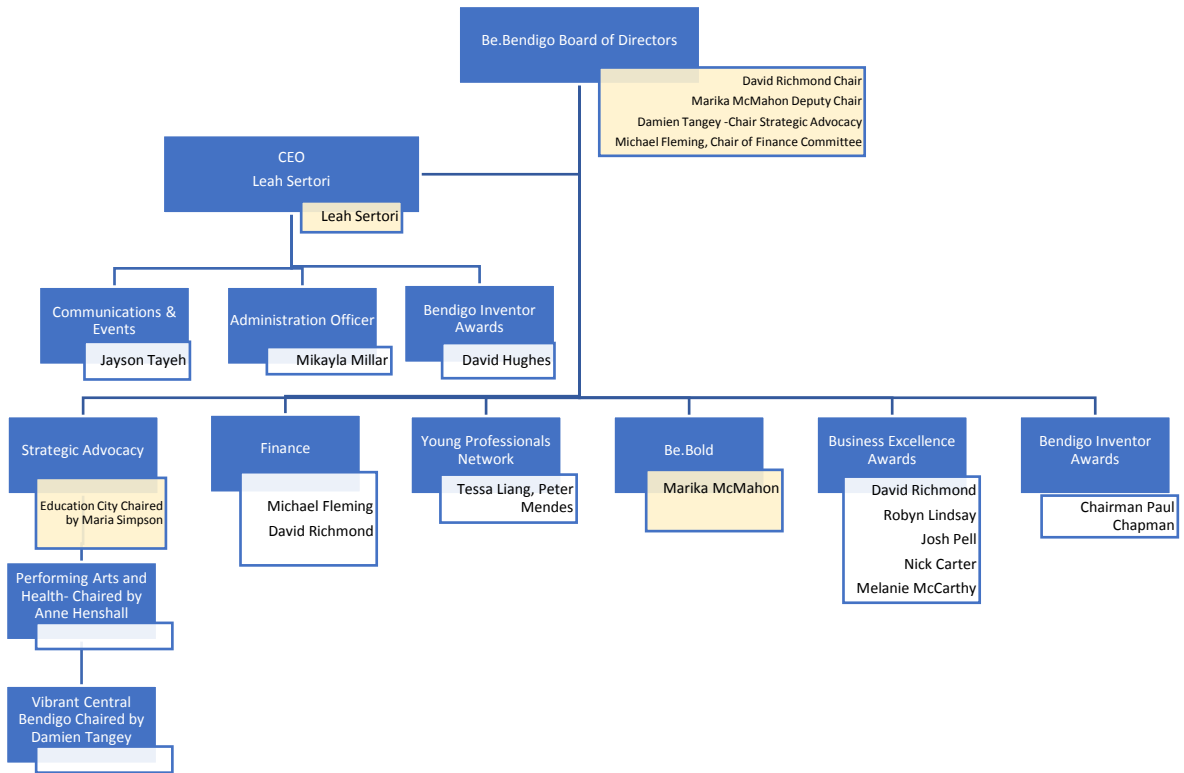
Acknowledgements

Thank you, to each of our members and partners for enabling Be.Bendigo's purpose and ambitious agenda. Our team at Be.Bendigo work diligently to support members and partners throughout the year. My sincere thanks to Mikayla, Jayson, David and Bryley who were all members of our team in the last financial year. Your contributions have been incredible. We are also fortunate to work with a highly skilled volunteer board who invest a huge amount of time and energy in Bendigo.

Leah Sertori

CEO

Be.Bendigo's Structure



Support for Small Business

At a glance

At 30/6/17 Be.Bendigo had 606 members.

310 financial members and 296 non-financial members.

Hosted 51 events for our members.

11 Free Business After Five Networking Events

5 major ticketed events

5 Business Excellence Awards Series

6 Bendigo Inventor Awards Events

9 Smarter Bendigo Forums and Seminars

5 Board room lunches

4 trade development workshops

6 financial literacy workshops

12 events with major partners

Be.Bendigo launched a digital members directory on our new site, allowing members to introduce an exclusive offer to each other, network and make new connections online.



Advocacy

Education City Bendigo

The Bendigo Education City Fund was launched at the 2017 Bendigo Business Excellence Awards, on the 9th of June, by Maria Simpson, Chair of the Education City initiative.

