

Business Liaison Association Inc.

Annual Report

*For Year Ended
31 December 2010*

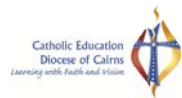
Education and Industry... Working Together



Premium Sponsors 2010



Platinum Sponsors 2010



Introduction

In presenting the fourteenth Annual Report of the Business Liaison Association, I would like to thank the Executive Committee for its efforts in the management of the Association, and Planning Committees for a highly successful year.

The annual budget of the Association has balanced out at \$215,728.00 and this was made possible by substantial sponsorship and donations from the Cairns Business Community, Government organisations and secondary schools both public, private and fundraising. Funding was allocated to the following activities organised by the Association:

- Careers Programs, including the Careers and Education Expo
- Business Industry Seminars
- Awards and Competitions
- Secretariat
- Sponsorship Coordinator

The Business Liaison Association's footprint spans 25 schools within the region from Tully to the Cape, 10,000 students, and actively engages 30 local businesses and educators.

Sponsorship

The Annual Christmas Function for Sponsors and Members was well attended by Corporate Sponsors. The Association presented gifts to the following Corporate Sponsors in recognition of their commitment and contribution:

<i>Premium Sponsors</i>	<i>Platinum Sponsors</i>	<i>Gold Sponsors</i>
<ul style="list-style-type: none"> • Zinc FM 102.7 • Pakmag • Bendigo Bank 	<ul style="list-style-type: none"> • Myer Cairns • McDonalds Family Restaurants • Department of Education and Training • James Cook University • Telstra Country Wide • TNQ Institute of TAFE • Mindwire • GHD • Marino Moller Lawyers • Cairns Central Shopping Centre • Catholic Education, Diocese of Cairns • The Cairns Post • The Cairns Show Association 	<ul style="list-style-type: none"> • Ports North • Ergon Energy • Queensland Apprenticeship Services • Underwood Party Hire • KPMG Chartered Accountants • Tong Sing Pty Ltd • Queensland Government Sports and Recreation • Skill360 Australia • Rotary International • V Pharmacy • Queensland Government Cairns and Hinterland Health Service District and Office of Rural and Remote Health • Oxlades • Master Builders Association • RediTeach • Big Cat Green Island Reef Cruises • Simply Hampers • Ad Art Media

Strategic Review and Strategic Plan

Following a review of the activities and structures of the association in 2008, a Strategic Plan and Business Plan (2009 - 2012) was developed to progress the findings and outcomes. The Association continues to source new initiatives to maximise opportunities for all stakeholders. The new plan focuses on the following key success areas;

Strategy for 2009 – 2012

1. Building Our Relationships and Networks
2. Our Events and Forums
3. Our Sponsors
4. Growing our business

New initiatives implemented and refined in 2010:

- An expanded Careers and Education Expo.
- The Association diversified its services to schools by offering Jazz Workshops with John Morrison, Workshops with Chui Hing Chan Young Queenslander of the Year – Social Science, and AIOF Workshops with Cassie Wilson.
- One Annual Awards Presentation Night to recognise student achievement and success. This is expanding and a suitable venue will be a challenge for 2011.
- More networking functions for Corporate Sponsors and supporters including a Sunset Cruise.
- Revamp of Business Liaison Association Website and Newsletter.
- Expansion of Sponsorship opportunities for Corporate Sponsors to include Premium Sponsors.
- Recruitment opportunities for Award Recipients.
- An Annual Golf Day for Sponsors was a great success for 2010.

Success and Achievements

The Association is very proud of its achievements and successes. To note a few for the past year:

- Our annual budget balanced out to \$220,800.00
- A highly successful one day Careers Expo which attracted over 3,000 secondary school students, plus parents, careers advisors and job seekers.
- Approximately 3,000 students have participated in our 19 Awards and Competitions, with \$70,000 being awarded to students for further studies.
- The Association was able to attract and finance high profile motivational speakers for our Breakfast Seminars, including Young Queenslander of the year, Chin-Hing Chan 2009.
- The Association continues to trial three day visits by high profile speakers to cover Cassowary Coast, Cairns and Tablelands schools.
- New Competitions for 2010 included the Myer Mannequin Competition and the Cairns Show Billboard Competition.
- The Natural Sciences Bursary was launched in 2010.
- Approximately 10,000 students accessed our programs throughout 2010.
- New Sponsorship Category for Premium Sponsorship was launched in 2010.

