

DOWN TO BUSINESS

SPRING 2011

Whitehorse Business Week 2011 Is Here



Now in its 11th year, Whitehorse Business Week 2011 has attracted more than 7,000 participants and become known as a premier annual event for businesses. Themes this year will include women in business, branding, online marketing, economics, innovation, business planning and motivation.

Whitehorse Business Week 2011 also runs as part of Victoria's Small Business Festival. The festival is held in the month of August and aims to celebrate the role that small business plays in Victoria.

This year's theme is 'Add One More Skill'.

As many businesses are faced with the challenges of recovering and rebuilding from the affects of fires, floods and the global financial crisis, Whitehorse Business Week 2011 offers the perfect opportunity to gain the tools, techniques and information to remain resilient and competitive in this difficult economic climate.

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AVOID DISAPPOINTMENT
BOOK INTO PROGRAMS
& EVENTS EARLY

SEE INSIDE FOR THE FULL PROGRAM OF EVENTS. BOOKINGS ARE NOW OPEN.



Whitehorse Business Week 2011 Program of Events



Bookings are now open, get in early.
Visit www.wbiz.com.au or phone 9262 6353.
Early bird discount is available until Friday 22 July.



ECONOMIC DYNAMICS DRIVING REFORM

Business lunch

Monday 15 August, 12noon–2pm
Box Hill Golf Club, 202 Station Street, Box Hill
\$45

What direction is the global economy heading? How can we move forward in business?

Herald Sun Financial Columnist and Business Associate Editor Terry McCrann will provide an expert insight into the issues impacting key business sectors and keep you up-to-date on key trends. With his many years of experience, Terry will provide a critical analysis on the economic and political outlook, focusing on new global opportunities and the dollar.



BRANDING THAT STICKS

Business lunch

Tuesday 16 August, 12noon–2pm
Box Hill Golf Club, 202 Station Street, Box Hill
\$45

Learn how to stand out from your competitors and create an impressionable impact in your market. **Paul Harmer, known as the Brandsurgeon**, offers specialist marketing and branding advice that will provide businesses with key tips on how to build and maintain a strong brand presence that will differentiate them from their competitors.



Complementing Paul's presentation, **Natalie Brennan** will draw from her current role as **Brand Manager of Dreamy Donuts** to provide insight to businesses on how they can implement successful brand strategies to lift their profile and growth in their market.

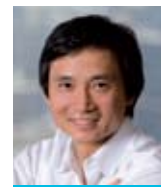
BUSINESS PLANNING BASICS



Seminar

Tuesday 16 August, 6pm – 8pm
Whitehorse Centre,
397 Whitehorse Road, Nunawading
\$20 - Limited places

Plan to succeed in business - This practical short session on business planning will set your business on the right path from the very beginning. Ideal for those just starting out or those thinking about it. Learn how to write a one page business plan, how to implement it, why you need one and how to set goals that will put you on the track to success.



WOMEN IN BUSINESS

Expo and business lunch

Wednesday 17 August,
Expo: 11am & Lunch: 12.30pm-2pm
One Community Hall, 184 Surrey Road, Blackburn
\$55

Author of best-selling autobiography Mao's Last Dancer, Li Cunxin recounts his life story, describing the determination, perseverance, vision, courage and hard work, and in particular, the sacred family values and integrity that he learned in poverty-stricken China, which has driven him to become one of the best dancers in the world.

This high profile event aims to showcase and celebrate the diverse women who work and live in the City of Whitehorse and leave you inspired.

Arrive before lunch to experience the showcase of women in business at the expo, starting at 11am.

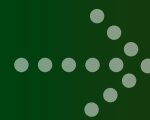
REGISTER NOW



Online: www.wbiz.com.au

Phone: 9262 6353

In Person: Pay by cash or cheque at any City of Whitehorse Customer Service Centres.



INNOVATE TO EXCELLERATE

Business lunch

Thursday 18 August, 12noon–2pm
Box Hill Golf Club, 202 Station Street, Box Hill
\$45

Climb outside the box with ‘matrix thinking’ and ideas about how to make your business different and on top in this competitive world.