Be. Bendigo partnered with the Community Foundation for Central Victoria to deliver better educational outcomes for Children right across Central Victoria. Education is the foundation of our workforce and economy. Delivering educational opportunities to children at an early age improves education outcomes, employability skills and the general prosperity of the region.

About the Bendigo Education City Fund

Be. Bendigo's Education City working group created a new fund with the Community Foundation for Central Victoria to support three projects aimed at boosting early childhood literacy in Bendigo.

The fund is a perfect way for Be. Bendigo's members to support Bendigo Education City through workplace giving.

Education City: Vision statement

For Bendigo to be known as an Education City. We aspire for and invest in excellent educational outcomes for all young people. To that end, the group will be focussing on Early Childhood Literacy.

Education City supports the Communities for Children: Early Years Literacy and Language Development strategy launched in 2015 and will support the following projects

Books for Babies

Let's Read

Imagination Library

Book Box Library



Participants in the Imagination Library program at Eaglehawk Neighbourhood House

Image credit- Bendigo Advertiser

Academy of Performing Arts & Health

Be.Bendigo's Performing Arts and Health Committee chaired by Anne Henshall delivered a stunning vision to develop a

“world class education and research facility for students and practitioners of performing arts, instilling a skill set that improves health and wellbeing through research and practical training.”

The group examined opportunities to leverage Bendigo's world class regional hospital and the interest many clinicians have in music and the arts to anchor an academy in the region.

An initial two year action research process has been completed by the volunteer group, which includes performers, clinicians, academics and business leaders, to assess the viability of developing an Academy of Performing Arts and Health. The Academy would provide a community of excellence for performers, delivering a curriculum which also allows graduates to practice in music therapy.

The group are now working to complete a detailed business case, exploring the benefit cost of the Academy for the region.



An Academy for Performing Arts and Health would further leverage the city's \$630million hospital and established arts scene to improve health outcomes and the wellbeing of patients whilst in care.

Bendigo Business Excellence Awards

As hosts of the 2017 Bendigo Business Excellence Awards, Be.Bendigo was delighted to celebrate another successful year of business achievement, with a significant increase in involvement across each award category.

Our family of Sponsors grew this year, with contributions providing a strong result across the six-month program.

Our Major Sponsor for the 2017 Bendigo Business Excellence Awards was the Bendigo Advertiser.

Highlights included a record number of nominees (700+) and applications (150+) received. The development of a well-strategised social media campaign engaged audience across Facebook & Instagram that drove much of the programs success. A solid foundation to build on in 2018, our social media platforms have a strong following. A record number of tickets sold (500+) to the Annual Gala event, this year including previous years winners and other entertainment, which helped strengthen the budget deficit. We saw the addition of a celebratory evening of excellence with the introduction of the Winner's Dinner. This event brought all Sponsors and Winner's together for an intimate opportunity to congratulate, network and reflect.

The overall campaign involved three specific phases – Nomination, Application & Gala.

The nomination phase was opened at Todd Newman Builders, the 2016 Bendigo Business of the Year Award recipient.

Nomination

Nominations received = 720

During the Nomination Phase we also ran the nominations for the People's Choice Awards. Eligibility for the People's Choice Awards was based on the amount of votes per business – the top 20 businesses were selected. This year we saw a record number of votes for the People's Choice Awards with over 15,000 votes recorded.



Business of the Year: Frankie & Co. Photo credit- Bendigo Advertiser

Applications

Applications received = 154

During the application phase we ran the 2017 Masterclass Session – a continuation of the event from the previous year. The Masterclass Session involved a number of seminars, held by Sponsors of the Bendigo Business Excellence Awards at La Trobe University. The Masterclass Session took place on Thursday 2 March 2017, with seminars being held across the whole day – free for any Bendigo businessperson to attend. To conclude the 2017 Masterclass Sessions, in conjunction with the City of Greater Bendigo, Be.Bendigo was delighted to host Brian Walker, the Retail Doctor as the keynote speaker.



Apprentice of the Year Joshua Brown dedicated his award to his Grandmother Shirley.

Gala Total Audience = 720 guests

The annual Bendigo Business Excellence Awards Gala was this year held at Ulumbarra Theatre, Bendigo. With the support of Capital Venues & Events, PowerAV, Bendigo Senior Secondary College, Nexus Youth Theatre Company and Z-Fit Studios, Be.Bendigo was able to deliver a successful Gala atmosphere and performance that stemmed from the previous years success.

