



**BENALLA**  
business network  
BUILDING BUSINESS | SUPPORTING COMMUNITY

# Benalla's Top 10 book



Benalla Businesses - Committed to great customer service

## **BUSINESS EXPANSION AND RETENTION PROGRAM**

In 2007, the Benalla Business Network and Benalla Rural City conducted a giant dialogue with its business community, called the Business Expansion and Retention program (BEAR). Conducted by volunteers, the BEAR program asked businesses 42 questions about what could help them grow their business in Benalla, what concerns they had, and suggestions to make Benalla a better place to do business. The results of the conversations were analysed by the BEAR task force committee, and a number of key actions identified. Top of the list, was the need to ensure Benalla businesses offer the best possible service, to their customers and each other.

This 10 booklet is designed to be a simple and useful tool to help you know Benalla and all it offers. Each page is filled with information about Benalla - things you may not know, things you probably do. Feel free to add more items to the page - it is your book to enable you to offer even better customer service. If you have something to add for future editions, please let the Benalla Business Network know by calling Kyra Rheese on 5762 1457. Make sure you and your colleagues take some time to identify the top ten products and services your business offers.

The BEAR Task force hopes you will enjoy making Benalla the place known for its excellence in customer service, whether you are shopping or visiting.



## **10** GREAT CUSTOMER SERVICE TIPS

1. Smile, acknowledge, be friendly, say thank you
2. Keep work a 'baggage free' zone
3. Listen to the customer - what do they want?
4. Know your products
5. Enjoy offering great service, it's effortless and fun
6. If you don't stock what the customer wants, recommend someone in Benalla who does
7. Don't be afraid to sell - that's the aim of being in business
8. Always follow up - if you offered to get back to them...DO!
9. Serve every customer as if they are your favourite Gran
10. Be proud of your business and your Town

*Source: Benalla Business Network members*



## **10 THINGS TO DO IN BENALLA**

1. Satisfy your appetite at our fabulous places to eat
2. Take a drive to Winton Motor Raceway where action happens
3. Select a take home present from Benalla antique and book shops
4. Browse Benalla Art Gallery - Victoria's best regional gallery
5. Stroll Benalla's Botanical Gardens & Weary Dunlop Memorial
6. Treat yourself to the picturesque Benalla Lake Walk
7. Make music on the thong-a-phone at the Benalla Mural
8. Go back in time at the Costume & Pioneer Museum
9. Relax at local wineries and enjoy farm gate produce
10. Experience adventure gliding, ballooning & national parks



## **10 PLACES YOU CAN EAT**

1. 2 Winery lunches
2. 5 local and 4 rural Pub meals
3. 6 Restaurants
4. 10 Cafes and galleries
5. 3 Fast food chain outlets
6. 11 General stores and takeaways
7. 3 Clubs
8. 3 dine in and 2 retail bakeries
9. Have a Barby with award winning sausages or traditional paddock to plate fare
10. Caterers

Source: BEAR Taskforce



## **10 FAMOUS SONS & DAUGHTERS OF BENALLA**

1. Sir Edward 'Weary' Dunlop - Doctor and war hero
2. Sir Michael Joseph Savage - Prime Minister New Zealand
3. Hec Waller - Naval Strategist and war hero
4. Prue Acton - Fashion Designer
5. Winsome McCaughey - Lord Mayor of Melbourne
6. Mark Seymour - Hunters and Collectors
7. Nick Seymour - Crowded House
8. Baden Cooke - Cyclist
9. Tom Long - Actor
10. Ivan Durrant - Artist



## **10** DAY TRIPS FROM BENALLA

1. Sample the fabulous wines at the King Valley wineries
2. Visit the Milawa wineries, cheese and mustard factory
3. Mt Buller offers winter snow and summer activities
4. Enjoy the Yarrowonga Lake after a game of golf
5. Drive to Beechworth for Ned Kelly history and great boutiques
6. Bushwalk and cycle in the Warby Ranges
7. Lake Nillahcootie offers fishing and water activities
8. Avenel offers wineries, local produce and Ned Kelly history
9. Glenrowan abounds with Kelly history. Walk or cycle about or try their fabulous wineries
10. Visit the Ned Kelly Tree, Powers Lookout, Mansfield Police Station and cemetery

*Source: Benalla Rural City Council Tourism Advisory Committee*



## 10 THINGS THAT YOU SHOULD KNOW ABOUT BENALLA

1. Benalla is known nationally as the 'Rose City' due to its spectacular public rose gardens.
2. Benalla's beautiful Botanical Gardens are significant because their design dates back to 1886 and they are a fine example of 19<sup>th</sup> Century garden design. They were listed on the register of the National Estate in 1975.
3. The distances (and driving times) from Benalla to...

