



WBIZ.COM.AU | ISSUE 01

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.



boost

YOUR BUSINESS | 27-31 MARCH 2017

This exciting program involves a series of workshops and seminars designed to assist, grow and 'boost' your business.

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The Winners of the Annual Festive Window Dressing Comp 2016

Take a look at the 2016 prize winners from our annual festive competition for Whitehorse-based businesses.

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*Boost Your Business
is back for 2017*



Box Hill, Melbourne's future ready city.

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Recognised as the gateway to the eastern suburbs, Box Hill has come a long way from its initial suburban identity. With a number of major urban redevelopment projects underway and many more set to define its skyline, Box Hill has become the fastest growing city centre outside of the Melbourne CBD.

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Box Hill – The fastest growing city outside Melbourne's CBD

The City of Whitehorse is fast becoming the destination location for investors. The attraction of connectivity through a rail corridor in the midst of the municipality, modern health and education services and growing commercial employment precincts in Burwood and Melbourne's future ready city Box Hill are providing the stimulus towards economic and employment growth opportunities in Melbourne's East.

Recognised as the gateway to the eastern suburbs, Box Hill has come a long way from its initial suburban identity. With a number of major urban redevelopment projects underway and many more set to define its skyline, Box Hill has become the fastest growing city centre outside of the Melbourne CBD and is now offering a genuine alternative to the Melbourne CBD for investment, employment, entertainment and a place to stay.

It is somewhat the perfect storm that has been created that makes Box Hill an attractive proposition for a range of key industry players. The town centre is well served in terms of infrastructure, only hampered by the outdated transport interchange (rail, bus and tram) that will pose capacity pressures as Box Hill grows. Redevelopment of the transport interchange will provide further opportunities towards economic impact and the creation of jobs. Box Hill benefits from a well-located and established activity centre and shopping centre (Box Hill Central) with a diverse range of retail, commercial, food and beverage and entertainment offerings.

In terms of employment generation Box Hill also boasts the highest office floor area outside the Melbourne CBD and has been a long time home for some major health (Box Hill Hospital and Epworth Hospital) and education facilities (Box Hill Institute). Over 50,000 students from Deakin University and Box Hill Institute access their tertiary studies via Box Hill.

Unlocking the potential in Box Hill has been the strategic work that has been carried out by Whitehorse City Council with support given to this vision by state government for decentralisation. The Box Hill Transit City Activity Centre Structure Plan was introduced in 2006. The structure plan provides a framework for city development and identifies areas for growth with an emphasis on contribution to employment generation, housing supply and the 24 hour city.

Momentum has been gathering since the adoption of the structure plan though it is only been over the last few years that the development industry has sat up, taken notice and tapped into Box Hill's true potential.

Investment in Box Hill has skyrocketed in the last few years with much of this coming from Asian investors, and more specifically from China. It is worth noting that a significant proportion of the Box Hill population comes from Chinese descent and Box Hill host one of the biggest Chinese New Year's celebrations in the country.

There has still been a great deal of interest and investment from local investors too. The potential for uplift

Welcome to our fresh new newsletter for 2017.

Down to Business is an initiative of the Investment and Economic Development Unit and is fully funded by Whitehorse City Council. 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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Website: wbiz.com.au

in value in properties has been a huge drawcard with single dwelling lots being converted into high rise multi dwelling mixed use developments. The sheer scale of potential development, encouraged in the Box Hill Metropolitan Activity Centre, makes it an attractive prospect.

Another key factor is that property values have grown considerably more in Box Hill than in equivalent suburbs in Melbourne. Property values have increased by a whopping 927% in Box Hill over the last 20 years. The adoption of the

Box Hill Transit City Activity Centre Structure Plan all of 10 years ago has been a key catalyst for this.

What has set Box Hill apart from other satellite centres such as Dandenong, Ringwood and Footscray is that the investment to date has largely been pouring in from the private sector. Whereas other centres have relied on state government funding to a degree to kick start investment interest.

