

Business of the Month

Introducing Cobden Business Network's new logo

TRYING OUT AT TAFE



South West TAFE's recent "Try A Career Day" was attended by more than 250 Corangamite year 9 students.

Co-ordinated by the South West LLEN, the day allows students to try three areas of interest over two hours. Our pictures show Cobden Technical School's Jorja Fowler (above) in her Visual Arts session and Mitch Wright (below) perfecting the art of changing a wheel in the Automotive workshop.



COBDEN CALENDAR	
Monday 1st July:	7.30pm Progressing Cobden meeting at Heytesbury Room, Civic Hall
Saturday 6th July:	1.30pm Hoy afternoon at Senior Citizens' Hall. \$2 entry. Phone 55951 693
Friday 19th July:	6.30pm Cobden Combined Service Clubs' Dinner 2013. Hosted by Cobden CWA. Cobden Golf Club. Ph: 5595 1181
Monday 22nd July:	1pm Senior Citizens AGM Ph: 5595 1693
Sunday 28th July:	1.30pm Country Music Afternoon at Senior Citizens' Hall. \$5 entry, afternoon tea supplied. Phone 5595 1693

COAD CLAN at CHANGEOVER

Supporting incoming president Glenice Coad at the Rotary Club of Cobden's changeover dinner on Friday night were proud members of her family:

Back: Daughter Fiona Ferguson (left), granddaughter Sydney Coad, son Lyndon, granddaughter Jordan Coad (middle) and daughters-in-law Sue and Marianne Coad.

Front: Granddaughter Chelsea Ferguson, Glenice, son Barry, grandson Jack Ferguson.



Name: Anipro Liquid Supplements
 Owners: Bruce and Rhonda McGauchie
 Business: Sales and service of liquid food supplements and weather-pro minerals for dairy and beef cattle and sheep.

Bruce and Rhonda (above) began the liquid feed supplements business from scratch in December 2007. It has grown rapidly especially since the Ballarat distributorship was added in 2010.

Because of their knowledge of the livestock industry and their background knowledge of the product, they were invited to open the business by Performance Foods. The business has become the largest Anipro distributorship in Victoria and one of the largest in Australia. It has increased 400% in size since its first year of operation which had been a good opening season.

Ten things a reader might not know about Anipro . . .

1. Bruce had 35 years in farming.
2. Bruce has several nutritional certificates.
3. Before starting their own business, Bruce and Rhonda owned and ran a 500 cow dairy farm.
4. Before Cobden, they had eight years of previous experience with Anipro.
5. Bruce and Rhonda won the National Distributor of the Year title for Performance Foods in 2011-12.
6. Clients have access to national and international nutritional advice.
7. Anipro is a fully-serviced product.
8. Bruce has been attending the National Ruminant Nutrition Association meetings and activities.
9. When younger, Bruce was a very keen cricketer, playing many representative and association matches in the Goulburn Valley region.
10. Bruce and nurse Rhonda have two children – Bridgette and Alex – who are both in Bendigo. Bridgette is nursing after finishing her critical care course and Alex is beginning nursing, hoping to become a paramedic.

Contact: Bruce McGauchie, 0428 339 363



Designed by Daniel Beard, it is smart, eye-catching and shows clearly that we are the centre of the universe as far as South Western Victoria is concerned.

The colors are intended to tone in with Cobden's new website and the new town entrance signs - yes, they are coming!

The CBN was created out of the Twenty20 Vision community planning process. It was formerly the Economic Sustainability/Education and Training Action Group which was clearly a mouthful. CBN has a much better ring to it as it goes about its major purpose - Keeping Cobden in Business!

CBN meets every second month either for breakfast or just after knock off time - well, for some!

Since its inception in August last year, the CBN has chalked up many credits. These include:

- Attracting a potential membership of more than 100 businesses, all of which are listed on the CBN pamphlet delivered to all residents.
- Committing to improving sales and service for Cobden and district people to encourage them to shop locally.
- Coordinating sales involving several businesses in the main shopping area.
- Taking on responsibility for the Community Bank-sponsored Christmas Celebrations – the event staged to thank customers for their support all year.
- Conducting a consumer survey which received nearly 300 responses. Results soon!
- Coordinating the weekly Stirlo's sausage sizzle to raise funds for local organisations.
- Developing a CBN website linked to the revamped cobden.org.au website.
- Developing a 'Cobden Community' page on Facebook. 'Like' it to keep up with Cobden deals!
- Taking up the fuel fight, lobbied to re-open the roadhouse and supported Farmer Power.
- Presenting five Business of the Month awards to well-credentialed Cobden businesses.
- Applying for a grant for a mobile sound system for use of member businesses.
- Producing a Saturday morning local broadcast in the arcade starring local organisations and talent last December.
- Investigating new notice and display boards for the town.
- Encouraging local employment and work placement opportunities.
- Developing a CBN Code that seeks to get all businesses on the 'same page' – working together, developing partnerships, leading by example . . .
- Promoting sponsorship as a two-way process between businesses and organisations.
- Investigating the use of a 'Cobden Card' as a reward for customer loyalty.
- Seeking feedback from customers. Please use the feedback box at Ritchies IGA.

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