



WBIZ.COM.AU | ISSUE 02

# DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.

## WHITEHORSE BUSINESS WEEK 2019

12-16 AUGUST



▶ Emma Welsh



▶ Tom Parker



▶ Mark Cameron

A refreshed Whitehorse Business Week is on from 12-16 August with a range of events to cater for businesses.

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FEATURE EVENT:

WHITEHORSE  
**BUSINESS**  
**WEEK 2019**  
12-16 AUGUST

## *Harrow Street Car Park*

The new Harrow Street multi-deck car park in Box Hill central will open in late July.

The five-level car park comprises 562 car parking spaces, 12 bicycle spaces, 12 motorcycle spaces, dedicated community space and undercover entry plaza adjoining Pioneer Park.

Council has appointed Care Park to operate the car park. They currently operate several other car parks in Box Hill including the Council-owned Watts Street multi-deck car park.

Although the car park is operational, some additional works will continue until the end of August 2019. These works include fit-out of new tenancy spaces (hoarding to remain in place along Harrow Street frontage), redevelopment of Pioneer Park and installation of a signalised pedestrian crossing on Station Street near the Harrow Street intersection.

With the opening of the new car park, the Cambridge Street Car Park will now close to the public. Council has sold this site to a developer who has obtained ministerial planning approval to convert the land into a mixed use residential/commercial development, with large public open spaces and a child care centre.

For more information, visit [whitehorse.vic.gov.au](http://whitehorse.vic.gov.au)

Harrow Street Carpark construction



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**Contact:** Investment and Economic Development Unit, Whitehorse City Council, Locked Bag 2, Nunawading DC VIC 3131

**Email:** [business@whitehorse.vic.gov.au](mailto:business@whitehorse.vic.gov.au)  
**Website:** [wbiz.com.au](http://wbiz.com.au)

## Box Hill Logo Competition

On behalf of Whitehorse City Council we are excited to announce the winner of the 2019 Box Hill Logo Competition, Sarishty Singh.

The competition ran from 18 March to 29 April 2019 and received 65 submissions from Whitehorse tertiary institutions, secondary schools, businesses and residents. The winning logo was voted by the Box Hill Logo Judging panel who were made up of representatives from the local community.

The logo will be unveiled during Whitehorse Business Week 2019 and will be available for viewing at [wbiz.com.au](http://wbiz.com.au) and the Whitehorse Business Facebook Page from Monday 12 August.

Thank you to everyone who entered the competition, the overall quality of the entries were of a high standard. We would like to acknowledge our sponsors Deakin University and Box Hill Institute for sponsoring the prize, an Apple iPad Pro.



## *wbiz.com.au, Investment and Economic Development Unit's website revamped*

*Designed to be a 'one stop shop' for those already in business or wanting to start a business in the City of Whitehorse.*

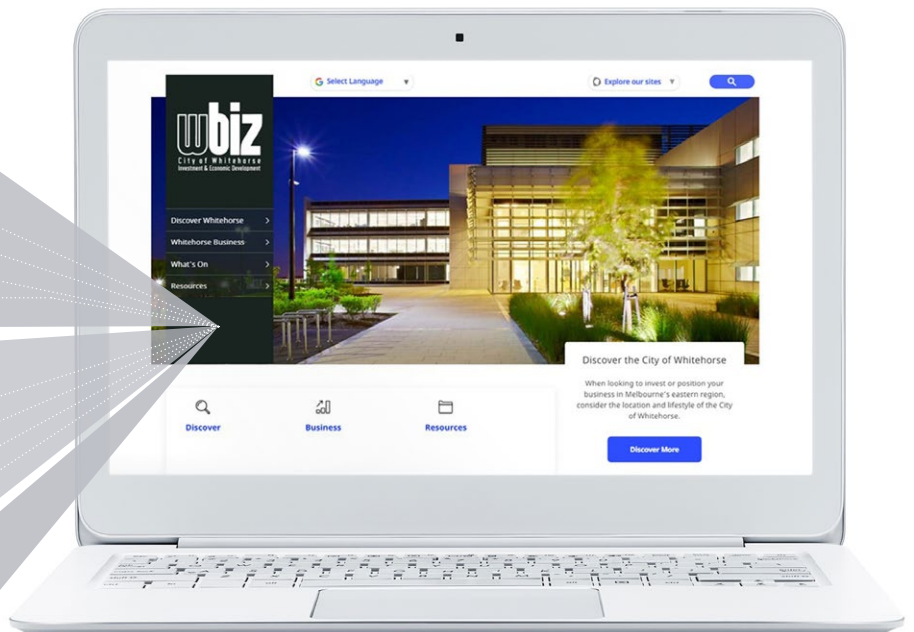
Visit [wbiz.com.au](http://wbiz.com.au) to find upcoming

- workshops
- events
- mentoring
- networking sessions

You will also find vital information on

- permits
- licences
- growing your business
- working from home

Make sure you don't miss out on the latest business news.