Sponsorship and Marketing Coordinator

Adriana Braid has more actively pursued sponsorship funds for the Association. Adriana has restructured sponsorship opportunities by offering very attractive packages to our Corporate Premium, Platinum, Gold and Event Sponsors. She will continue to liaise with sponsors to ensure that their needs are addressed by the Executive Committee. She has also introduced a new category for Premium Sponsorship. It may be Identified though the Marketing Plan that the Sponsorship portion of this role could be streamlined.

Financial Management

Carol Kemp was employed to maintain bookkeeping records under the supervision of Julie Gattera, Treasurer.

Corporate Governance

The association has completed policy and procedures documents to enhance corporate governance. All members of Executive will undergo training in this area.



Newsletter

Sponsors and members have received newsletters on a more regular basis. Newsletters are being issued every second month and these have contained Corporate Sponsor profiles, brief summary of events, personnel involved and a focus on achievements and successes. We will continue to publish frequent newsletters in 2011 and distribute these electronically to sponsors and members.

Marketing Plan

The Business Liaison Associations' 2009-2010 Business Plan documents notices weaknesses and opportunities. It identifies a number of strategies aimed at growing relationships and networks and diversifying revenue streams.

Many of these strategies fall under the umbrella of marketing and the association would benefit by developing a Marketing Plan that would attach specific actions to the strategies contained in the Business Plan. This Marketing Plan has been written throughout 2010.

Therefore, this Marketing Plan has been prepared to:

- Set the overall marketing strategy
- Address the relevant strategies outlined in the Business Plan
- Ensure consistency in all communications relating to the BLA
- Provide a working plan for the Sponsorship and Marketing Co-ordinator

This Marketing Plan is designed as an internal working document with limited distribution namely:

- Secretariat, Sponsorship and Marketing Co-ordinator
- Executive Committee
- General Committee

Website

Our Web developers at Mindwire have now provided as part of their sponsorship commitment to the Business Liaison Association with an easy to use CMS (Content Management System).

Our website can now be updated internally by the Secretariat so that information is easily and quickly uploaded.

In 2011 our goal is to utilise the website so that multiple photographs can be uploaded at one time and so that our competitions and news items are separated on the home page.



Corporate Presence

The Association's new corporate logo, website, telephone number, email and street address has strengthened its profile in the community. Most significantly our corporate Platinum sponsor Mindwire, has assisted us in developing an informative and interesting website outlining the Association's events and activities, raising the profile of BLA and adding a further dimension of recognition for our corporate sponsors. A CMS (Content Management System) is now in place and gives the association's secretary the ability to review and change information on the website easily and quickly. One of our major challenges is to promote our success through media exposure of all events.

Meetings

Meetings of the Executive Committee have been held every six weeks during 2010. As stated previously, the focus of these meeting included:

- Progressing the Business Plan and reviewing changes
- Restructuring the activities
- Structures of the Association
- Implementation of new initiatives
- Ensuring accountability and responsiveness to client needs.
- Corporate Governance
- Marketing Plan

Venues and refreshments for these meetings have been sponsored by WHK, Chamber of Commerce and Industry Queensland, TNQ Institute of TAFE, James Cook University, Skill360 Australia, 20/20 Group and McLeods Office Furniture.

Conclusion

In concluding this Annual Report, I sincerely thank the sponsors from industry and the community who support this Association. Thanks must also go to the following supporters:

- District Offices of Education
- Pullman Reef Hotel Casino
- Holiday Inn
- Rydges Tradewinds
- ABC Radio Far North
- Radio 4CA
- The Cairns Post
- Principals and teaching staff who involve their students in the many activities that we organise.



A sincere thank you to the members of the Executive who are not seeking re-election. Your professional contribution will be sadly missed.