July 2015 to December 2016 Economic Impact Report for the City of Whitehorse (Data

Source – RemPlan 2016 Economic Impact Profiling) indicates that over \$1.269 Billion in development approvals will result in the creation of over 3050 direct jobs and a further 3187 indirect jobs. Consumption effects are estimated to further boost employment by over 1685 jobs. Total employment is estimated to increase by over 7900 jobs as these development approvals come to realisation.

The City of Whitehorse with Box Hill as Melbourne’s largest Metropolitan Activity

Centre will without doubt develop as the economic and employment growth centre for Melbourne’s East.

The City of Whitehorse is experiencing economic growth that is unprecedented with additional large residential infill sites in Burwood and Nunawading on the verge of development.

Economic growth is fundamental to the wellbeing of the region and provides the creation of jobs for generations to come.

Article: Paul McAleer, Associate Director, Planning – Meinhardt



! Expressions of Interest Now Open

Deakin University and Whitehorse City Council are proud to announce the 2017 Whitehorse Tertiary Business Skills Program.

Now in its 9th year, this highly regarded intern program provides local businesses with the opportunity to utilise the skills of second year, third year and post-graduate students from Deakin’s Business School over a three-month period (95 hours).

Students are suitably matched and provided with the opportunity to gain practical hands-on experience in a professional

business environment that is complementary to their tertiary studies.

Businesses are able to utilise fresh perspectives, skills and knowledge of the latest industry concepts and technologies; assess student/s for future employment opportunities; plus build and foster ties with the next generation of industry professionals.

The program is absolutely free – businesses are not required to pay any remuneration fees. Deakin Business School students are equipped with

a board range of skills and specialisations, including;

- Information Technology
- Software Development
- Web Development
- Cyber Security
- Economics
- Accounting
- Finance
- International Trade
- Marketing
- Property and Real Estate
- Events Management
- Human Resources
- Public Relations
- Law

For further details, contact Council’s Investment and Economic Development Unit on business@whitehorse.vic.gov.au or 9262 6333 or visit wbiz.com.au

Testimonials:
“The Program runs well, and is highly regarded in our organisation.”
– The Onemda Association

“I would like to commend the Council and Deakin for providing a professionally run program with excellent student participation”
– Industelec



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YOUR BUSINESS | 27-31 MARCH 2017



The City of Whitehorse Investment and Economic Development Unit invites you to a series of workshops and seminars designed to assist, grow and 'boost' your business.

LEARN LOCAL SMALL BUSINESS WORKSHOPS

ENGAGING WITH THE CHINESE COMMUNITY

Date: Thursday 30 March 2017
Time: 8.30am - 11am
Cost: \$20

HR FOR SMALL BUSINESS – GETTING THE BASICS RIGHT

Date: Thursday 27 April 2017
Time: 8.30am - 10.30am
Cost: \$20

WORK LIFE BALANCE

Date: Thursday 11 May 2017
Time: 8.30am - 11am
Cost: \$20

CREATING EXCEPTIONAL CUSTOMER EXPERIENCES

Date: Friday 26 May 2017
Time: 8.30am - 11am
Cost: \$20

VENUE FOR ALL WORKSHOPS:

Box Hill Town Hall
1022 Whitehorse Road, Box Hill

To book into these Learn Local workshops contact Avenue Neighbourhood House
info@theavenue.org.au
or phone 9808 2000



MON 27 MAR 9.30am – 1pm | \$30 pp MARKETING FOR GROWTH

Facilitated by Small Business Victoria

Willis Room, Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading

A dynamic marketing strategy is the key to achieving business growth objectives.

With the latest information and insights from a small business marketing expert

and a suite of best-practice templates and resources, this workshop is designed to suit businesses at all stages.

Participants will learn how to refine their existing marketing strategy to expand their business opportunities, learn how to use research to gain a better understanding of target markets, develop their products and services and improve their key value proposition to attract more customers.

