

# DOWN TO BUSINESS

AUTUMN 2011

# KickStart

Your  
Business  
Program

15-18 March 2011



Are you starting a new business  
or wanting to make a positive  
impact in 2011?

Now that the festive season is over it's time to get into the swing of business and kick some goals.

Re-energise your business this year by providing your staff with the skills they will need to excel in their roles.

Whitehorse City Council will be running a KickStart Your Business Program, from 15-18 March 2011, to encourage businesses to start 2011 fresh and energised.

This program will aim to keep you up to date with the latest business trends, start a new business, learn how to capitalise on social media, create a visually appealing shop, adopt innovative sales techniques, manage your cash flow and much more.

This is your opportunity to participate in a program that provides information to enable your business to grow and develop.

See inside for the full program of events and details on how to book.

**wbiz**  
City of Whitehorse  
Business & Economic Development

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**AVOID DISAPPOINTMENT  
BOOK INTO PROGRAMS  
& EVENTS EARLY**



# KickStart Your Business Program 2011

## Event Schedule

• Book now online by visiting [www.wbiz.com.au](http://www.wbiz.com.au) or phone 9262 6353.



### Starting Your Business Workshop

Planning to start a business? This comprehensive workshop on starting a business will cover topics that include

how to assess the viability of your idea, identifying the best business structure for your needs, what financial considerations you need to make, pointers and tips on preparing a business plan, what resources are available to assist and support new business operators and more.

**Free mentoring voucher for all participants.**

**When:** Tuesday 15 March 9am-12.30pm  
**Where:** Willis Room, Whitehorse City Council Civic Centre, 379-397 Whitehorse Road, Nunawading  
**Cost:** \$30 Limited places



### Business Growth Through Online Marketing

Presented by Competitive Edge.

Learn how to keep up with the trend of selling and marketing online and lifting your business profile. If you are not confident with using social media or want to learn how to use it to better market your business this seminar is a must.

**When:** Tuesday 15 March 6pm-8pm  
**Where:** Willis Room, Whitehorse City Council Civic Centre, 379-397 Whitehorse Road, Nunawading  
**Cost:** \$20



### Selling to a Different Beat Workshop Presented by Paul McCarthy

Are you wanting to generate more customers? Remove the stress from the sales process, make the experience more fun and rewarding for all parties, and dramatically improve your sales results. Small businesses wanting to improve their business should attend this event.

**When:** Wednesday 16 March 9am-12noon  
**Where:** Matsudo Room, Box Hill Town Hall, 1022 Whitehorse Road, Box Hill  
**Cost:** \$30



### Information for Business

#### ACCC & AusIndustry Information Session

This seminar will provide key information to businesses on new legislations that could affect your day to day trade. Also learn what support is available in assisting your business growth and needs.

**When:** Wednesday 16 March 6pm-8pm  
**Where:** Waratah Room, Whitehorse Centre, 397 Whitehorse Road, Nunawading  
**Cost:** \$10



### Visual Merchandising Workshop

Presented by Ching Ching Lee

Learn how to create a more exciting shopping experience for your customers. Visual merchandising is much more than just dressing up your window displays to better your business.

This workshop will inspire and assist businesses in improving their shop presentation and generate more meaningful livelihood through creativity and beauty.

**When:** Thursday 17 March 9am-11am  
**Where:** Matsudo Room, Box Hill Town Hall, 1022 Whitehorse Road, Box Hill  
**Cost:** \$20



### Cash Flow - Strategies for Growth

Presented by Alan Miltz, Director, Pearl Finance Australia.

A cash flow management seminar aimed to get you thinking about the role it plays in your business and how to better manage it. Alan is highly skilled in identifying deficiencies and opportunities, formulating strategy and implementing innovative and cost effective solutions.

**When:** Friday 18 March 9am-11am  
**Where:** Waratah Room, Whitehorse Centre, 397 Whitehorse Road, Nunawading  
**Cost:** \$20

Sponsored by



- Book now online by visiting [www.wbiz.com.au](http://www.wbiz.com.au) or phone 9262 6353.
- Get in early to avoid disappointment.
- Networking opportunities and light refreshments will be available at all events.



Photo: Gwen's Tailoring & Dry Cleaning owner, Mary Berry, proud to be announced the winner.



Photo: Runners-up, Churchills for Hair, festive window display.

## FESTIVE WINDOW DRESSING COMPETITION WINNERS

Retailers in the City of Whitehorse were encouraged to get into the festive spirit by decorating their shop windows. Businesses who participated had a chance to win a radio advertising package by 89.9 LightFM or an accommodation voucher at Clarion on Canterbury.

The competition commenced on 1 November closing at 5pm on 13 December 2010.

The response was well received with an

increase in nominations by 60 per cent from the competition in 2009. Nominations were judged on creativity, use of colour, themes and the visual impact of the display. The judges also took into consideration customers' favourite window display nominations.

