



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

WBIZ.COM.AU | ISSUE 03

# DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.

**TELL US YOUR THOUGHTS**

*Down to Business* has come a long way and transformed throughout the years. To assist us in the review of how we communicate with the business community, complete the survey on page 7.

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**BOOST**  
YOUR BUSINESS

## *Applications are now open for the second intake of Women on the Go*

An innovative business accelerator program is giving women from the Eastern Metro region the opportunity to take their businesses to the next level.

The program offers a combination of flexible

online and in-person delivery with 'real time' mentoring support including access to a private online forum.

Participants will have the opportunity to build lasting networks as well as focus on

strategic 'big picture' solutions for their business.

Key topics include setting growth strategies, making decisions that drive profitability, achieving alignment and successful recruitment,

knowing personal 'hot spots' as a leader and managing crisis, conflict and change.

The program will commence in March 2020 and conclude at the end of April 2020.

Women on the Go program is a collaboration between the Council's of Knox, Maroondah, Whitehorse, Yarra Ranges and presented by Ion Group. This is subsidised by government funding.

Pay \$500  
for \$1500  
value

**WOMEN ON THE GO!**  
Business Accelerator Program

Back by popular demand!  
NEW 2020 March intake

**i** For more information visit [wbiz.com.au](http://wbiz.com.au)  
Limited spaces available, register now!

### *Down to Business is going digital*

The Investment and Economic Development Unit is moving towards information being distributed electronically from 2020.

**To assist us in the review of how we communicate with the business community, please complete the survey on page 7.**



**There are many ways to stay up-to-date:**

-  Follow us on Facebook @whitehorsebusiness
-  Sign up to the electronic newsletter at [wbiz.com.au](http://wbiz.com.au)
-  Find out about the latest events, programs and information at [wbiz.com.au](http://wbiz.com.au)

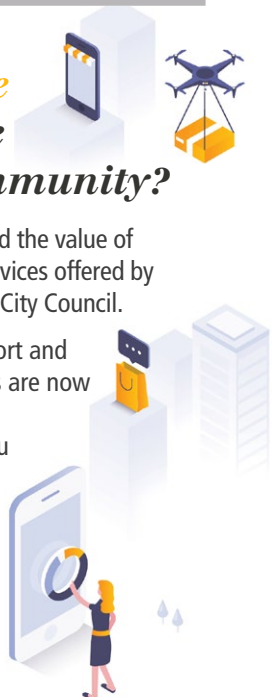
### *Looking for some on the ground insights into the Whitehorse business community?*

Thank you to all businesses that took the time to complete the Whitehorse Business Performance Survey 2019. The data gained has contributed valuable information on performance, trends and opportunities in the City of Whitehorse.

The survey measured local economic activity, business performance, confidence trends

and assessed the value of business services offered by Whitehorse City Council.

The full report and key findings are now available at [wbiz.com.au](http://wbiz.com.au)





## Getting Ready for the Festive Season

This festive season, your customers will be out and about taking snaps of their favourite festive window display for their chance to win one of 10 x \$100 EFT gift cards.

Snap Send Solve is a free app for iPhone and Android devices that lets users report issues and provide feedback

directly to us and this year it will be used as our platform for the 2019 Festive Window Competition.

Will your window display be snap worthy?

For inspiration head to What's On at [wbiz.com.au](http://wbiz.com.au)

We will be giving a shout out to our favourite entries so follow us on Facebook @whitehorsebusiness to see which businesses are standing out from the crowd.



## Loving your location?

Our Think Local Buy Local program is getting a refresh in 2020. In our most recent campaign, which was framed around 'when you spend \$100', shoppers nominated their favourite businesses for a chance to win \$100 to spend in their neighbourhood.

In the year ahead we will change our focus towards shopping precincts.

For your chance to feature in a precinct showcase we are inviting business operators to tell us why you love operating in your precinct. Visit the What's on section at [wbiz.com.au](http://wbiz.com.au)



## Introducing Box Hill's New Logo

Box Hill is one of Melbourne's leading Metropolitan Activity Centres and is experiencing unprecedented growth in development and investment, making this the perfect time to introduce a new logo to represent this thriving suburb.

A design competition was held earlier this year inviting the Whitehorse community to submit a logo that they thought

best represented Box Hill. There were 65 entries, including students, residents and local businesses from the City of Whitehorse.

The winning logo is vibrant and energetic and represents Box Hill's diverse community, its health and education sectors and its dynamic corporate sector. The design was selected by a panel of members from

Deakin University, Box Hill Institute, Bendigo Bank, Epworth Eastern, The Chen, Vicinity Centres, The Whitehorse Business Group, as well as Whitehorse City Council Mayor and Elgar Ward Councillors.

Local resident and graphic designer Sarishty Singh designed the winning entry, winning herself an iPad Pro and Apple Pencil.