Melbourne	199kms north east of Melbourne	(2.25 hours)
Sydney	665kms south of Sydney	(8 hours)
Shepparton	61 kms east of Shepparton	(50 minutes)
Albury	110 kms west of Albury	(1.20 hours)
4. The population of Benalla in 2008 was 9,200 and the population of the Municipality was 14,000.
5. Benalla's climate can best be described as Mediterranean. Summer temperatures are hot and dry. (14.9°C - 31°C in January). Winters are cool to cold (3.2°C - 12.8°C in July). Most of Benalla's rainfall occurs during the months of June, July and August. The best times to visit Benalla are in Autumn and Spring.
6. Major industries that the town supports include:  
Schneider Electric  
Thales Defence Industries  
D&R Henderson fibre board manufacturers  
Benalla hosts the regional offices of some Government departments. Benalla exists to serve an extensive rural population surrounding the town, so agriculture is the major contributor to Benalla's economy.
7. Hours of operation for shops:  
Regular shopping hours are 9:00am to 5:30pm Monday to Friday, and 9:00am until 12:00pm Saturday.  
Supermarkets are generally open between 7.00am and 10.00pm all week; petrol stations between 7.00am and 7.30pm daily.  
24 hour petrol is available at the Liberty station on the Midland Hwy.





# 10 THINGS THAT YOU SHOULD KNOW ABOUT BENALLA

## 8. Recreation facilities locations:

Botanical Gardens, tennis and cricket grounds	Bridge St West
Benalla Saints football/netball ground	Bridge St West
Showground	Bridge St West
All Blacks Sports Stadium and football/netball:	Ackerly Ave
Lawn Tennis Club	Ackerly Ave
Benalla Bowls Club	Arundel St
Moirra Bowls Club	Mitchell St
Benalla Golf Club	Mansfield Rd
Golden Vale Golf Club	Golden Vale Rd

## 9. Things that you can do with the kids in Benalla:

- Visit the playground in the gardens and have a picnic by the lake.
- Bike ride around the trails surrounding the lake
- Fish in the river or lake

## 10. Transport Information

A community bus runs regularly from the ANZ corner.

Train arrival/departure times (please phone VLine 13 61 96 to confirm)

<b>MON - FRI</b>	<b>Departs Melbourne</b>	<b>Arrives Benalla</b>	<b>Departs Benalla</b>	<b>Arrives Melbourne</b>
	8:13	10:45	7:37	10:11
	12:13	14:58	10:45*	13:28
	18:13	20:51	13:55	16:39
			18:05	20:37

\* travel begins by coach: change over at Seymour

<b>SATURDAY</b>	<b>Departs Melbourne</b>	<b>Arrives Benalla</b>	<b>Departs Benalla</b>	<b>Arrives Melbourne</b>
	8:13	10:42	7:58	10:28
	12:13	14:52	13:55	16:48
	18:13	20:46	18:05	20:37

<b>SUNDAY</b>	<b>Departs Melbourne</b>	<b>Arrives Benalla</b>	<b>Departs Benalla</b>	<b>Arrives Melbourne</b>
	8:33	11:02	8:18	10:50
	12:33	15:18	14:15	16:51
	18:13	20:44	18:04	20:39



## **10 EASY ACCESS SERVICES**

### **1. Accommodation**

Comfort Inn Benalla - 48 Bridge Street West ,Benalla  
Phone: (03) 5762 4088 - 1 accessible room

Top of the Town Motel - 136 Bridge Street, Benalla  
Phone: (03) 5762 4537 - 1 accessible room

Glider City Motel - Cnr. Sydney Road & Witt Street, Benalla  
Phone: (03) 5762 3399 - 1 accessible room

### **2. Transport**

Town Bus Drop down easy access ANZ Cnr. Nunn and Bridge Streets.

Maxi Cab - Phone 5762 3333 Cnr. Nunn and Bridge Streets  
(near Blooms on Bridge)

### **3. Supported Employment**

Central Access Limited - Phone 5761 3555

### **4. Trouble Communicating?**

National Relay Service Speak and Listen 1300 555 727

TTY: 133 677 (for people who have a hearing, speech or  
communication impairment)

### **5. Recharge facilities for Scooters and Wheelchairs**

Mitchell Health Care, 65 Bridge Street, Benalla  
10am - 3pm Monday to Friday

Benalla Rural City Council, Civic Centre, Fawckner Drive, Benalla  
8.15am - 5pm Monday to Friday

Blooms on Bridge, Cnr. Bridge and Nunn Streets, Benalla  
9am - 5.30pm Monday to Friday, 9am to 12pm Saturday

North East Electronics, 19 Bridge Street, Benalla  
9am - 5.30pm Monday to Friday, 9am to 12pm Saturday



## 10 EASY ACCESS SERVICES

6. **Accessible Toilets**  
Visitor Information Centre, Mair Street  
Benalla Aquatic Centre, Mair Street  
Costume and Pioneer Museum, Mair Street  
Benalla Community Care, Coster Street  
Senior Citizens Centre, Fawckner Drive  
Botanical Gardens Public Toilets, Bridge Street  
Denny Street Public Toilets, Denny Street Carpark
7. **Benalla Access and Awareness Group**  
Contact Cathy Prior, Rural Access Project Officer  
Phone: 5775 8522 for local contact information
8. **Easy Dining**  
Bouwmeester's Bakery  
Bertalli's Bakery  
Benalla Gallery Cafe  
Raffety's Restaurant  
McDonald's  
Many others have alternate entry points.  
Please note: check availability of accessible toilets
9. **Accessible Attractions**  
Benalla Art Gallery  
Benalla Performing Arts and Convention Centre
10. **Accessible Banking**  
Westpac - Ramp access  
Commonwealth Bank - Ramp at rear entrance  
Accessible ATM's - Bendigo, NAB and ANZ  
Flat entry automatic door - GMCU, ANZ