Stay connected and keep updated! Follow Whitehorse Business on [Facebook](#) and subscribe to our e-newsletter, links can be found on [wbiz.com.au](http://wbiz.com.au)

# WHITEHORSE BUSINESS WEEK 2019

12-16 AUGUST

A refreshed Whitehorse Business Week is on from 12-16 August with a range of events to cater for businesses.



**Thursday 8 August,  
6pm-7.30pm**

## WHITEHORSE BUSINESS WEEK LAUNCH

Quest Burwood East  
315 Burwood Hwy,  
Burwood East  
\$20

Whitehorse Business Week 2019 will be launched at Quest Burwood East and feature the official opening of the week by Whitehorse Mayor, Cr Bill Bennett.

Connect and network with like-minded business people from the local business community.

Asanti Dance theatre will entertain with a range of traditional and contemporary African dance, music and acrobats. This event is not to be missed.



**Monday 12 August,  
12pm-2pm**

## CHINA INSIGHTS WITH TOM PARKER

Box Hill Golf Club,  
202 Station Street, Box Hill  
\$55 +GST/ booking fee  
Presented by Tom Parker

As one of the fastest growing economies in the world and Australia's largest trading partner, China is exceedingly important for Australian businesses and businesspeople.

Tom Parker is a China specialist with a focus on collaboration between Australia and China to broaden the bi-lateral relationship. Last year, he joined the AFL in a newly created role as Head of China to drive commercial outcomes from the ongoing engagement and games being played in Shanghai.

In this presentation, Tom will share insights on the importance of WeChat, the rise of sports diplomacy in addition to business insights from a China specialist.



**Wednesday 14 August,  
12pm-2pm**

## WOMEN IN BUSINESS LUNCHEON

Box Hill Town Hall,  
1022 Whitehorse Road, Box Hill  
\$65 | Presented by  
Emma Welsh, Emma & Tom's

Be inspired by Emma Welsh, as she shares her experiences establishing a new business, working with a business partner and tips for business owners and entrepreneurs.

In late 2003 Emma and her childhood friend Tom Griffith decided to start their own business. They identified that Australians wanted more super-premium, super-tasting juices with nothing added apart from the goodness.

As a result, Emma & Tom's Life Juice was born. Like many Australians starting up their own small business they wanted to own and work in something which would be done their way - not someone else's.

Emma & Tom Foods now sells its fantastic tasting, minimally processed range of whole fruit juices, quenchers, sparkling juices and snack bars into over 5,000 premium independent cafes and delis as well as to the major grocery retailers. The brand's philosophy is "Look After Yourself" and they are committed to helping others experience health and vitality. Emma & Tom's pride themselves on maintaining close relationships with producers and suppliers and proudly support Australian farmers and families.

Emma is currently the CEO and Managing director for Emma & Tom's Foods.

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

FREE

**Thursday 15 August**  
**BIZ DAY 2019**

Whitehorse Room, Box Hill Town Hall, 1022 Whitehorse Road, Box Hill

*Time to work on your business, not just in it.*

Biz Day allows business owners to attend any relevant session throughout the day which will assist in growing and working on their business.

**10am-11.30am Single Touch Payroll (bookings required)**

Register your place for the Single Touch Payroll Introduction Session, presented by the Australian Taxation Office.

**12noon-1pm & 1.30pm-2.30pm Q&A forum (no bookings required)**

Learn and grow by asking and hearing from other local business owner's questions in one of the two open question and answer forums.

A business card draw is open for all Biz Day attendees to win one of two one-on-one mentoring sessions.

Want to talk to someone in person from a specific government organisation? An expo will be held throughout the morning.