Finally, a thank you to all the members for their support throughout 2010. I look forward to furthering the new Strategic and Marketing Plan in 2011. The many positive outcomes for students and educators in Far North Queensland are without a doubt a tremendously satisfying feature of the Association.

Office Bearers

- ChairpersonAngela Toppin
- Deputy ChairpersonDavid Pollock
- TreasurerJulie Gattera
- SecretaryAdriana Braid

Committee Members

Michael Goodrich, David Pollock, Bill Spooner, Angela Toppin, Christine Posgate, Jodie Dignan-George, Gaye Scott, Jonathan Todd, Mike Woods and Julie Gattera.



Angela Toppin
Chairperson
2010

31 December 2010



2010 Gold Sponsors:



Chair Angela Toppin

Tel: 4050 3001(b/h) ~ 40921297(a/h) ~ Fax: 4051 5972

Email: info@bla.org.au

www.bla.org.au

Address all correspondence to:

The Secretary, PO Box 7371, Cairns Q 4870

Secretariat: Adriana Braid Tel: 4055 2034 Fax: 4055 0022



Activity	Type	Date	Event Sponsors
Jazz Workshops with John Morrison	Workshop	16-17 Aug 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Mock Court Competition	Awards	October	Far North Queensland Law Association
Regional Legal Studies Conference	Industry Seminar	9 April 2010	James Cook University, North Queensland Law Association, Queensland Law Society, BEAQ, Far North Queensland Law Association, Sugarworld Waterslides, Eagle Boys, Australian Butterfly Sanctuary, CaPTA Group, Big Cat Green Island Cruises
Careers and Education Expo	Careers Expo	21 May 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Gifted and Talented Workshops for Legal Studies with Anthony Gray	Industry Seminar	11-15 October 2010	FNQ Law Association and BEAQ
Author Workshop with James Moloney	Industry Seminar	1-6 August 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Fashion, Fun and Flair Design Awards	Awards	15 October 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media

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Marino Moller Lawyers Breakfast with the Law	Industry Seminar	15 October 2010	Marino Moller Lawyers, Business Educators' Association of Queensland Inc, Qld Young Lawyers, Far North Queensland Law Association, North Queensland Law Association Entertainment by: St Mary's Catholic College
Industrial Technology and Design Awards (INTAD)	Awards	28 October 2010	Queensland Master Builders Association, Building Services Authority, Cairns Central Shopping Centre, Skill360 Australia, Building Designers' Association of Queensland Inc, Motor Trades Association of Queensland, AIMTEK, Bunnings Warehouse, Cairns Accident Repairs, Hansen Yunken, Big Cat Green Island Cruises Entertainment by: St Mary's Catholic College
Christmas Cocktails for Sponsors and Members	Networking Function	12 November 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Awards Presentation	Awards	3 December 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media FN Youth Assistance Fund, Cairns Stationary Supplies, Peninsula Art Educators Association, CPA Australia, Far North QLD Law Association, Institute of Chartered Accountants in Australia, AAB Office Equipment, NorthQue, Waratah Drive Child Care Centre, Outsource Management, WHK, CBC Staff Selection, Building Service Authority, Reach, Business Educators Association of Queensland, ISSU, Peninsula Sporting Goods, ProDive, Go Bowling Cairns, Paronella Park, Down Under Dive and Cruise.
Artist in Residence Workshop	Industry Seminar	July 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Culinary Lunch	Networking Function	15 October 2010	Forde Recruitment, Dairy Farmers, Max Stock's, Cairns Produce, Bidvest, TNQ Institute of TAFE, Big Cat Green Island Cruises, Skill360 Australia, The Wine Tradition NQ, Skyrail, Holiday Inn, Paronella Park. Entertainment by: Trinity Bay State High School



Activity	Type	Date	Event Sponsors
<i>Gifted and Talente Mathematics Workshops with Prof Derek Holton</i>	Industry Seminar	13-16 July 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
<i>Social Science Workshop with Chui-Hing Chang</i>	Workshops	8-11 March 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
<i>QTC Drama Workshops</i>	Workshops	12-22 Jul 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
<i>Sunset Cruise</i>	Networking Function	30 June 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
<i>Annual Golf Day</i>	Networking Function	7 May 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media