Source: Benalla Community Care



# 10 YOUR TOP TEN PRODUCTS & SERVICES

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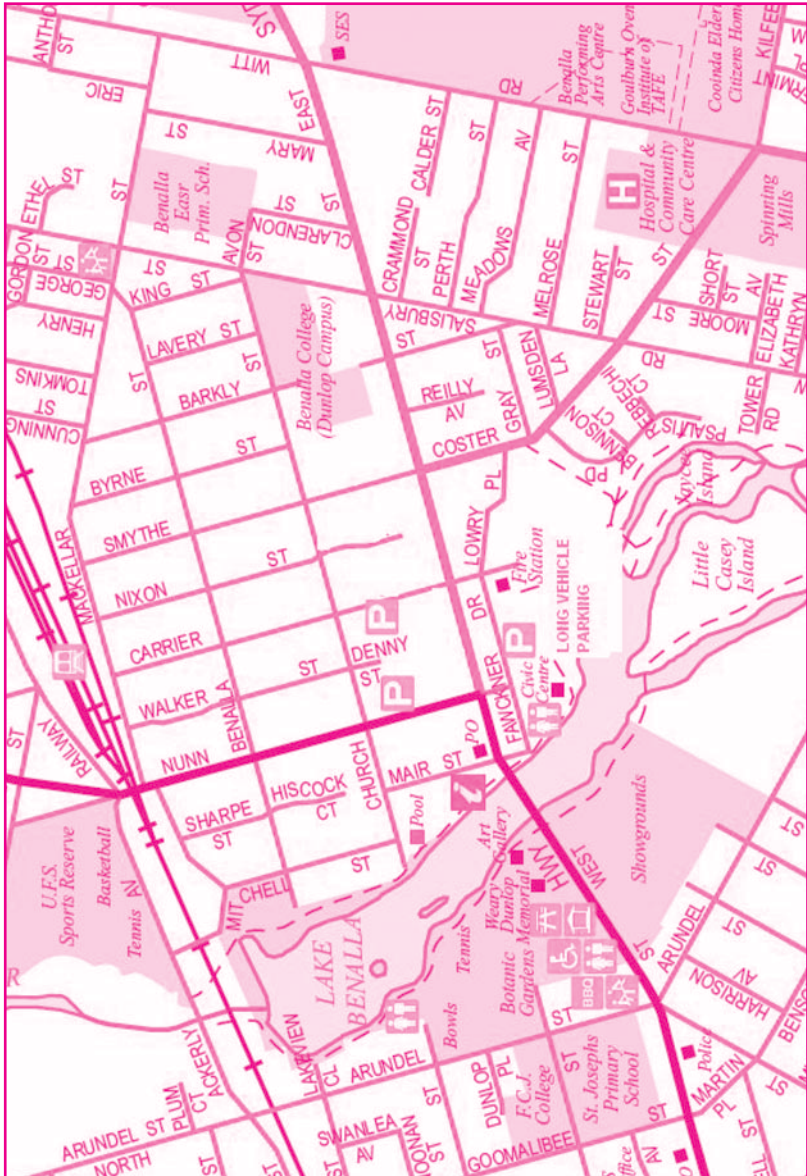
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## GREAT PLACES TO PARK



Source: Benalla Rural City Council



## **10** PHONE NUMBERS YOU SHOULD KNOW

- |     |  |              |
|-----|--|--------------|
| 1.  | Police, Fire, Ambulance and Emergency Services | 000          |
| 2.  | Benalla Police Station                         | 5762 1811    |
| 3.  | Benalla & District Memorial Hospital           | 5761 2222    |
| 4.  | CFA  | 5721 4122    |
| 5.  | SES  | 5762 7676    |
| 6.  | Benalla Rural City Council (all hours)         | 5760 2600    |
| 7.  | Dentist (After Hours Emergency only)           | 0500 511 002 |
| 8.  | Visitor Information Centre                     | 5762 1749    |
| 9.  | RACV - Benalla                                 | 0428 428 820 |
| 10. | Taxi   | 5762 3333    |



## **THANK YOU TO**

Peter Kenyon, Bank of Ideas

### **The BEAR task Force**

Chair Kyra Rheese  
Cr Pat Claridge  
Jeanie Hall  
Sue McKay  
Cr Geoff Oliver  
Jane Rush  
Kim Scanlon  
Darren Spencer  
Lindsay Thomas

### **the wonderful volunteers**

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Lois Smith  
Jenny Levy  
Raelene Lister  
Robert Borschmann  
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Barbara Alexander  
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