



# DOWN TO BUSINESS

EDITION 1 FEBRUARY 2012

## KickStart

### Your Business Program 5-9 March 2012

Whitehorse City Council is helping you KickStart your business in 2012 through offering a range of seminars and workshops to provide the skills for your business to get ahead.

At a range of venues in the City of Whitehorse you will be able to choose which events will suit you and your staff.

Places are limited so book in early to avoid disappointment. Book now online. Visit [www.wbiz.com.au](http://www.wbiz.com.au) or phone 9262 6353.



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See page 2 for more details on the KickStart event program.



# KickStart Your Business 5-9 March

## Give your business a boost

All events include light refreshments and networking opportunities.

### EVENT PROGRAM

#### MONDAY 5 MARCH

##### Starting Your Business Workshop



**When:** 9am-12.30pm

**Where:** The Avenue Neighbourhood House @ Eley,  
87 Eley Road, Blackburn South

**Cost:** \$30

*Learn how to get your business off to a sound start.*

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, marketing, finance, pointers and tips on preparing a business plan and, what resources are available to assist and support new business operators and more.

*\* Free mentoring session voucher provided for workshop participants*

#### TUESDAY 6 MARCH

##### Business Model Innovation Workshop



**When:** 9am-1pm

**Where:** Matsudo Room, Box Hill Town Hall,  
1022 Whitehorse Road, Box Hill

**Cost:** FREE

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

*How to build NEW VALUE into your business*

Business Model Innovation is about doing what you do now in a totally different way in order to create new value. Explore new ways to reach customers, identify new revenue streams, re-configure supplier and customer ordering, leverage new partnerships and alliances, develop new capabilities for growth and leverage your knowledge by thinking globally.

### BOOK EVENTS NOW

Visit [www.wbiz.com.au](http://www.wbiz.com.au) or phone Council's Business and Economic Development Unit on 9262 6353.

#### WEDNESDAY 7 MARCH

##### eBusiness Seminar



**When:** 9am-11am

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

**Cost:** \$20

*Business driven e-solutions.*

Stay one step ahead of technology and competitors by implementing an online strategy. Learn about the advantages of creating an integrated online presence and how to maximise it using effective online marketing tools.

#### THURSDAY 8 MARCH

##### Develop Your Workforce Information Seminar



**When:** 9am-11am

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

**Cost:** \$20

*Find out how to develop your workforce at a low cost.*

Are you a local business that is facing challenges? Or do you want to learn how to improve your strategic business plans? Help is available and much of it at no to low cost to your business.

#### FRIDAY 9 MARCH

##### Networking Seminar



**When:** 9am-11am

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

**Cost:** \$20

How to network more effectively. Learn the art of effective networking in this fun, friendly and interactive session. This seminar will show you how to create your 30-second 'elevator' pitch, create instant rapport, use networking events strategically, and much more.

# Monitoring the Success of Businesses



There are approximately 8,000 businesses within the City of Whitehorse, a large proportion of which operate in high output areas including manufacturing, and property and business services. To foster and encourage business development and investment, Whitehorse has developed a business survey that will monitor service satisfaction as well as review business conditions and confidence.

The first Whitehorse Business Monitor Survey is now open and will run until 14 March 2012. The business survey will not only measure local economic activity, it will also help to predict the future economic activity and assist local businesses and Council in their decision making. Results from the survey will provide an understanding of local data and information, rather than relying on national data or media for information on business confidence levels.

The survey will be administered twice a year to capture any changes in the business environment and ensure current market updates are available. At the conclusion of each survey period, a report will be generated and the full report conclusions will be supplied to participants.

To complete the survey you can either visit [www.wbiz.com.au](http://www.wbiz.com.au), or obtain a printed copy from Council's Customer Service Centres or fill out the form enclosed with this newsletter.

**For more information contact Council's Business and Economic Development Unit on 9262 6105.**

## A Window of Opportunities During the Festive Season

Traders across Whitehorse got into the festive spirit by decorating their shop windows and enhancing the experience for their customers.