According to **Roger La Salle** you need to move with the times or risk being overtaken by competitors with new business models, new products and new services.

Roger is a professional engineer, a director of a number of companies, a successful business entrepreneur and a **former panellist on ABC’s New Inventors**. A stimulating, engaging and entertaining speaker, Roger will reveal the simple principles of thinking and business.



USING TECHNOLOGY TO MARKET YOUR BUSINESS

Workshop

Thursday 18 August, 6pm – 8pm
Whitehorse Centre, 397 Whitehorse Road,
Nunawading
\$30



Known as the technology translator, Donna Hanson will show you how to promote your business using low to no cost tools to drive prospects to your business and how to make it happen.

Instead of trying to “Push” market to your customers have you tried “Pull” marketing? Regardless of the size of your business, technology is a tool that is here to stay. Choosing to utilise it is a smart move, choosing to ignore it could leave you left behind or out of business.



SUSTAINING GREAT PERFORMANCE AND LEADERSHIP

Business lunch

Friday 19 August, 12noon–2pm
Arlington at Wattle Park Chalet,
1012 Riversdale Road, Surrey Hills
\$45

Be uplifted by author and adventurer **Paula Constant’s** moving and **inspirational story of her walk from London to Morocco**.

Paula will share her moving story that will leave the audience uplifted and truly inspired.

This event is an intimate lunch with opportunities to network and will conclude the week of events with a motivational message.

Official Host of

VICTORIA'S Small Business Festival

Gold Sponsors



BOX HILL INSTITUTE

Global Educators™



DEAKIN
FACULTY OF BUSINESS AND LAW



Epworth Eastern



Yarra Valley Water



Silver Sponsors

DEPARTMENT OF BUSINESS AND INNOVATION



Helen Dean Design

Bronze Sponsors





GET YOUR BUSINESS MOVING DON'T MISS THE BUS

Coming to Box Hill on Monday 25 July

Increase the performance of your business and get on board the Mobile Business Centre.

The Mobile Business Centre will bring the services of Small Business Victoria to you, giving practical advice to get your business firing on all cylinders. It will offer confidential and independent advice from someone with a proven track record to help steer your business or new idea in the right direction.

The Mobile Business Centre offers mentoring in collaboration with the Small Business Mentoring Service (SBMS). All mentors are volunteers with SBMS and have extensive experience in small business. Their skills include marketing, finance, human resources, sales and specialist industry knowledge.

To book your free one-on-one session contact Small Business Victoria on 13 22 15 or visit business.vic.gov.au/mbc

For more information on additional Small Business Clinics available at Whitehorse City Council contact Council's Business & Economic Development Officer on 9262 6105 or visit www.wbiz.com.au

DEPARTMENT OF
BUSINESS AND INNOVATION



Building Business Opportunities and Partnerships

The Whitehorse Business Group will hold its annual Business Awards Gala Dinner on Friday 2 September in celebration of business excellence in the City of Whitehorse.

The Whitehorse Business Group, established in 1996, aims to provide networking opportunities for local businesses to assist with growth and development.

Become a member today and have the opportunity to network with other innovative businesses, share information and be a part of the Whitehorse business community.

For more information contact the Whitehorse Business Group on 9275 6910 or visit www.whitehorsebusinessgroup.com.au

ride to work day 2011

Ride to Work Day is a national event organised by Bicycle Victoria and supported by Whitehorse City Council to promote the benefits of commuter cycling.

Last year 36,188 Melbourne riders registered and enjoyed the health, financial and environmental benefits associated with riding to work. Many organisations use the day as an opportunity to promote their business and support of sustainable modes of transport to passing commuters, their employees and visitors by hosting a breakfast coffee cart or juice stop on the morning.

Ride to Work Day 2011 will be held on Wednesday 12 October.

Please contact Council's Sustainable Transport Officer, on 9262 6134 to discuss how Council can support your involvement. To register an event, your participation as a rider, or to view some footage from last year visit www.bv.com.au



RETAIL CENTRE UPDATE

MITCHAM SHOPPING CENTRE



Mitcham Shopping Centre serves a wide variety of customers with around 150 businesses spread along both sides of Whitehorse and Mitcham Roads.