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Business Management at Work Breakfast	Industry Seminar	7 May 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Physics Demo Troupe	Workshops	19-23 July 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Professor Derek Holton Maths Workshops	Workshops	13-16 July 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
Business Seminar	Seminar	12 July 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media
AIOP of the Year Workshops	Workshops	10-12 March 2010	Bendigo Bank, Zinc 102.7, Pakmag, James Cook University, McDonalds Restaurants, Tropical North Queensland TAFE, Marino Moller Lawyers, GHD, Telstra Country Wide, Mindwire, QLD Gov DET, Myer My Store, Catholic Education -Diocese of Cairns, Cairns Central, Cairns Show Association, The Cairns Post, Ergon Energy, Ports North, Tong Sing, QLD Apprenticeship Services, QLD Gov Sports and Recreation, KIB Insurance Brokers, Rotary International, Skill360 Australia, QLD Gov Cairns and Hinterland Health Service District and Office of Rural and Remote Health, RediTeach, Master Builders Queensland, Oxlades, Underwood Party Hire, V Pharmacy, KPMG, Big Cat Green Island Reef Cruises, Simply Hampers, Ad Art Media



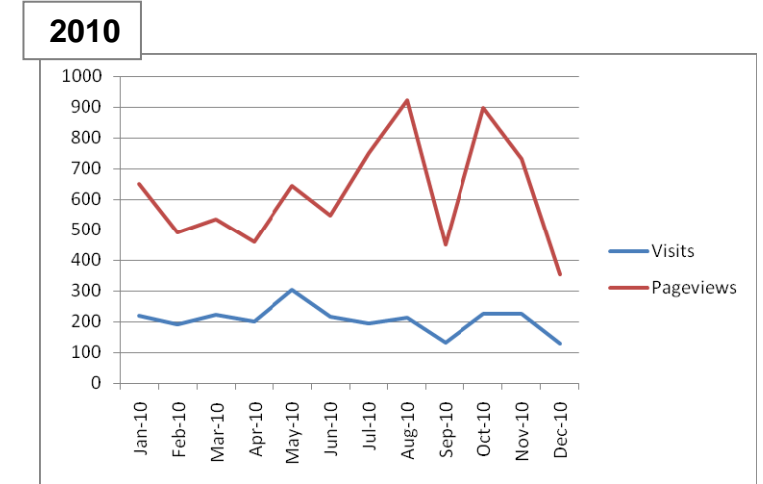
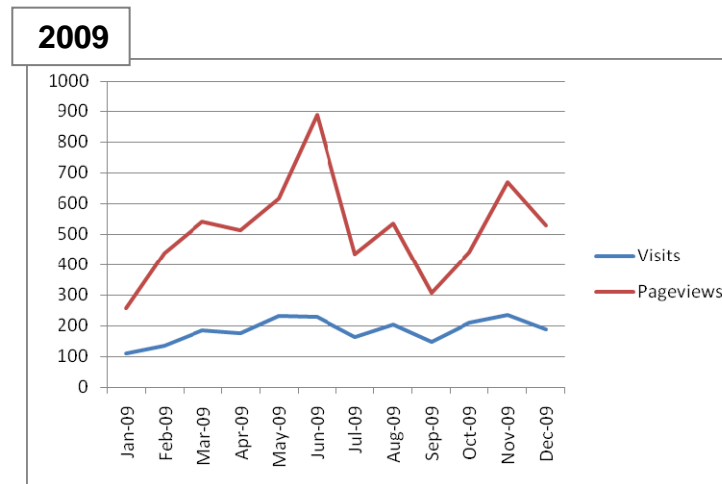
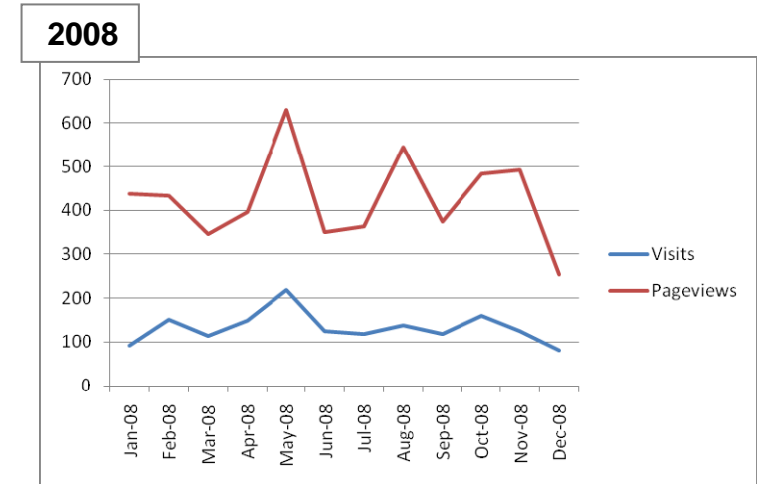
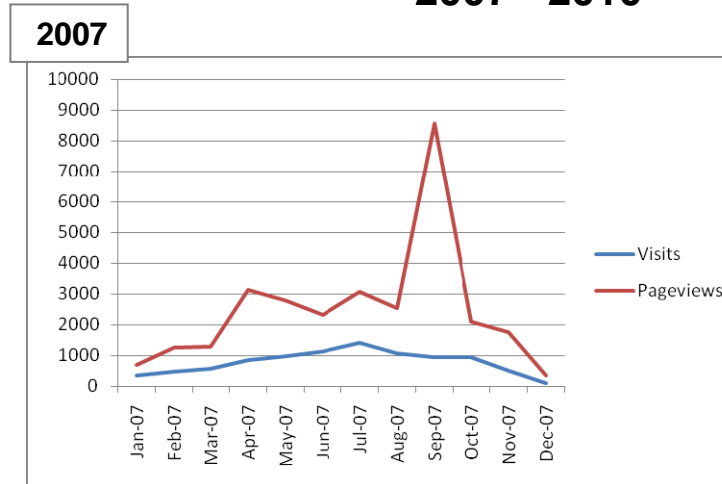
Business Liaison Website Statistics 2007 - 2010