A well received response of nominations made the judging very challenging. Judges awarded first prize to Taylor Francis, gift shop in Laburnum Shopping Centre, which judges described as "displaying a simple but inviting theme". Taylor Francis' festive window displayed a life size Father Christmas and a nativity setting creating a welcoming entrance.

Taylor Francis received a Leader advertising one-on-one package to the value of \$1000 and St Vincent de Paul Society received a double gold theatre subscription for the 2012 season at the Whitehorse Centre valued at \$500.

Second prize was awarded to St Vincent de Paul Society in Mont Albert Village for their display of used items in an old worldly Christmas theme.

Highly commended certificates were awarded to Number 10 Wood Street, Churchills for Hair and Toyworld Forest Hill.

Whitehorse City Council would like to thank the sponsors, businesses and residents for their support and participation in the competition. Council is committed to supporting local businesses and encouraging visual merchandising as a tool to attract customers.

**For more information visit [www.wbiz.com.au](http://www.wbiz.com.au) or phone Council's Business and Economic Development Unit on 9262 6353.**



Photo: Paula Raabe, owner of Taylor Francis and winner of the 2011 Festive Window Dressing Competition.



# Outdoor Trading

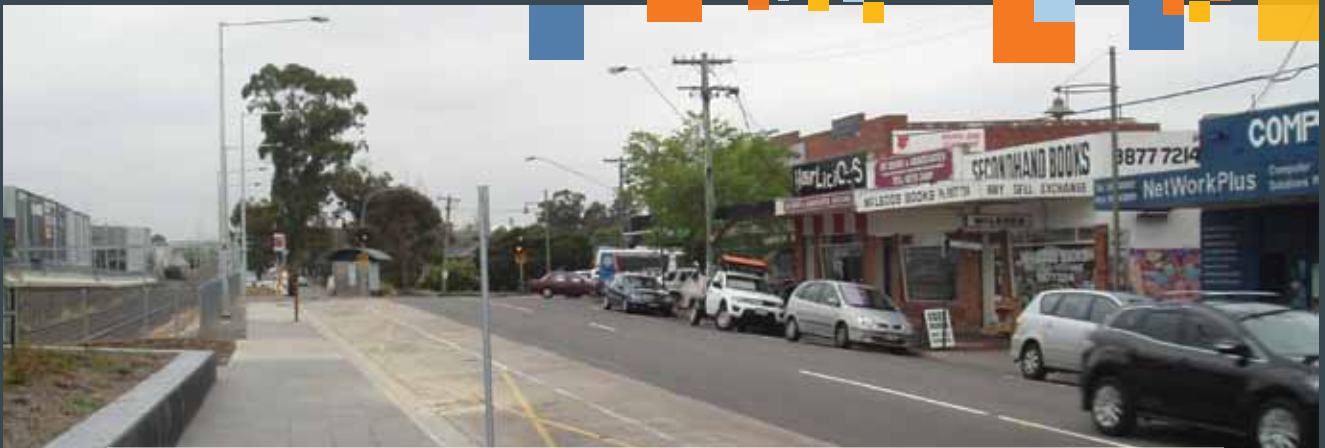
The use of footpaths for business purposes has increased in Whitehorse. To ensure best practise for both businesses and the general community, businesses are encouraged to contact Council's Community Laws for information.

Phil Gisbjers, owner of Station Street Cafe and Wine Bar, has made use of footpath trading through placement of outdoor umbrellas, tables and chairs for his customers to enjoy alfresco dining. The greatest benefit of footpath trading is exposure to passing traffic as it lets the public know we're open", Phil said.

Based on Station Street Cafe's experience, Phil recommends footpath trading to other businesses as "it increases exposure to my business which means more customer walk-ins, customer satisfaction and therefore better financial growth", Phil said.

**For more information about footpath trading contact Council's Community Laws Department on 9262 6333.**

*“ it increases exposure to my business which means more customer walk-ins, customer satisfaction and therefore better financial growth. ”*



## Nunawading Revitalisation

Council is planning the revitalisation of Station Street, Nunawading between Wood Street and Springvale Road.