**Friday 16 August, 12pm-2pm**

**DIGITAL STRATEGY AND CUSTOMER EXPERIENCE FOR BUSINESS**

Box Hill Golf Club, 202 Station Street, Box Hill  
\$55 | Presented by Mark Cameron

Mark Cameron will deliver a presentation about integrated digital strategy and digital customer experience.

Mark has been in the digital strategy and transformation space since the late 90s and is currently the CEO of W3.Digital, a consultancy that specialises in enabling and leading digital transformation initiatives.

Mark has been digital strategy columnist for BRW for more than five years, columnist for Marketing Magazine and for global publications such as Marketing Week and Smart Data Collective.

Mark is the only person in Australia to be certified as an Experience Economy Expert, the framework that brands like Lego, Ikea and Disney use to develop and commercialise their customer experience.

**Tuesday 13 August 2019,**  
**10am-4pm**

**LOCALISM: The Art of Connecting with your community**

Mainstreet Australia  
Victorian Conference 2019

Box Hill Town Hall,  
1022 Whitehorse Road, Box Hill

See website for pricing structure  
Sponsored by Whitehorse City Council

If you only attend one conference on place making, activation and strengthening your main street then this is it.

A lively, energetic and interactive day awaits where you will hear from key influencers and agents of change. The day will provide real life examples, ideas and evidence of how to engage your local community to create vibrant, authentic and viable main streets.

Based in Box Hill you will also have plenty of opportunity to network, engage and interact with like-minded place activators, business associations, centre coordinators and place managers.

[www.mainstreetaustralia.org.au](http://www.mainstreetaustralia.org.au)



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**Support Sponsors**



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# Entries Now Open for the Whitehorse Excellence in Business Awards 2019

The Whitehorse Excellence in Business Awards recognises significant contribution businesses make to the economy of the City of Whitehorse. They acknowledge innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology.

The awards invite organisations to stand out from the competition, to recognise staff for their contributions and proudly exhibit their successes.



2018 Whitehorse Excellence in Business Award Winners

## Job Access Employer Toolkit Launched

A new comprehensive guide for employing people with disability. This is a great practical resource to guide employers on the "how to" elements of successful recruitment of people with a disability. It includes a series of very short videos and downloadable resources.

Sections:

- Disability Employment Basics
- Fundamentals for organisations
- Recruiting people with disability
- Getting your workplace ready
- Managing your team

For additional information and to access the toolkit visit [jobaccess.gov.au/employers/employer-toolkit](http://jobaccess.gov.au/employers/employer-toolkit)



Australian Government

## Job Access

Driving disability employment



WHITEHORSE  
BUSINESS GROUP BY



### The award categories for 2019 include:

- Excellence in Business Award for a Community Group
- Excellence in Business Award for a Sole Trader
- Excellence in Business Award for a Micro Business (2-5 employees)
- Excellence in Business Award for a Small Business (6-20 employees)
- Excellence in Business Award for a Medium Business (21-50 employees)
- Excellence in Business Award for a Large Business (51-100 employees)
- Excellence in Business Award for a Major Business (over 101 employees)
- Young Business Leader of the Year  
This award is open to business people 30 years of age and below

The 2019 Whitehorse Excellence in Business Awards are managed by the Whitehorse Business Group Board. The judging panel is made up of independent judges.

Nominations close on Sunday 18 August 2019.

Visit: [whitehorsebusinessgroup.com.au](http://whitehorsebusinessgroup.com.au) and complete the online nomination form

# Think Local Buy Local

Our feedback from our Think Local Buy Local competition gave us a wonderful insight into the Whitehorse businesses that have made their mark on their customers/clients and their reasons why. Congratulations and well done to you all.

*In total 136 businesses were nominated some once, some a few times and some a lot!*



*Favourite business (any category)*  
**Scuba Culture**  
 Simply, it's more than a community business, it's a family. Walk in a customer, walk out with a new dive buddy!

*Go to Christmas Shop*  
**Makers & Vintage**  
 This shop is amazing!! The fact that you are supporting local makers and everything is such great quality.

*Go to Christmas Shop*  
**Fudge**  
 On point gifts, lovely clothing and friendly staff!

*Eating Haunts*  
**Dark Horse on the Brit**  
 Delicious food, great coffee, friendly staff, good atmosphere

*Eating Haunts*  
**Tien Dat**  
 Reasonable price, authentic and great food, good service. Long history in local eatery.

*Favourite business (any category)*  
**The Mabel**  
 The customer service is amazing. You really feel welcome and part of the community. Plus food is delicious.