By utilising the support of local talent, we were able to better manage the high costs involved in putting on such a show. Furthermore, with the support of our Sponsor family, our MC Mike Goldman and the strength of a well co-ordinated marketing campaign, we saw a significant increase in engagement much earlier on, in the lead up to the event.

Partnerships

Be.Bendigo successfully built on our partnership with excellence awards sponsors in 2017. We were able to partner with Bendigo TAFE to showcase student's skills in the Diploma of Fashion. Our Deputy Chair Marika McMahon was dressed by student designer #####. Marika's dress was also



Winners Dinner

Following the Gala Event was the introduction of the 2017 Bendigo Business Excellence Awards Winner's Dinner. The Winner's Dinner included the involvement of our Sponsor Family and the winner's of the 2017 awards.

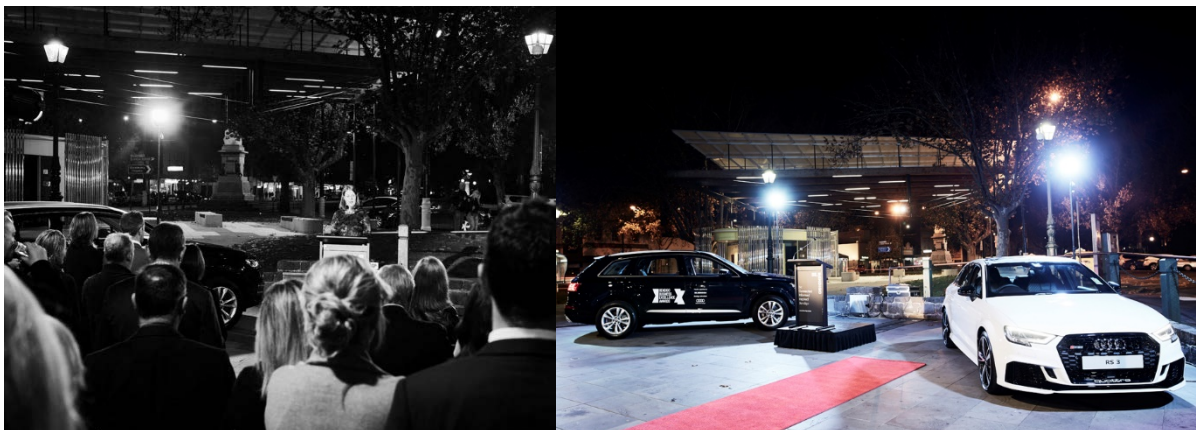
The Winner's Dinner, which was hosted by Audi Bendigo at FOS Kitchen & Bar was a resounding success. The event included a red carpet entrance, drinks & canapés during initial speeches and a celebratory sit-down dinner for 100 guests. The evening was exceptionally well received, with many of our winner's and sponsors enjoying the conclusion to the program with the opportunity to congratulate, network and reflect.



Audi Bendigo's Marnie Hart and Peter Hyatt are joined by Be.Bendigo Directors Melanie McCarthy, Robyn Lindsay, David Richmond, Marika McMahon and CEO Leah Sertori at the 2017 BBEA Audi Winners Dinner.



Our winners were served a magnificent meal from Fos Kitchen and Bar. Audi Bendigo's Peter Hyett addresses our guests.



CEO Leah Sertori welcomes the 2017 category winners. The Audi Q7 with Be.Bendigo branding on display.

"Being nominated and winning an award the last two years in the Bendigo Business Excellence Awards has helped our business define and develop our vision, values and purpose, which has lead to an increased understanding of our capacity to influence change in our community. The flow on effect of winning this award has seen awareness on a state wide level."

Saari Frochot-Ryan 'Z Fit Studios'
 Winner of 2017 BBEA Excellence in Health & Wellbeing.

“Winning three categories is an absolutely fantastic outcome and means an incredible amount to all of CVGT. It is the pinnacle of recognition in Bendigo. It acknowledges all of the hard work we have done, day in and day out to achieve our goals and to making the Bendigo region a better place to live, work and enjoy,”

John Lynch, Deputy CEO CVGT Winner of Employee of the Year, Winner of Apprentice of the Year and Winner of Professional Service of the Year

“We are so sincerely thrilled and absolutely gobsmacked to have won an award at the Bendigo Business Excellence Awards, not just because of the quality of the people with whom we share the finalist position, but for the important role these awards play in bringing to the surface such hardworking organisations. So thank you, we know that to achieve real success in an industry such as ours, we need to have great governance, we need to have an inspiring vision, and we need to have values that we can live by. It is tremendous to know these aspects are echoed across many community organisations in Bendigo, to be one of many whom these awards mean very much.”