The dynamics of Station Street have changed significantly following the relocation of Nunawading Station to the other side of Springvale Road. The planned works aim to revitalise this area by improving the appearance as well as the layout to encourage

better pedestrian and vehicle movement for both commuters and visitors to the area.

Construction works are scheduled to commence in April 2012 and will be completed in stages to minimise disruption to traders and pedestrians in the area.

**For information about this project contact Council's Project Manager on 9262 6364.**



*“ There is so much business activity and diversity in this region and the opportunities are limitless. ”*

**SAWARD / DAWSON**  
chartered accountants

## A Prospering Whitehorse Business

The changing face of Blackburn could not be more evident than at 20 Albert Street. Originally the site of the local dairy and then the VicRoads building, it is now a “state of the art” office facility and home to Saward Dawson Chartered Accountants.

Having recently undergone a major renovation, the building comprises the latest in office technologies enabling Saward Dawson to grow and remain at that location for many years to come.

Saward Dawson has been in Whitehorse more than 25 years and is committed to supporting and growing business in the region. “Whitehorse is a great place to live and do business. Our role is to help businesses achieve their full potential. There is so much business activity and diversity in this region and the opportunities are limitless”, said Cliff Dawson, partner of Saward Dawson.

**For more information about Saward Dawson visit [www.youraccountant.com.au](http://www.youraccountant.com.au)**

## Free Small Business Advice



## Business Tip:

**Big help for Small business**  
[business.vic.gov.au](http://business.vic.gov.au)

### Do you need business advice?

Whitehorse City Council is offering free business mentoring advice to local businesses. The mentoring sessions provide access to helpful business advice, resources and information at no cost to your business. The confidential service offers face-to-face assistance that is designed to help small businesses grow and flourish.

Whitehorse businesses can book a free session in marketing and/or finance. Any additional sessions required will incur a cost. Sessions are available at the Whitehorse City Council offices in Nunawading on Wednesday 23 May and Wednesday 7 November. Places are limited. To book a session contact Council’s Business & Economic Development Officer on 9262 6452.

Small Business Victoria’s Mobile Business Centre will also be available in Box Hill on Wednesday 21 March offering this service.

**Bookings for Box Hill mentoring sessions can be made online by visiting [www.business.vic.gov.au/mbc](http://www.business.vic.gov.au/mbc), or by contacting Small Business Victoria on 13 22 15.**

### How to Achieve Customer Service Excellence in Your Retail Business

- Have a clear vision of customer service excellence
- Recruit, hire, train and promote people with good people skills
- Solve problems when and where they occur - that means today!
- Study your policies and procedures and eliminate the fluff and unnecessary steps that take up time
- Stay close to your customer
- Be the customer- have you seen the view that your customer has when paying for a purchase?

**Source: [www.business.vic.gov.au](http://www.business.vic.gov.au) written by Rob Hartnett.**

# Welcome to Box Hill



Councillor Ben Stennett and Councillor Robert Chong OAM welcomed the Bank of China to Box Hill at an official opening ceremony on Thursday 1 December 2011. The two Councillors were joined on the red carpet by the Minister for Finance and Member for Box Hill, Hon. Robert Clark MLA, Hon. Bruce Atkinson MLC, Hon. Ken Smith MLA, and senior officials from the Chinese Consulate in Melbourne.

The Box Hill branch, located on the corner of Whitehorse Road and Market Street, is the Bank of China's eighth branch in Australia. The number eight is very auspicious for the Chinese and was celebrated by a grand opening ceremony, including dragon dancers, music and ribbon cutting.

The new branch reinforces Box Hill as the business banking centre of the eastern region of Melbourne and reinforces Box Hill's strong ties to the Chinese community of Melbourne. The growth of the Bank of China in Australia also highlights growing bilateral relations between China and Australia.