Judges awarded first prize to Gwen's Tailoring and Dry Cleaning in Blackburn Station Village and runners up to Churchill's for Hair in Mont Albert Village. Bellbird Barber Shop, Vinnies

Mitcham, Vinnies Mont Albert, Taylor Francis in Mont Albert and Blackburn Newsagency were also highly commended for their visually appealing displays.

Council's Business & Economic Development Unit would like to thank sponsors and participants for their support and congratulates the winners. The festive window dressing competition will continue in 2011. For more information please phone 9262 6353 or visit [www.wbiz.com.au](http://www.wbiz.com.au)

## Food business recognition certification program



### 5 Star Awards for Food and Registered Premises in Whitehorse

Council's Environmental Health Unit conducts **Food Hygiene Assessments**, on all high risk food premises such as aged care facilities, cafes, delis and restaurants, and **Health Hygiene Assessments** on all registered premises such as hairdressers, beauty therapy, body piercing and tattooing premises to evaluate hygiene standards.

In 2010, a total of 622 **Food Hygiene Assessments** were completed with 187 premises achieving a 5 star rating.

Congratulations to the food premises who have received Shop of the Month Awards.

There were 172 **Health Hygiene Assessments** conducted with 105 premises achieving a 5 star rating. Certificates of commendation were awarded to 29 premises who achieved a score of 100 per cent.

For more information on food hygiene or food and registered business award recognition phone 9262 6382.



## CAMPAIGN WINNERS

### Why Shop in Whitehorse?

Shopping locally in the City of Whitehorse provides a significant positive impact to the local economy. Residents are encouraged to "Think Local and Buy Local" to support local businesses, boost local employment and reduce carbon footprints.

The campaign, launched on 18 October until 24 December, is part of the Whitehorse City Council Plan 2010-2014, which outlines Council's commitment to a prosperous, diverse and healthy local economy that contributes to the wellbeing of our community, through supporting a live local, work local, shop local campaign.



Photo: Hanh and her family receiving a queen bed mattress from Rise & Shine Nunawading

Individual shoppers who spent \$10 or more in one purchase at any retail outlet in the City of Whitehorse were eligible to enter into a draw to win a range of prizes. More than 1000 entries were received from centres throughout Whitehorse.

The prizes were generously provided by Rise & Shine Nunawading, Quest Mont Albert, Panchos Mexican Cantina in Blackburn, Ella Bache in Nunawading and Aqualink Leisure Centres. Winners were drawn by City of Whitehorse Mayor, Cr Ben Stennett, on 7 January 2011. Congratulations to Hanh from Mitcham, Lingzhen from Box Hill North, Elizabeth from Forest Hill, Pat from Nunawading, Lindy from Glen Iris and Zari from Mont Albert North.

Council thanks sponsors and participants for their support and hope that the "Think Local Buy Local" message will continue throughout the City of Whitehorse.

For more information about this campaign visit [www.wbiz.com.au](http://www.wbiz.com.au) or phone 9262 6353.

rise+shine



new products new  
markets new  
technology skills  
capabilities

## COMPETITIVE BUSINESS FUND

The new Competitive Business Fund is a key component of Transition to a Global Future, a Victorian Government initiative to assist businesses to take maximum advantage of new opportunities that are emerging in the global economy.

Funding is available on a competitive basis for projects that support the development of new products, markets, technology, skills and capabilities by lowering barriers to business growth and strengthening supply chains. The Fund will operate until June 2012.

For information on the application process, and details of your nearest Victorian Business Centre, please contact Business Victoria on 13 22 15.



## BUSINESS GROWTH PROGRAM

### Plan for Growth, Reduce Costs, Increase Productivity in Your Business

*Create a Process Management Business Plan for your business to reduce costs, improve quality and release time to grow your business.*

**Receive a \$1500 State Government Grant Subsidy Support.** Valued at \$2000, it will cost your business only \$500 plus GST to create your plan to improve productivity, reduce costs, improve quality and save time to reinvest and grow your business.

Develop your own plan to implement 'lean thinking' business process improvement methods, tools and techniques into your organisation which will grow your bottom line.

#### Who is this Program for?

Victorian based, small to medium sized businesses that have been trading for at least 12 months and have a commitment to strategic planning and growth, and a commitment to innovation or export/import replacement.

This program focuses on building the internal capability in process management, waste management and the skills to improve business performance.

#### The program consists of:

- Site visit – lean readiness planning;
- Three interactive and informative workshops on business process improvement methods, tools and techniques; and
- 8 hours of individual consulting at your workplace to build the framework for your plan towards business growth.