Kim Sykes ‘Bendigo Community Health Services’ - Winner of the 2017 BBEA Social Enterprise of the Year



Excellence in Retail: Oliver Birch Photo credit- Bendigo Advertiser

Bendigo Inventor Awards

Be.Bendigo took on the role of convening the Bendigo Inventor Awards from 2017.

By May 16th we were joined by Emergency Services Commissioner Craig Lapsley for our national launch at KPMG. We raised \$10,000 cash from two amazing Festival of Failure Events to generate a prize pool for the 2017 competition. Our work as host has profiled Bendigo on the national stage as the innovative regional city, connecting inventors with investors and the rest of the world. We are only halfway into our first year hosting the program and have already engaged more than 1,000 participants in our events and built a strong following on facebook with 1,906 followers.



Emergency Services Commissioner Craig Lapsley officially launched the 2017 Bendigo Inventor Awards Program at KPMG in Docklands in May, to an audience of 100 interested participants and supporters.

Be.Bendigo chose to launch the program in Melbourne to raise the profile of innovative Bendigo businesses and inventors with a broader audience.

Our Inaugural Festival of Failure proved to be anything but, with over 400 people attending our Bendigo event at Ulumbarra Theatre, and 100 people at our more intimate Melbourne event held at Engineers Australia. Both events served to showcase innovation and resilience and inspired and entertained in equal measure.



High Calibre: Engineers Australia National President John McIntosh, Professor Jamie Seymour, Andrew Green of G2 Innovation, Yanir Yukateil of Sail, IP Attorney Michael Cooper, Bindi Cole Chocka, Iconic Indigenous Artist at the Melbourne Festival of Failure.

Feedback on the Festival of Failure

We are excited about the energy and vibrancy we are seeing on show here tonight. Bendigo is showcasing itself as an innovation hub at this event and it certainly makes the prospect of moving businesses to Bendigo very exciting.

OTIS Technologies

I wonder why Bendigo is doing this and not Melbourne? Melbourne needs to take note!

KPMG (Partner)

This is exactly the type of thing we need in Victoria and we would love to hear more.

Innovic

Just wanted to write and say well done on a fantastic event. I was really impressed with the standard, structure and efficiency. I had a great time and really enjoyed it.

Andrew Jones – FOF Presenter

Thanks for the chance to speak, I had a great time. I'm a big fan of what you are doing with the Inventor Awards.

Grace Lethlean – FOF Presenter

*Thanks so much for inviting me to be a part of it all. I felt privileged to hear the other stories and to help raise money for such a worthy cause. **Bindi Cole Chocka – FOF Presenter***

Andrew Jones – he should be a TED speaker, (please look up TED if you don't know what this is) smashed it out of the park is the phrase I would use, his talk of innovation was inspiring. If there was to be another of these in future, I would definitely attend.

Young Industry Ambassador from local food business

Our **Hack for Humanity** brought together tech-preneurs from as far afield as Canberra to work on real life issues faced by Red Cross, SES, CFA and hospital emergency departments.

Bendigo Inventor Awards hackathon event Hack for Humanity aims to help emergency services



Natalie Croxon
@nalcroxon

12 Sep 2017, 7 a.m.



Share



Tweet



Email



Bendigo Inventor Awards program director David Hughes, Bendigo SES deputy controller Natalie Stanway and La Trobe University's Bendigo head of campus Rob Stephenson are looking forward to what might come out of the Hack for Humanity.