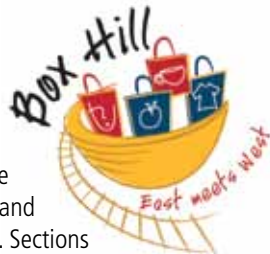
**For more information about Box Hill Central Activities Area contact Council's Box Hill Activity Centre Manager on 9262 6269.**

*“ Support your local traders by shopping locally. ”*



## Retail Update:

### Box Hill Improvements



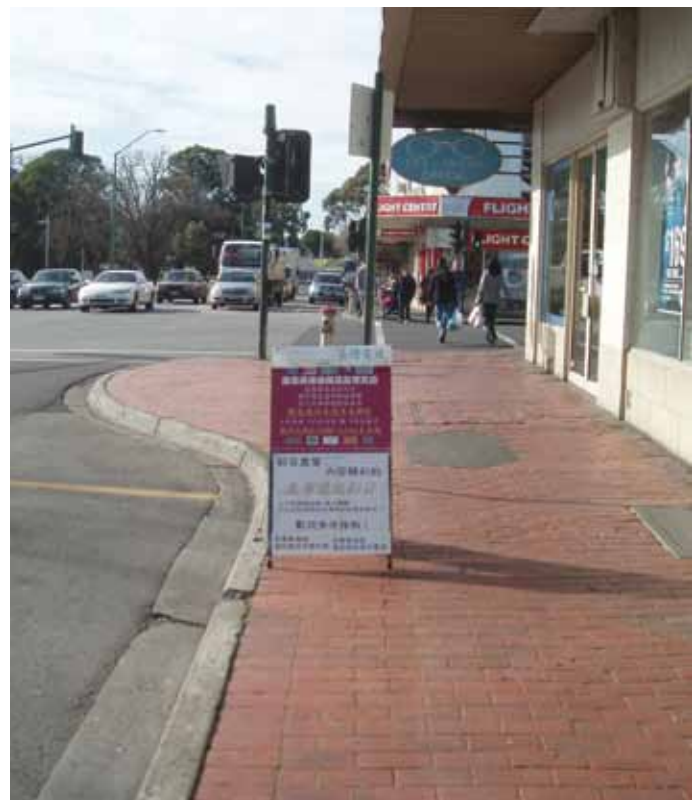
Starting from the ground up, Whitehorse City Council will be improving the look and feel of the central retail area of Box Hill. Sections of Whitehorse Road and Station Street in Box Hill will be replaced by new high quality paving, designed to withstand the substantial foot traffic in this popular retail and transport precinct.

New footpath paving will be combined with custom-designed street furniture, including seats, bicycle racks and rubbish bins, to create a new and modern look for Box Hill that will be consistent across the centre.

The central laneways in Box Hill will also be given new life through new surfacing, which continues Council's commitment and previous work to revitalise the laneways, making them attractive and safe.

The works will be carried out in stages throughout the year to limit the disruption to businesses and customers. This project is part of a two year accelerated program of works to improve the appearance, cleanliness, comfort and safety for people accessing shops, businesses, services and transport in Box Hill.

**For more information about the Box Hill improvements contact Council's Project Manager on 9262 6527.**



## Building Update:



“ People are after housing affordability and want to move to suburbs like Nunawading and Box Hill. ”

Victorian Building Commission statistics show 2,420 domestic and residential permits were issued across the region, posting an increase of 196 dwellings. Whitehorse City Council granted 210 permits in October, compared with 185 the previous year.

Housing Industry Association Senior Economist, Andrew Harvey, said building approvals had spiralled to their lowest level since March 2009, but Whitehorse was experiencing an unprecedented boom.

“Higher education institutions and student demand for accommodation is fuelling the increase,” Mr Harvey said. “People are after housing affordability and want to move to suburbs like Nunawading and Box Hill that are a bit further out but are still seen as central. These permit numbers might not be sustained but they won’t drop off quickly next year.”

**For more information contact Council’s Building Unit on 9262 6421.**

## Green News:



## Keeping Properties and Streets Clean and Attractive

Do you have problems with unsightly properties? Or have issues with getting dumped rubbish cleaned up prior to showing prospective tenants through your property?