2007 shows a spike August - October in the newly developed Business Liaison Association website. BLA competitions are released in the 2nd half of the year which would explain this.

2008 - 2010 shows good growth in the use of the BLA Website, not only proving a good tool for the teachers, coordinators and students entering in the BLA competitions, but an excellent tool in availing required forms, applications and reports for the BLA events.

It is also an excellent tool for sponsors to utilise this new portion of their sponsorship package, by representing their activities on our BLA website.

This has been introduced within all Sponsorship Packages in 2011.



Information taken from Urchin Deep Analytics. BLA Website is Sponsored by Mindwire, Cairns.



RECORD OF ATTENDANCES AT BUSINESS LIAISON ASSOCIATION ACTIVITIES January 2010-December 2010

EVENT	Aton SHS	Bab SS	Bent Pk	Cairns SHS	Cooktown SSD	Djarragun Coll.	FWater Ch.C	Dimb SS	Good Coun	Gordon SHS	Herberon SS	Innisf SHS	Kurand SHS	Mal SHS	Mareeba SHS	Moss SHS	Mt St Bern	Peace Luth C	Raven SS	Redlynch Coll	St. Andrew's	St.Aug	St.Mary's C	St Monica's	St. Stephen's	Smith SHS	Trinity Ang	Trin Bay SHS	Tully SHS	Woree SHS	Western Cape College	Other	TOTAL	
Young Queenslander of the Year 8-11 th March 2010	0	0	0	0	0	0	0	0	0	0	0	300	0	350	700	0	0	0	0	300	0	0	0	0	0	0	0	0	0	0	0	0	50	1700
AIOF of the Year Workshops 11-12 th March 2010	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50	150
Business Management at Work 7 th May 2010	0	0	0	40	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	0	0	20	27	0	0	24	24	11	0	0	0	0	32	199
JCU Legal Conference 9 th April 2010	19	0	0	6	0	0	11	0	21	22	0	0	0	0	0	0	16	0	0	22	0	0	37	0	0	0	0	32	0	0	0	0	30	216
Annual Golf Day 7 May 2010	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	150	150	
Careers and Education Expo 21 st May 2010	50	80	120	300	20	150	70	30	30	160	20	50	50	100	150	70	60	150	20	155	150	70	150	110	60	190	250	200	0	150	0	250	3415	
OTC Drama Workshops 12 th -22 nd July 2010	0	0	30	0	0	0	0	0	0	25	0	0	0	0	50	0	0	0	0	25	80	0	0	0	0	30	0	0	0	0	0	0	50	290
Prof Derek Holton Maths Workshop 13-16 July 2010	6	6	44	20	0	0	0	4	0	0	0	22	0	0	30	0	6	0	0	8	0	0	6	0	6	0	0	0	15	21	0	20	214	
Physics Troupe 9-27 July 2010	30	0	0	0	0	0	0	0	0	0	0	64	0	250	100	0	0	0	0	0	0	0	0	0	0	0	0	0	60	80	0	20	604	
Sunset Cruise 30 June 2010	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64	64	