Be.Bendigo is proud to host the Bendigo Inventor Awards to:

Strengthen an Innovation Eco-System in Bendigo

Attract investment to Bendigo

Showcase our city as the Innovative Regional City

Connect Inventors with Investors

Showcase Australian Ingenuity

Facilitate valuable partnerships between industry, academia and inventors

Promote investment in STEM education

Generating wider media profile for the Inventor Awards

In the 16.17 Financial Year Be.Bendigo generated 36 unique stories on Inventors and the Bendigo Inventor Awards Program through:

ABC Red Symons Morning Show featuring Dr Jamie Seymour

ABC NSW Western Plains Statewide Drive with Fiona Wyllie featuring David Hughes

ABC Central Victoria Mornings featuring David Hughes

ABC Central Victoria Mornings featuring Christian Wagstaff

MMM featuring Rob Gell

Gold FM featuring David Hughes

The Bendigo Advertiser

The Bendigo Weekly

Nine News

Win News

10 BENDIGO ADVERTISER Saturday July 08, 2017 bendigoadvertiser.com.au

Festival speaker's resilient outlook

Experimenting for success

BY MARK KEARNEY

ANDREW Jones has built a career out of failure. The G2 Innovation co-founder has worked with some of the world's biggest brands, including Nestlé, Coca-Cola and Ford, encouraging their employees to embrace risk-taking.

The Festival of Failure speaker, who will address Bendigo audiences at Ulumbarra Theatre on July 20, said a line of error was "baked into our DNA".

But without mistakes, we may still be without technological breakthroughs like electricity and artificial light, Mr Jones said.

Negative connotations attached to the word "failure" meant he preferred to speak about "experimentation".

That way, employees could be encouraged to treat risk-taking like a scientist would a laboratory test, formulating and trying hypotheses before acting upon the results.

The most exciting time in our business history, the world is our oyster," he said.

"I believe we live in the most exciting times in our business history, the world is our oyster," he said.

"But I appreciate others find the pace of change quite daunting.

"If we carry along doing what we always do, we will always get what we've got."

He envisaged a world in which schoolchildren were taught from a young age how to experiment and how to rebound when plans did not go as expected.

"If there were processes around creativity and systematically embracing failure, and we embedded it into all our work, problems would be viewed differently, we'd see far more problem-solving," Mr Jones said.

The only restriction Mr Jones taught his protégés were the rule of law and the laws of physics. But even those were up for debate, according to the Goolbong-based entrepreneur.

Mr Jones cited the example of aviation pioneers Orville and Wilbur Wright, brothers who were told a heavier-than-air aircraft would never fly only to launch the world's successful airplane.

"There's science that can be challenged. Anything is possible."

Among those slated to appear alongside Mr Jones at Ulumbarra later this month are weather presenter Bob Gell, House of Mirrors creator Christian Wagstaff and political journalist Annika Smethurst.

The Festival of Failure is part of the Bendigo Inventor Awards program.

TRYING TIMES: One Festival of Failure speaker will encourage his audience to think of risk-taking as if it was posing a scientific hypothesis. PICTURE CONTRIBUTED



bendigoweekly.com.au Bendigo Weekly - Friday, July 14, 2017 Friday, July 14

Failure a plus

A NEW VIEW: Paul Chapman says failure is a part of life. PHOTO: ANDREW PERKINMAN

THE Bendigo Inventor Awards program will celebrate the positives of failure as part of an event to be held at the Ulumbarra Theatre next week.

Bendigo Inventor Awards committee chairman Paul Chapman said everyone has failed at something - a test, a relationship, a job interview, but failure needs to be seen as a part of life.

"Entrepreneurs, business people, humans - we all, at some stage, become a victim of failure. But, according to it, it is this victim mentality that is holding us back from achieving our potential," he said.

Mr Chapman believes it is how we perceive and respond to failure that determines our ultimate success.

"Failure is something that we all experience at some point in our lives - some people more than others. But experiencing failure is important for learning things such as resilience, perseverance and adaptability."

As executive chairman of Australian Turndale Company, Mr Chapman is no stranger to failure himself.

"I have taken many, many products to market. Some have worked, many haven't. But each time, I reflect, I learn and I try again," he said.

But it is a philosophy that has served him well, and his company is now considered to be the global leader in their field and the company have worked on projects around the world.

Mr Chapman accepts that nobody wants to fail, but insists that when we do (and we will) we should use the experience to motivate us to keep going, to try again, and to do better next time.

The Bendigo Inventor Awards is hosting the inaugural Festival of Failure - set to become an annual event on Thursday, July 20.

"The response we have had to this event has been overwhelming," Mr Chapman said.

The Festival of Failure will be held at Ulumbarra Theatre from 3pm until 6pm, Thursday, July 20.

Tickets are available via the Capital or GoTix.