**BOX  
HILL**

Thank you to our sponsors Deakin University and Box Hill Institute for this great prize. The new logo will be rolled out in the coming months throughout Box Hill.



# BOOST

YOUR BUSINESS

Monday 16-Friday 20 March 2020

▶ All workshops and seminars will be held at Quest Burwood East, 315 Burwood Highway, Burwood East

The Boost Your Business Program is a series of workshops and seminars designed to assist, grow and 'boost' your business.

## STARTING YOUR BUSINESS: HOW TO TURN AN IDEA INTO A BUSINESS

**Monday 16 March**

**Time:** 9.30am-1pm

**Cost:** \$30

*Facilitated by Small Business Victoria*

Prepare to get your bright idea off the ground, step by step, at this essential planning workshop packed with vital start-up tips, tools and expert guidance that will prepare you to give your business the best chance of success.

Come to grips with everything you need to know before you get started and walk away prepared with a clear vision of the next steps needed to turn your idea into business reality.

This workshop includes a free follow-up one-on-one mentoring sessions with an experienced small business mentor who can tailor advice and information to your individual circumstances.

## TAX ESSENTIALS

**Thursday 19 March**

**Time:** 9.30am-11.30am

**Cost:** Free, registrations essential

*Facilitated by Australian Taxation Office*

Are you a new small business, or thinking of starting a small business?

Give your small business the best start!

In this workshop, you will learn:

- common business structures
- business registrations and reporting
- expenses you may be able to claim including motor vehicle, depreciation and home-based business expenses
- where to go for help and information when you need it.

There will be a demonstration on how to use online tools, resources that can help you and an opportunity to ask questions.

## MARKETING YOUR BUSINESS: HOW TO GET IT RIGHT FIRST TIME

**Tuesday 17 March**

**Time:** 9.30am-11.30am

**Cost:** \$20

*Facilitated by Small Business Victoria*

An effective marketing strategy should boost your brand, capture customers, keep them coming back, and ultimately save you time and money.

This back-to-basics workshop that will show you how to develop a marketing action plan to keep your effort and resources focused in the right areas.

Learn how to set marketing goals that work, get to know your customers better, clarify your unique selling proposition and choose the right marketing activities to match your business. Then learn how to measure the success of your activities so you can make sure you're achieving your goals.

## FACEBOOK FOR SMALL BUSINESS SIMPLIFIED

**Friday 20 March**

**Time:** 9.30am-12.30pm

**Cost:** ASBAS membership – see page 5 for more information

A Facebook business page enables direct communication with your audience. It provides the opportunity for you to reveal the persona behind your brand. Followers will respond to the human side of your business as you interact through posts, comments, and shares.

Register for this workshop to learn how to create and maintain a Facebook page that will attract followers for your small business.

## START ME, GROW ME: SMALL BUSINESS FORUM

**Wednesday 18 March**

**Time:** 6pm-7.30pm

**Cost:** Free, registrations essential

*Facilitated by GBEN (Government Business Education Network)*

Are you looking for free and direct access to local, state and federal government agencies and business advisors in one place? Well, here it is.

Ask questions and learn about the programs, grants, resources, people and organisations that can help your business.

Plus, network with other like-minded professionals.

Book now at  
[wbiz.com.au](http://wbiz.com.au)

**SMALL  
BUSINESS VICTORIA**

**G** **GBEN** **NETWORK**  
business education



**Australian Government**  
**Australian Taxation Office**



Refreshments provided at all *Boost Your Business* sessions.

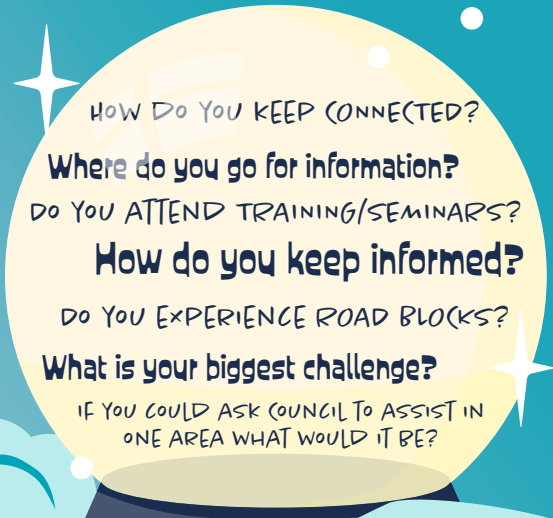


# Calling all home based businesses

To assist us in better understanding the needs of home based businesses we are seeking your insights, comments and suggestions.

Visit [wbiz.com.au](http://wbiz.com.au) and be one of the first four businesses to submit your feedback to receive a one-on-one mentoring voucher for a session with a small business mentor of your choice.