Access through the multi-deck car park together with ample street parking makes Mitcham an easy place to shop. The Centre is known for its convenient location along Whitehorse and Mitcham Roads and the Mitcham Railway Station, consisting of a busy supermarket and the well known Mitcham Hotel.

Banks, accountants and real estate agents are interspersed between the many food and clothing shops with an expanding cafe area that is a great place to meet, socialise and relax. For those thinking about home improvements there are plenty of options, with paint stores, plumbing supplies and furniture all within the centre.

The current construction of multi storey apartments close to the centre will ensure that the vibrancy of the shopping experience in Mitcham continues into the future.

Watch Mitcham grow.

For more information on retail centres in Whitehorse contact Council's Business & Economic Development Unit on 9262 6353.

BUILDING & PLANNING UPDATE

City Developments

There are a number of developments in the City of Whitehorse which is a good sign for future investment and overall development and growth of the area.

Listed below are current developments that are near completion.

Shopping Centre extension	Corner of Burwood Hwy and Blackburn Road, Burwood East	\$30 Million
Residential precinct comprising 235 new homes	Burwood Highway, Burwood	\$45 Million
47 serviced apartments	Whitehorse Road, Box Hill	\$9.5 Million
4-5 storey student accommodation	Wellington Road, Box Hill	\$4.5 Million
4 storey residential building comprising 50 apartments	Whitehorse Road, Mitcham	\$ 12 Million
3 storey apartment blocks	Whitehorse Road, Mont Albert	\$3.6 Million

For more information about these developments please contact Council's Planning and Building Department on 9262 6303.





Develop. Nurture. Connect.

BizLinx is off to a great start with the organisation of the first event of their program, Cost Reduction in Business: Helping your Money Grow, to be held on Wednesday 20 July.

This 'cost saving' event will see business experts from various fields provide valuable advice on how small changes can reduce operational costs, increase return on investments, create a better image for the company, and even generate business opportunities.

A second event is planned for mid September and will explain how businesses can make better use of information technology to get ahead. Details of this event can be seen on the event calendar at www.wbiz.com.au

Bizlinx is a "mock" event management company set up as part of the Whitehorse Tertiary Business Skills program, an initiative of the Whitehorse City Council together with students from Deakin University and Box Hill Institute of TAFE. The primary purpose of this program is to offer experience to tertiary students who might not otherwise have the chance to implement their knowledge in a business situation. Students are placed in a typical work environment where they are required to elect department heads, create company policies, submit reports and hold two business-like events. Whitehorse City Council has a vested interest in future business people and therefore is proud to present this opportunity to assist in strengthening the business community.

BUSINESS TIP

Tax Tips for Small Businesses

If It's been a big year for tax with new laws on trusts, unpaid entitlements, and fringe benefits.

Here are some tax tips to get you started.

1. Revalue your stock
2. Offset capital gains with losses
3. Review your non commercial losses.
4. Declare any bonuses before June 30
5. Max out your super before the thresholds drop
6. Establish a self-managed super fund
7. Determine the best method to calculate your fringe benefits obligations
8. Get all your paperwork together
9. Order some stationery and claim deduction
10. Think twice about bringing forward expenses

**Source: Business Victoria courtesy of Smart Company*

DEPARTMENT OF
BUSINESS AND INNOVATION



Photo: Mayor, Cr Ben Stennett and the Whitehorse Tertiary Business Skills 2011 participants





GREEN NEWS

Tally Ho Waste Wise Hub



Operating for more than five years, the Tally Ho Waste Wise Hub group meet quarterly in the Tally Ho Business Park in Burwood East to discuss the various sustainable initiatives they have been working on such as:

- waterless urinals
- paperless office spaces
- increasing natural light in the office
- reducing energy costs
- and
- removing rubbish bins from office desks.

Recently, the group have become more business focused with guest speakers presenting on requested business topics at the quarterly meetings.

As a group, these businesses are leading the way in Whitehorse in regards to being environmentally conscious. The group has achieved many more initiatives than those mentioned above and Whitehorse would like to commend them for their efforts.