ENTHUSIAST through your feet. The and "I took a 75 kilo track in five plays, raising raising money for and e ful to ing it cupi Mr L. a for grix each

St to th

COUNTRY CLUB VILLAGES

FESTIVAL OF FAILURE

Failure, noun

1. an act or instance of failing or proving unsuccessful, lack of success;
2. nonperformance of something due, required, or expected;
3. a person or thing that proves unsuccessful.

THE FESTIVAL OF FAILURE IS A HIGHLIGHT EVENT OF THE BENDIGO INVENTOR AWARDS PROGRAM.

Entertaining, inspirational and educational, the Festival of Failure de-stigmatises the notion of failure, and shares a powerful message - that failure is not something to be feared! It is in failing that we grow and learn how to improve. In order to achieve our dreams, we must embrace failure, and all it can teach us.

Through an inspiring panel of speakers, learn how to appreciate failure as a part of the journey of whatever you dare to attempt, and not to let it stop you from chasing your dream.

SPEAKERS



Annika Smethurst
(ABC) Walkley-Award winning journalist and National Political Editor, NewsCorp



Rob Gell OAM
Geomorphologist, author, photographer and weatherman. Rob will share stories from his "Lifetime of Failure"



Dion Williams
Dion is always prepared for failure - which is why he will give anything a go. The result? A lead part in Gallipoli and a budding new career as a stand-up comedian.



Grace Lethlean
What happens when inventions fail? Well, sometimes they succeed in unexpected ways! Grace will show you how.



Andrew Jones
Andrew believes that failure is the fuel of innovation and has worked with Nestlé, Coca-Cola and Ford in helping them understand this. Let Andrew teach you how to use failure to drive you, and your business, forward.



Christian Wagstaff
The creative force behind House of Mirrors, Dark MOFO, the Logies and Crown Casino. Learn how Christian's early failures freed up his creative philosophy.



Jamie Seymour
Responsible for first aid and safety on Steve Irwin's last fateful dive, hear how this life-changing event impacted Jamie and his ability to carry on.

"Failure is simply the opportunity to begin again, this time more intelligently."

- Henry Ford

DATE & TIME
Thursday 20 July
3:00-6:00pm

LOCATION
Ulumbarra Theatre
10-20 Gard Road,
Bendigo

TICKETS
\$55 General Admission, \$45 Pensioners,
\$35 Students and under 16
<http://tinyurl.com/festivaloffailurebendigo>

Presented by **BE.BENDIGO**

Event partners **Go! Payde** **anderson**

Partners **BENDIGO** **anderson** **anderson**

Education partners **LATITUDE** **anderson** **anderson**

Media Partner **anderson**

Trade Development



Be.Bendigo CEO and Chairman of the Haimen Chamber of Commerce sign a cooperative agreement to advance trade.

Be.Bendigo's strategy includes an action to support greater collaboration between members involved in the export market. In 2017 Be.Bendigo participated in a trade delegation to our sister City Haimen in Jiangsu Province, People's Republic of China. Be.Bendigo is one of five organisations currently involved in talks to establish a Central Victorian export development enterprise, inspired by the Toowoomba model, TISBE. We partner with Central Victorian Agribusiness Forum, City of Greater Bendigo, Committee for Shepparton and the Committee for Echuca Moama to strengthen export growth from our region.

Be.Bendigo, together with our partner ANZ, connects members with the Commonwealth Department of Industry, Austrade and EFIC to ensure our members access support as they grow.

Be.Bendigo's active support for export oriented members is now well acknowledged by the City of Greater Bendigo and State Government. Be.Bendigo also hosted Senior Australian Diplomats working in China, Brunei and Poland to share their views on emerging markets with members.

Smarter Bendigo

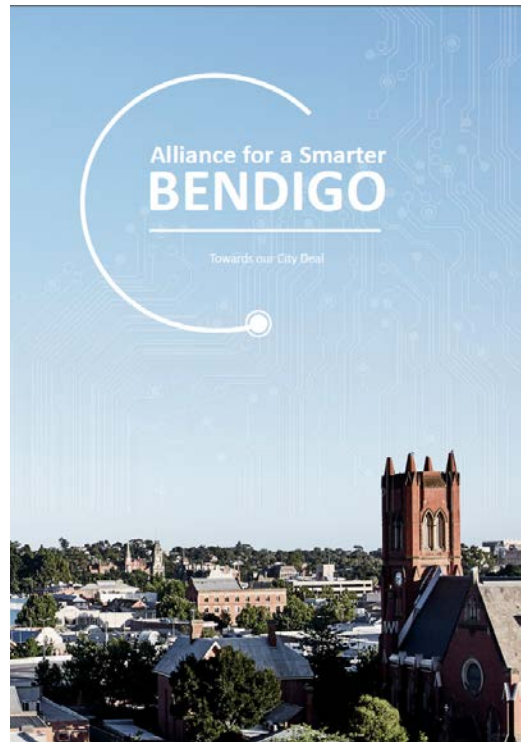
When the opportunity arose to submit an expression of interest, under the Australian Government's Smart City Policy in June 2016 Be.Bendigo gathered members to discuss.