EVENT	Aton SHS	Bab SS	Bent Pk	Cairns SHS	Cooktown SSD	Djarragun Coll.	F/Water Ch.C	Dimb SS	Good Coun	Gordon SHS	Herberon SS	Innisf SHS	Kurand SHS	Mal SHS	Mareeba SHS	Moss SHS	Mt St Bern	Peace Luth C	Raven SS	Redlynch Coll	St. Andrew's	St.Aug	St.Mary's C	St Monica's	St. Stephen's	Smith SHS	Trinity Ang	Trin Bay SHS	Tully SHS	Woree SHS	Western Cape College	Other	TOTAL
Business Seminar 12 July 2010	1	1	1	3	0	0	0	0	1	1	0	1	0	1	3	1	1	0	0	2	1	0	0	1	0	2	1	2	0	1	0	0	25
James Moloney Author Workshop 1-6 August 2010	40	0	0	0	0	0	0	0	0	0	0	0	0	120	145	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	325
Jazz Workshops with John Morrison 16-17 August 2010	0	0	0	0	0	0	0	3	0	0	0	6	0	3	30	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	20	66
Legal Studies Workshops with Dr Anthony Gray 11-15 October 2010	0	0	0	100	0	0	0	0	0	0	0	0	0	0	20	70	0	0	0	150	0	0	50	0	0	0	50	50	0	0	0	20	510
Breakfast with the Law Marino Moller 15 October 2010	0	0	0	94	0	0	0	0	0	16	0	0	0	0	0	9	3	0	0	14	0	20	34	0	0	0	27	7	0	0	0	30	254
Fashion Extravaganza 15 October 2010	0	0	30	15	0	20	0	20	0	6	0	10	0	0	10	0	0	0	0	10	10	0	20	0	20	0	0	20	10	10	0	70	281
Culinary Lunch 15 October 2010	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	50	69	
INTAD Awards 28 th October 2010	0	2	0	6	0	0	0	0	0	6	0	0	0	0	6	0	0	0	0	3	0	20	6	0	0	0	0	10	0	6	0	150	215
Mock Court Competition 29 October 2010	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	12	0	0	0	0	50	74
Artist in Residence Jenny Valmadre November 2010	0	0	0	0	0	0	0	0	0	50	0	0	0	0	50	0	0	0	0	0	0	0	0	0	0	50	0	0	0	0	0	20	170
Christmas Cocktails 12 November 2010	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	120	120	
Annual Awards 3 rd December 2010	6	6	10	50	0	0	6	0	30	20	0	15	20	10	20	10	20	10	0	10	40	10	20	20	10	10	20	20	50	20	20	10	583
TOTALS 2010	152	95	248	634	20	170	87	57	82	333	20	468	70	834	1414	160	106	160	20	699	281	140	356	131	96	310	384	358	135	288	20	1366	9694



Ref	Year	Total Attendees
1	1998	2002
2	1999	2395
3	2000	3046
4	2001	2010
5	2002	8686
6	2003	9676
7	2004	8291
8	2005	8429
9	2006	9039
10	2007	8539
11	2008	8196
12	2009	9608
13	2010	9694