*Service Based Business*  
**Winrell Motors**  
 Excellent, prompt, knowledgeable and reasonably priced service. Staff are very friendly and helpful. A true local garage.

## Victoria to ban lightweight shopping bags from November 2019

The Victorian Government will implement a state-wide ban on lightweight plastic shopping bags from November 2019.

The ban applies to ALL retailers – including supermarkets, greengrocers, bakeries, pharmacies, clothes stores, restaurants, cafes, markets, food outlets, and many more. It will apply to all lightweight plastic shopping

bags which have a thickness below 36 microns, including degradable, biodegradable and compostable bags.

The Department of Environment, Land, Water and Planning has engaged with the National Retail Association to assist retailers' transition away from lightweight plastic bags.

Fact sheets, information associated with the background to the ban and information to retailers is available on the VIC Bag Ban website.

Visit [vicbagban.com.au](http://vicbagban.com.au) for additional information



**• VICTORIANS HAVE BEEN USING OVER 1 BILLION PLASTIC SHOPPING BAGS EVERY YEAR •**

# Digital Solutions Program 2019

If you have an ABN and less than 20 employees, your business is eligible to become involved in the Digital Solutions Program.

For a total of \$55, this program will support your online business needs by offering the following:

## Group Workshops

Registering for this program will enable you to attend the scheduled workshops held in Melbourne's Eastern Region.

## Tailored Mentoring

Mentoring is delivered one-on-one (Two hours per ABN) and will provide your small business with a Digital Needs Assessment and a Digital Engagement Plan.

## Digital Solutions Portal

The online digital solutions portal offers step-by-step learning to bridge the gaps in your business.

## Interactive Webinars

Webinars will be added to the online digital solutions portal, providing additional opportunities for you to learn from experts.

**24 Jul** Boost Business with Facebook Advertising  
9.30am-12.30pm, Ringwood

**30 Jul** Cyber Security for Small Business  
9.30am-12.30pm, Mulgrave

**11 Sep** SEO Foundations for Small Business  
5.30pm-8.30pm, Doncaster

**12 Sep** Social Media Marketing 101  
9.30am-12.30pm, Nunawading

**18 Sep** Engage Real Followers on Instagram  
9.30am-12.30pm, Ringwood

**9 Oct** SEO Foundations for Small Business  
9.30am-12.30pm, Mulgrave

**31 Oct** Engage Real Followers on Instagram  
9.30am-12.30pm, Nunawading

**13 Nov** Create Marketing Campaigns with MailChimp  
9.30am-12.30pm, Ringwood



For more information and to register your business visit the Australian Small Business Advisory Services (ASBAS) website <https://asbas.melbourneinnovation.com.au>



## Sponsorship Expressions of Interest are Now Open

Grow your brand identity and actively engage with more than 170,000 Whitehorse locals by becoming a sponsor today!

We offer a unique promotional platform for your business, providing access to the 60,000 homes within the municipality through pre-season advertising. Sponsors enjoy additional brand exposure through on site activations, engaging directly with the more than 50,000 residents who attend our series of free, family friendly events. Whitehorse Festival Season includes Spring Festival, Whitehorse Carols, Australia Day Concert and Fireworks, Global Fiesta and the Swing Pop Boom Series.

This year's Spring Festival will be themed around STEM Learning, celebrating all things Science, Technology, Engineering and Maths – Your Passport to the Future!

To discuss sponsorship opportunities or obtain a copy of the sponsorship prospectus, please contact [arts@whitehorse.vic.gov.au](mailto:arts@whitehorse.vic.gov.au) or call 9262 6429.

## UPCOMING EVENTS:

**Managing the modern workforce** Fri 30 Aug, 7am-9am  
Canterbury International Hotel

**Whitehorse Excellence in Business Awards Gala Dinner** Fri 4 Oct, 6.30pm-11pm  
Vogue Ballroom

Bookings are essential. For more information visit [whitehorsebusinessgroup.com.au](http://whitehorsebusinessgroup.com.au)



## SMALL BUSINESS MENTORING:

**Small Business Bus** Thu 8 Aug, Mitcham  
Wed 13 Nov, Nunawading

**Small Business Mentoring Service** Thu 1 Aug, Nunawading  
Wed 13 Nov, Nunawading

Bookings are essential. Visit [wbiz.com.au](http://wbiz.com.au) for more information