#### During the program you will:

- Learn to manage business process wastes;
- Gain an understanding of a range of business process improvement methods including; Value Stream Mapping, 5S, Problem Solving and Standardisation;
- Learn tips and techniques on how to do more with less; and
- Discover ways to reduce consumption of resources which will save you money and develop a more sustainable business and environment.

The workshop series will be held on each of the following days:  
 Tuesday 29 March, Wednesday 6 April and Tuesday 12 April, 6pm-8.30pm.  
 For more information or to express your interest in this program phone 9262 6105 or visit [www.wbiz.com.au](http://www.wbiz.com.au)

## BUSINESS TIP

### How to make networking work for you

- Networking is not just about attending events, it should be a part of your marketing plan.
- Go to events that interest you, even if they are not directly related to your industry. You need to be where your target audience is.
- Remember to do something different. Attend different types of events that people from your industry may not generally attend.
- Try to speak to at least three people at an event. Try not to get stuck in one conversation with the one person.
- Exchange business cards with your networks at the end of your conversation. This is less informal and more likely that they will remember you.
- Finally, always remember to follow up promising conversations promptly.

\*source Smart Company cited on Business Victoria website [www.business.vic.gov.au](http://www.business.vic.gov.au)



## RETAIL CENTRE UPDATE



SHOPPING LOCALLY  
SUPPORTS THE LOCAL  
ECONOMY AND  
COMMUNITY

**WATTLE PARK SHOPPING CENTRE,**

located at the corner of Elgar and Riversdale Roads, Wattle Park Shopping Centre has a large variety of shops that suit your everyday shopping needs. With approximately 30 businesses, Wattle Park has a good selection of shops such as a butcher, florist, gift shops, hairdressers, beauty services, post office, professional services, hardware store, newsagent, opportunity shop, cafes, take away shops and restaurants. Wattle Park gives the centre a pleasant atmosphere with a great selection of shops. So drop in and visit the friendly businesses at Wattle Park.

**KERRIMUIR SHOPPING CENTRE,**

another quaint gemstone located in the City of Whitehorse. Kerrimuir has around 14 businesses and is located on Middleborough Road near the corner of Springfield Road. This centre has an excellent selection of food to meet your tastebuds such as pasta, pizza, noodles, a fish shop and a cafe. Kerrimuir also has a butcher, bakehouse, fruit shop, hairdresser and a small grocery store. You will also find a newsagent, pharmacy, real estate agent and post office. Whether you are doing your local shopping or grabbing a bite to eat with a friend go down and see what Kerrimuir has to offer.

MONT ALBERT VILLAGE  
CHRISTMAS FAIR

Photo: Some of the magic at Mont Albert Fair

**Just take a pinch of fine weather, a dollop of community involvement, an eclectic band of small businesses, a dash of free interactive children's entertainment, welcoming food, all mixed together by a strong service club and you have all the ingredients for the magic of Mont Albert Fair in Hamilton Street, Mont Albert.**



The fair has been running for many years and is a much anticipated and popular event, held on the second Friday in December. The Mont Albert Village Traders Association, with assistance from The Rotary Club of Mont Albert & Surrey Hills, makes this event

possible through a Special Rate/Charge scheme that has been operating for 5 years and is in the process of being renewed.

The magic of Mont Albert is a wonderful example of traders (through their special rates/charge scheme), committed local residents and schools, and a strong service organisation in Rotary all combining for a memorable and most anticipated community event. With sports, puppetry, face painting, storytelling, magicians, Santa, jazz, school choirs and a feast in the street, time can only tell what Christmas in 2011 will bring.



## Mentoring Session Inspires Local Business Owner

*'There is always someone who can give you expert advice and even if you take away only one thing from the meeting, it's been a success'—  
Take 2 Markets*

Since 2008, Rina Chia, owner of Take 2 Markets, has been in the business of organising premier women's recycled fashion events. Rina currently employs five casual staff members and offers female shoppers the ability to shop in comfortable indoor venues for high quality second-hand clothing, footwear and accessories.

Rina's decision to participate in the Small Business Clinics, hosted by Whitehorse City Council, was driven by her curiosity to see what information and advice a business mentor could offer.

The Small Business Clinics offer local businesses a free 45 minute one-on-one session with a professional business mentor, expert marketing and financial advice from current and retired business leaders/owners and the opportunity to gain a broader perspective on key marketing and finance issues that may require more attention and a more refined business plan to achieve business goals.

Following on from her mentoring session, Rina has organised additional shopping locations, negotiated reciprocal arrangements with other similar businesses and is working on a pricing restructure for her services. Rina found the session to be highly beneficial, 'it was better than I ever anticipated and I was able to see the bigger picture in regards to my business and its future direction'.

The Small Business Clinic dates scheduled for 2011 include, 3 March, 6 April, 15 June, 3 August, 5 October and 30 November. Places fill up very quickly so please register early for your professional advice at no cost.