MON 27 MAR 10am – 4pm FREE 45 MINUTE BUSINESS MENTORING SESSIONS SMALL BUSINESS BUS

Facilitated by Small Business Victoria

Mentoring bus positioned out the front of the Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading

If you're planning, starting or growing your business, the Mobile Business Centre offers a free 45 minute session with an experienced business mentor.

TUE 28 MAR 9.30am – 1pm | \$30 pp DEVELOP YOUR ONLINE STRATEGY

Facilitated by Small Business Victoria

Willis Room, Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading

The online world is rapidly evolving and today's customers expect much more than a static promotional website. Adoption of digital technology is fast becoming fundamental to business success.

Developing content, understanding social media and search engine optimisation are all considered complex tasks by many busy small business owners.

Led by a digital expert with real-life small business experience, this workshop will simplify the digital world and help participants develop a framework to strategically grow their business online.

TUE 28 MAR 6pm – 7.30pm FREE FORUM START ME GROW ME SMALL BUSINESS FORUM

Facilitated by AusIndustry

Waratah Room, Whitehorse Centre
379-397 Whitehorse Road, Nunawading

Got a brand new business idea? Or want to grow your existing business? Then come

along to 'Start Me, Grow Me – Small Business Forum' and hear about the journey of a successful local business, and learn their valuable business tips. Plus, you can ask the experts about the business advice, information and resources available from Whitehorse City Council and key state / federal agencies such as AusIndustry, Australian Taxation Office, Innovic, your local Business Enterprise Centre and Small Business Victoria.



BOOK NOW | VISIT WBIZ.COM.AU P 9262 6333



WED 29 MAR 7.30am – 9am | \$30pp
BOOST YOUR BUSINESS MOTIVATION

Event Partner: Carrington Health
Speaker: *Kate Weiss, founder of "Table of Plenty"*
Matsudo Room, Box Hill Town Hall
1022 Whitehorse Road, Box Hill
Be inspired by Kate Weiss as she shares her experiences as a health food entrepreneur and founder of a highly successful brand Table of Plenty. After Kate gave birth to a daughter with a rare genetic syndrome and intellectual disability, she rediscovered a passion

for life which lead her to research food, nutrition and wellbeing which in-turn resulted in the creation of the brand, Table of Plenty.

Kate and her company have won a number of awards including Telstra National Business Women's Award: Business Owner, InStyle Women of Style Business Award, Brainlink Women of Achievement Finalist, Melbourne Design Awards, Gold award among them.

Kate believes there is no greater motivation than to find what you are good at and to work for a greater cause.

THU 30 MAR 5pm – 8pm | \$30pp
DEMYSTIFYING INNOVATION SIX STEPS TO CREATE AND SUSTAIN A CULTURE OF INNOVATION

Victorian Leaders Seminar
Building BC, Deakin University
Level 2, 221 Burwood Highway, Burwood

We are constantly bombarded with messages on the importance of innovation to our organisations and to the future of the national and global economy. Few would argue that innovation is critical

to growth in a world of rapid change and technological advancement.

But what does this actually mean on the ground and what are the practical steps required to create a culture where innovation thrives at an individual, team, leadership and organisational level?

This interactive workshop will:

- clarify the concept of innovation
- introduce six ways to successfully create and sustain a culture of innovation
- provide examples of innovation strategies and successes as a catalyst for immediate action among them.

FRI 31 MAR 7.30am – 9am | \$30pp
CREATING EXCEPTIONAL CUSTOMER ENGAGEMENT

Event Partner: Whitehorse Business Group
Presenter: *Les Price, renowned speaker, author and coach*
Willis Room, Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading

In a world of increasing competition, distraction and noise, it can be hard to keep your customers engaged and coming back for more. While providing good customer service is now the expected norm, businesses who want to survive

and thrive need to consistently find new ways to deliver an exceptional customer experience, both online and offline. Discover the inner-strategies, tools and insights that world-class businesses such as Apple, Uniqlo and Google use to deliver exceptional service, build deeper customer relationships and entice their followers to return again and again.