What began as a conversation about a funding opportunity quickly developed in a strategic approach to grow our community's balance sheet.

Be.Bendigo partners, including Bendigo and Adelaide Bank encouraged us to think big and develop a strategy that would increase our community's prosperity and wellbeing beyond the term of a government funding agreement.

We asked partners if they had an appetite to contribute seed capital, to form an alliance and develop a bid for Bendigo.

The Alliance for a Smarter Bendigo was born in July 2016.



Alliance for a Smarter Bendigo strategy document, developed by Be.Bendigo in partnership with the City of Greater Bendigo and our 14 Alliance Partners.



By October 2016 our Alliance had developed a robust strategy toward a Smarter Bendigo.

The strategy was informed by a two-day Smarter Bendigo Symposium attended by more than 80 local stakeholders.

Using a design thinking methodology, the group developed a set of problem statements that were complex social and economic issues that could only be addressed effectively by bringing the commonwealth, state and local governments together with industry and community. We then began to develop long term goals for each problem statement- with a ten-year horizon and work backwards to identify the actions we needed to complete in the medium and short term- to achieve those aspirational goals.

Following the symposium, we engaged a wide group of local stakeholders in building the draft city deal on your table. The document is still in draft form and is not yet available for public release.

We have included a series of major projects and immediate, small scale demonstration projects under five key headings:

- Digitally connected city
- Smarter infrastructure
- Smarter energy
- Jobs, skills and education for Bendigo
- Building a healthy city

There are three key ideas that define the Bendigo bid:

- The first idea is our aim to grow our whole community’s balance sheet. By leveraging the capital, talent and experience of all of our alliance partners. This approach, of working together to implement our strategy will help grow Bendigo’s innovation ecosystem.
- A regulatory ring fence, enabling our members to test innovative solutions such as peer to peer electricity trading.
- A set of conditions to foster a living laboratory.

Bendigo Advertiser



Thursday September 7, 2017

News | Local News

Mayor, smart cities coalition sign agreement for Bendigo to share knowledge with world

Mark Kostner
@mkostner

5 Mar 2017, 3 p.m.

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The Alliance for a Smarter Bendigo secured 83 pieces of media on the Bendigo bid for a Smart City Deal. We forged strong, global connections with the GSC3, the Global Smart Cities Alliance, with Smart City Hong Kong and Nanjing in PRC and with a number of global technology firms. These relationships are key to maintaining Bendigo’s currency on information management at a global level.

Mayor, Margaret O’Rourke signs the GSC3 Agreement.



MARGARET LIM | FEBRUARY 6, 2017

Regions a testbed for smart cities

City Deals



Leish Sertori: Bendigo Business Council is an active supporter of the *Intelligent Communities 2017* forum

Australia's regional cities make the perfect testing environment for larger 'smart city' policies and projects, and should be used to deploy pilot programs

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Mandatory data breach legisla...



*Victorian Treasurer
The Hon. Tim Pallas
MP joined Be.Bendigo
members to explore
the value of a Smart
City Deal for Bendigo
in late 2016.*



*Members of the
Alliance for Smarter
Bendigo presented the
strategy to the
Department of Prime
Minister and Cabinet.*



*Advocating for the
Bendigo deal with the
Hon. Angus Taylor,
Minister for Cities and
to The Hon. Darren
Chester, Minister for
Infrastructure in
Canberra in February
2017.*

Women.i.s.e, Supporting Women in Business



Marika McMahon, Deputy Chair of Be.Bendigo & Chair, Women.i.s.e

Be.Bendigo hosted five Women in Business Events in the 2016.17 financial year, engaging more than one thousand women. Events featured a diverse range of women from international Diplomats (Frankie Reed, US Consul General to Australia) to small business owners and entrepreneurs. Our International Women's Day Breakfast attracted 250 guests to hear from three well known women politicians, The Hon. Lisa Chesters MP, The Hon Jacinta Allan MP and Cr. Margaret O'Rourke, Mayor.