**For more information please refer to Council's business website [www.wbiz.com.au](http://www.wbiz.com.au) or phone 9262 6105.**



# GREEN NEWS



*Make a difference.  
At home. At work.  
In your community.*



## Get Ready for Sustainable Living Week

Sustainable Living Week provides inspiration and information to Whitehorse residents on how to live a more sustainable lifestyle at home, at work and in the community.

Getting involved in Sustainable Living Week from 26 March to 1 April is the ideal way to discover how to reduce your impact on the environment in a fun, sociable setting.

This week-long festival of free events includes the annual Whitehorse Sustainability Awards and Discarded Art Competition, as well as a range of other activities such as a celebrity sustainable cooking demonstration, an informative sustainable gardening workshop and much more.

For more information on Sustainable Living Week contact Council's Sustainability Team on 9262 6159 or visit [www.whitehorse.vic.gov.au/Sustainable-Living-Week.html](http://www.whitehorse.vic.gov.au/Sustainable-Living-Week.html)

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# DOWN TO BUSINESS

## EVENTS PREVIEW

### MELBOURNE'S SOUTH EAST 2011 BUSINESS AWARDS GALA DINNER PRESENTATION EVENING



#### THE BEST OF THE BEST

When: Friday 25 February

Pre-dinner drinks & refreshments from 7pm,  
3 course dinner & refreshments from 7.30pm

followed by excellence in business awards presentation, special guests and live entertainment

Dress: After Five

Venue: Karralyka Centre, Mines Road, Ringwood East

Cost: \$90 per person or \$850.00 tables of 10

Bookings: visit [www.wbiz.com.au](http://www.wbiz.com.au)

### EARTH HOUR

When: Saturday 26 March, 8.30pm

### AUSTRALIAN TAXATION OFFICE

#### TAX BASICS SEMINAR

When: Monday 4 April, 9.30am-12.30pm

Where: Willis Room, Whitehorse City Council Civic Centre,  
379-397 Whitehorse Road, Nunawading

Cost: FREE

Bookings are essential. Visit [www.ato.gov.au](http://www.ato.gov.au)

#### RECORD KEEPING WORKSHOP

When: Tuesday 19 April, 1pm-4.30pm

Where: Willis Room, Whitehorse City Council Civic Centre,  
379-397 Whitehorse Road, Nunawading

Cost: FREE

Bookings are essential. Visit [www.ato.gov.au](http://www.ato.gov.au)

## NOTICE BOARD

#### WORLD'S LONGEST LUNCH – WARRANDYTE

When: Friday 4 March, 12noon – 4pm

Where: Along the banks of the Yarra River, Warrandyte

Cost: \$105 includes 3 courses and a glass of wine

Bookings: phone on 9840 9229

Website: [www.manningham.vic.gov.au/longestlunch](http://www.manningham.vic.gov.au/longestlunch)

#### EASTERN WOMEN ON THE GO FORUM & MINI EXPO

When: Wednesday 16 March,

Expo: 8.15am-9am Forum: 9am-11am

Where: Karralyka Centre, Mines Road, Ringwood

Cost: \$30

Bookings: visit [www.bizmaroondah.com.au](http://www.bizmaroondah.com.au) or phone 9298 4320

#### MARKETING FOR GROWTH WORKSHOP

When: Thursday 4 April, 6pm – 9.30pm

Where: Knox City Council, 511 Burwood Hwy, Wantirna South

Cost: \$30

Bookings: [www.knoxbusinessdirect.com.au](http://www.knoxbusinessdirect.com.au)

#### BUSINESS PLANNING BASICS

When: Wednesday 6 April, 6pm – 8pm

Where: Manningham Civic Offices, 699 Doncaster Road, Doncaster

Cost: \$20

Bookings: phone 9840 9229

#### ACHIEVING FINANCIAL SUCCESS SEMINAR SERIES

When: Wednesday 4 May – 1 June, 7pm – 9pm

Where: Knox City Council, 511 Burwood Hwy, Wantirna South

Cost: \$80 for all 5 in series

Bookings: [www.knoxbusinessdirect.com.au](http://www.knoxbusinessdirect.com.au)

#### ROTARY BUSINESS BREAKFAST

When: Wednesday 18 May, 7am-9am

Where: Box Hill Golf Club, 202 Station Street, Box Hill

Cost: \$50

Bookings: Phone Bruce on 0411 144 700  
or Bernie on 0418 996 757



#### HOW TO PLAN FOR YOUR FUTURE GROWTH

The Workplace Learning Coordinator Program aims to improve and increase the number of students undertaking quality and sustainable work placements for students.

The IMVC is engaging with businesses within the City of Whitehorse in order to source these placements.

To assist with student work placements within your industry area or for more information phone Linda Rackham on 9686 2354 or email [lrackham@imvc.com.au](mailto:lrackham@imvc.com.au)



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