For more information about this group please contact Council's Business & Economic Development Officer on 9262 6105.

Whitehorse – A Fair Trade Community



It is official. Whitehorse City Council is now registered as the 1001 Fair Trade town across the world.

The City of Whitehorse is one of only six communities in Australia that has been recognised for actively supporting Fair Trade. This is such a big achievement and could not have been done without all those who assisted within the Whitehorse Fair Trade Community Steering group and those who have participated in the recent Fair Trade initiatives. Whitehorse City Council is committed to continue working to improve access to information about Fair Trade and the availability of Fair Trade products.

If you would like to assist in spreading the awareness of Fair Trade please contact Council's Business & Economic Development Officer on 9262 6105. For more information visit <http://www.whitehorse.vic.gov.au/Fairtrade.html>

Photo: Local resident supporting Fair Trade with a Fair Trade soccer ball.

Toilet Replacement Program



Take advantage of Yarra Valley Water's discounted toilet replacements.

Starting at \$284*, prices include the removal and recycling of your old inefficient toilet and installation of a new 4 star toilet by a qualified plumber.

Benefits of this program include:

- reducing the use of 35,000 litres of water each year
- saving of up to 48 percent off the usual cost of toilet and standard installation*
- choice of three Caroma and Stylus toilets
- a 10 year product and 7 year installation warranty
- rebate of \$100 included in the price*



*Terms and conditions apply.

For more information on this program or to order your new dual flush toilet contact Yarra Valley Water on 1300 2 FLUSH (1300 2 35874) or visit www.dualflush.com.au/yvw

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DOWN TO BUSINESS

EVENTS PREVIEW

BUSINESS DEDUCTIONS ESSENTIAL

AUSTRALIAN TAXATION OFFICE

When: Tuesday 9 August, 6-8pm
Where: Willis Room, Whitehorse City Council Civic Centre, 379-397 Whitehorse Road, Nunawading
Cost: Free
Bookings: visit www.ato.gov.au/seminars

MENS HEALTH LUNCH



WHITEHORSE BUSINESS GROUP

When: Thursday 6 October, 12noon
Bookings/Information: visit www.whitehorsebusinessgroup.com.au or phone 9275 6910

ACTIVITY STATEMENT ESSENTIALS

AUSTRALIAN TAXATION OFFICE

When: Tuesday 23 August, 6-8pm
Where: Willis Room, Whitehorse City Council Civic Centre, 379-397 Whitehorse Road, Nunawading
Cost: Free
Bookings: visit www.ato.gov.au/seminars

MARKETING FOR GROWTH WORKSHOP

DEPARTMENT OF
BUSINESS AND INNOVATION



When: Tuesday 18 October, 9am-12.30pm
Where: Whitehorse City Council Civic Centre, 379-397 Whitehorse Road, Nunawading
Cost: \$30
Bookings: visit www.wbiz.com.au or phone 9262 6353

BUSINESS AWARDS GALA DINNER



WHITEHORSE BUSINESS GROUP

When: Friday 2 September, 6pm
Bookings/Information: visit www.whitehorsebusinessgroup.com.au or phone 9275 6910

NOTICE BOARD

FINANCING YOUR BUSINESS

When: Wednesday 20 July, 6-8pm
Where: Manningham Function Centre, 699 Doncaster Road, Doncaster
Cost: \$20
Bookings: phone 1300 661 104

LIVEWIRE SERIES: INTRODUCTION TO SOCIAL NETWORKING

When: Wednesday 17 August
Where: Manningham Function Centre, 699 Doncaster Road, Doncaster
Cost: Free
Bookings: phone 9308 8908

BOOST YOUR BUSINESS

When: Tuesday 2 August.
Sessions between 9.00am and 4.30pm
Where: Manningham Civic Offices, 699 Doncaster Road, Doncaster
Cost: Free
Bookings: phone 9840 9310



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Publication of Down to Business is not an endorsement of any products, opinions, or services herein described. All Whitehorse City Council funded publications and programs are extended to the public on a nondiscriminatory basis.
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