Sign up for our Ebulletin to see where your feedback will take us, visit [wbiz.com.au](http://wbiz.com.au)



HOW DO YOU KEEP CONNECTED?

Where do you go for information?

DO YOU ATTEND TRAINING/SEMINARS?

How do you keep informed?

DO YOU EXPERIENCE ROAD BLOCKS?

What is your biggest challenge?

IF YOU COULD ASK COUNCIL TO ASSIST IN ONE AREA WHAT WOULD IT BE?



## Small Business Mentoring

Did you know that Whitehorse City Council offers free mentoring sessions from the Small Business Mentoring Service throughout the year? Be sure to check [wbiz.com.au](http://wbiz.com.au) or [sbms.org.au](http://sbms.org.au) for upcoming dates.

## Digital Solutions Program 2020 | Melbourne's East

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

For only \$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.



Payment is for the lifetime of the membership

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





# Whitehorse Excellence in Business Awards 2019

The Whitehorse Excellence in Business Awards presentation evening was held on Friday 4 October. This celebrated event with MC Des Dowling, was attended by over 340 local businesses, government representatives and community leaders who gathered to acknowledge business achievements and excellence throughout the City of Whitehorse.

The awards recognise innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology.

Entering the Awards is a process which reaps significant benefits

for organisations in the City of Whitehorse. By addressing the criteria each business undertake a self-assessment process which will identify where the organisation is positioned in relation to a number of key management outcomes.

The Whitehorse Excellence in Business Awards were open to all businesses and organisations who operate in the City of Whitehorse.

The awards were managed by the Whitehorse Business Group Board with the judging panel consisting of independent judges.



2019 Whitehorse Excellence in Business Award Winners.

*The 2019 Excellence in Business Award – Overall Business Award, goes to Philip Webb Real Estate*

**PhilipWebb**

Congratulations to all nominated businesses

**i** Visit [wbiz.com.au](http://wbiz.com.au) to find out more about the Whitehorse Business Group and Business in Excellence Awards

## Congratulations to all award Winners

**Young Business Leader of the Year**  
Burwood Café and takeaway

**Community Organisation**  
Bennettswood Bowling Club

**Sole Trader Business**  
Mosaic & Moonlight Natural Products

**Micro Business**  
Gracie Jiu Jitsu Burwood

**Small Business**  
Academy of Dance Victoria

**Medium Business**  
Vermont Private Hospital

**Large Business**  
Philip Webb Real Estate

**2019 City of Whitehorse Award**  
Alkira Centre – Box Hill Inc

## Another successful year for the Interns in Industry program



Interns in Industry 2019 presentation evening with participating businesses and students.

The annual intern program wrapped up in September and we were pleased to hear all the positive feedback and fantastic outcomes reported by participating businesses.

This unpaid program, connects businesses with talented established and final year undergraduate and postgraduate students from Deakin Business School.

The 2019 program was a collaboration between Knox City Council, Deakin University's Business and Law Facility and Whitehorse City Council.

If your business has a project scheduled for 2020 that could use some additional resources, or you are looking to bring fresh ideas and a new perspective into your workplace, head to [wbiz.com.au](http://wbiz.com.au) to find out more.



Go to [wbiz.com.au](http://wbiz.com.au) for information about the program.

# The Investment and Economic Development Unit is assessing how information is distributed to the business community and are interested in your thoughts!

Complete and return the short survey below or find an online version at [wbiz.com.au](http://wbiz.com.au)

**TELL US YOUR THOUGHTS**

**SURVEY CLOSSES 9 DECEMBER 2019**

3 fold down here

1. Is the information in Down to Business publication helpful to you and your business?

Yes  No (please select one)

If no, please specify what you would like?

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2 fold up here

2. How would you prefer to receive information from Investment and Economic Development? (select as many as required)

- LinkedIn
- Facebook\*
- Ebulletin/ Enewsletter
- Mail
- WBIZ Website

\*Remember to follow us @whitehorsebusiness

3. Have you ever participated in a program/workshop or event that you found out about from Down to Business?

Yes  No (please select one)

4. Please indicate how you would you prefer to receive information about business news/ event/ programs? (select as many as required)

- Separate articles – electronically distributed monthly
- A publication with all programs and events in the upcoming three months – electronically distributed quarterly
- Article and pieces of information distributed as they become available – ad hoc basis on Facebook, Enewsletter or LinkedIn
- Other, please specify:

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5. Did you know that you can sign up to the Investment and Economic Development Ebulletin/ Enewsletter on WBIZ?

Yes  No (please select one)

Once completed, please cut along dotted line, fold, seal and post. No stamp required.

**PREFER TO COMPLETE ONLINE?... GO TO [WBIZ.COM.AU](http://WBIZ.COM.AU)**



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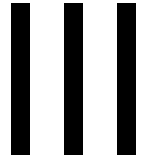






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