Be.Bendigo, supported by our Alliance with the City and our partnership with ANZ hosted a morning tea for Global Women Entrepreneurs Day at the Brougham Arms featuring presentations from local business women on the purpose and passion driving their success.

Young Professionals Network

Young Professionals Network is owned and managed by Be.Bendigo. The Network now has 1,300 members with whom it communicates regularly via social media. In 2016.17 YPN hosted 11 events. The network plays a very important role in welcoming young professionals moving into Bendigo for the first time and building a network around them. YPN is directly influencing the decisions of young members to stay in Bendigo after an initial experience of one or two years working here.



Be.Bendigo
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Bendigo, Victoria 3550
PO Box 113

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ACCOUNTING & AUDIT SOLUTIONS BENDIGO
61 Powells Avenue
BENDIGO VIC 3550

19 October 2017

Dear Sir/Madam,

Pursuant to your request and in connection with your examination of our financial report for the period ended 30 June 2017, for the purpose of you expressing an opinion as to whether the financial report is, in all material aspects, presented fairly in accordance with Accounting Standards and other professional reporting requirements, we submit the following representations after making appropriate enquiries and according to the best of our knowledge and belief:

General

1. All financial records and related data have been made available for inspection. All material transactions have been properly recorded in the accounting records underlying the financial report.
2. There have been no irregularities involving management or other employees that could have an effect on the financial report.
3. Except as disclosed to you, there have been no:
 - Violations or possible violations of laws or regulations, the effects of which should be considered for disclosure in the financial report or as a basis for recording a contingent loss; or
 - Communications from regulatory authorities concerning non-compliance with, or deficiencies in, financial reporting practices.
4. We have established and maintained an adequate internal control structure to facilitate the preparation of a reliable financial report, and adequate financial

records have been maintained. There are no material transactions that have not been properly recorded in the accounting records underlying the financial report.

5. We have no plans or intentions that may materially effect the carrying values, or classification, of assets and liabilities.

Assets

6. There were no deficiencies or encumbrances attaching to the title of the Organisations assets at balance date other than those reflected in the financial report.
7. There are no arrangements to repurchase assets previously sold.
8. The measurement methods, including related assumptions, used to determine fair values relating to assets and liabilities are appropriate and consistently applied.
9. The requirements of AASB 136 Impairment of Assets has been considered in assessing the carrying value of assets and in ensuring that no assets are stated in excess of their recoverable amount.

Liabilities

10. All liabilities which have arisen out of the activities of the Organisation to the end of the financial year have been included in the financial report.
11. There are no contractual commitments for capital expenditure at balance date not included in the financial report.
12. There are no contingent liabilities, including guarantees (other than guarantees of the Organisations self-performance), at balance date which are not disclosed in the financial report or the notes thereto.

Other

13. No events have occurred subsequent to balance date which would require adjustments to or disclosure in the financial report.

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14. The Board has completed budgets and cash-flow projections for the coming year and is satisfied that Bendigo Business Council will continue as a going concern.
15. The names of all known related parties (including controlled entities) have been made known to the auditor and disclosed in the financial report.
16. Other than as detailed in the financial statements, the Organisation is not aware of any breach or non-compliance with the terms of any contractual arrangements, however caused, which could initiate claims on the Organisation and which would have a material effect on Bendigo Business Council's financial report.
17. The Organisation has an established procedure whereby an officer reviews at least annually the adequacy of insurance cover over all assets and insurable risks. This review has been performed, and where considered appropriate, assets and insurable risks of the Organisation are adequately covered by insurance.
18. Details of frauds, thefts and losses which have occurred have been advised to you.


We understand that your examination was made in accordance with Australian Auditing Standards and was, therefore, designed primarily for the purpose of expressing an opinion on the financial report of the entity taken as a whole, and that your tests of the financial records and other auditing procedures were limited to those which you considered necessary for that purpose.

Yours faithfully



Executive Officer

Date: 19 OCTOBER 2017 .



Board Member

Date: 20/10/17

PLATINUM PARTNERS



ALLIANCE PARTNERS



GOLD PARTNERS



SILVER PARTNERS



MEDIA PARTNERS