Council’s Litter and Dumping Program aims to support property owners to improve their tenants’ waste disposal behaviour and reduce illegal dumping.

The Program Kit is available for viewing on Council’s website, [www.whitehorse.vic.gov.au](http://www.whitehorse.vic.gov.au), and has been designed to integrate into your existing systems.

**For more information visit [www.whitehorse.vic.gov.au](http://www.whitehorse.vic.gov.au) or contact Council’s Project Manager on 9262 6157.**



**Sustainable Living Week  
24-30 March  
Visit [www.whitehorse.vic.gov.au](http://www.whitehorse.vic.gov.au)  
or phone 9262 6159.**

The sustainable living in Whitehorse program provides practical information and expert advice on a number of topics to assist you to make sustainable choices that aim to:

- save money
- save water and energy
- reduce waste.

# EVENTS PREVIEW:



## MSE 2012 BUSINESS AWARDS

### Gala Dinner Presentation Evening

**When:** Friday 24 February, 7pm  
**Where:** The Grand on Cathies Lane,  
90 Cathies Lane, Wantirna  
**Cost:** \$90 or \$850 for table of 10  
**Bookings:** visit [www.wbiz.com.au](http://www.wbiz.com.au) or  
phone 0478 678 673



## NETWORKING: A Key Ingredient to Business Success

Business, sometimes, is really about who you know.

The Whitehorse Business Group is committed to increasing communication and networking opportunities between businesses in Whitehorse.

Throughout 2012 the Whitehorse Business Group will host a series of small to medium business seminars.

- The first event in March is 'Power Networking,' and features guest speaker Mike Boyle.
- In April, the Whitehorse Business Group welcomes Sharon Givoni to present at the Intellectual Property Seminar.
- The Women in Business Luncheon, in May, will welcome Dr. Sally Cockburn – better known as 'Dr. Feelgood' – in what will no doubt be a very interesting lunch.

**For more information about the Whitehorse Business Group or to become a member contact 9275 6910 or visit [www.whitehorsebusinessgroup.com.au](http://www.whitehorsebusinessgroup.com.au)**

# NOTICE BOARD:

## BIZCONNECT BUSINESS EVENT SERIES - Breakfast

**When:** Wednesday 29 February, 7-9.30am  
**Where:** Karralyka Centre,  
Mines Road, Ringwood East  
**Bookings:** visit [www.bizmaroondah.com.au](http://www.bizmaroondah.com.au)  
or phone 9298 4320

## WORLD'S LONGEST LUNCH

**When:** Friday 2 March 2012  
**Where:** Warrandyte  
**Cost:** \$110 (includes three course meal and wine)  
**Bookings:** visit [www.manningham.vic.gov.au/longestlunch](http://www.manningham.vic.gov.au/longestlunch)  
or phone 9840 9310

## EASTERN WOMEN ON THE GO Business Forum & Expo Series

**When:** Wednesday 14 March, 8am-12pm  
**Where:** Karralyka Centre,  
Mines Road, Ringwood East  
**Bookings:** visit [www.bizmaroondah.com.au](http://www.bizmaroondah.com.au)  
or phone 9298 4320

## SEMIP INNOVATION SHOWCASE 2012

**When:** Friday 30 March  
**Where:** Hemisphere Conference Centre, Moorabbin  
**For more information phone 9581 4983**

## BIZCONNECT BUSINESS EVENT SERIES - Lunch

**When:** Wednesday 30 May, 12-2.30pm  
**Where:** Karralyka Centre,  
Mines Road, Ringwood East  
**Bookings:** visit [www.bizmaroondah.com.au](http://www.bizmaroondah.com.au)  
or phone 9298 4320

## MANNINGHAM BUSINESS NETWORK

**When:** Every second Tuesday of each month, 7.30-9am  
**Where:** Manningham Function Centre,  
699 Doncaster Road, Doncaster  
**Bookings:** visit [www.mbn.asn.au](http://www.mbn.asn.au) or email [enquiries@mbn.asn.au](mailto:enquiries@mbn.asn.au)

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