Refreshments provided at all 'Boost Your Business' workshops, seminars and events.



THINK LOCAL BUY LOCAL

Whitehorse City Council is proud to support local businesses, and as part of the recent Think Local Buy Local campaign, Council's Investment and Economic Development Unit have created a video to provide a snapshot of the diversity of homegrown businesses in Whitehorse.

Local Nunawading video producer Ryan O'Hehir created the video, which will feature on the Wbiz website (wbiz.com.au) as well as at Council Customer Service Centres throughout Whitehorse.

The video features a range of new and established businesses in Whitehorse.

A Snapshot of the businesses which were included:

- Acorn Nursery** is a well loved Whitehorse business, with a history spanning over 30 years. The nursery offers a wide variety of plants and knowledgeable staff who are able to provide helpful gardening advice.
- The Penny Drop** is a new addition to the food scene in Box Hill. Centrally located under the Australian Tax Office, this vibrant all-day eatery offers a modern Australian menu and excellent coffee.
- Wilfred and Hunter** is a sunlit store in the heart of Blackburn's Bellbird Place and offers a vibrant array of gifts, homewares, fresh flowers and jewellery.
- Saward Dawson Chartered Accountants** is yet another well-established Whitehorse business. With over 30 years in operation and with over 60 staff, this firm has a reputation for quality, innovation and a diverse range of professional services.



Behind the scenes of the Think Local Buy Local video and the Think Local Buy Local Sticker

It's local businesses such as these that contribute not only their services and products to the community; they also help shape the face and personality of Whitehorse. Small-scale, locally owned businesses are known to be an essential ingredient in creating municipalities that are community minded, sustainable, prosperous and unique.

The Think Local Buy Local campaign is making a difference for many local businesses in Whitehorse, while helping to improve job

security for local employees, generate new employment opportunities and reduce the community's carbon footprint.

Show your appreciation and support for our local businesses by shopping at businesses that display the Think Local Buy Local sticker.

Businesses who would like a sticker and to go into the draw to be featured in the Whitehorse News, please contact Council's Investment and Economic Development Unit on 9262 6333 or email us at business@whitehorse.vic.gov.au

Whitehorse Retail Precincts on Wbiz

Over the past few months Council's Investment and Economic Development Unit have been visiting local retailers to gather information to further promote shopping precincts located within the City of Whitehorse.

The website wbiz.com.au features a dedicated 'Shopping in Whitehorse' section aimed to encourage locals to Think Local and Buy Local and promote the fabulous array of Whitehorse retail businesses.

This section contains a dedicated page for selected Whitehorse's shopping precincts, and in these

pages features a directory that displays the details of each of the retail businesses located within the precincts.

Visit Wbiz to check out this excellent promotional tool for Whitehorse retail businesses.

To find out more information or to get your shopping precinct or business involved contact the Investment and Economic Development Unit on business@whitehorse.vic.gov.au or phone 9262 6333.



“
Whitehorse retail precincts and businesses will receive free promotion on the wbiz website, wbiz.com.au.
”



Festive Window Dressing Competition

Congratulations to all Whitehorse businesses that got into the spirit of the festive season and took part in the Festive Window Dressing Competition. The business participation added a vibrant element to shopping precincts during the Christmas period, and also encouraged customers to enjoy the festive spirit whilst shopping local. Both traders and shoppers were invited to nominate their favourite festive window display.

The esteemed judging panel selected shopfronts that successfully incorporated the businesses' products into the display, whilst having strengths in the use of colour, originality, theme and overall presentation.

The judging panel consisted of:

- Cr Denise Massoud, Mayor of Whitehorse
- Jo-Anne Bianchi, Sales Co-ordinator at LightFM
- Jennifer Thompson, Editor at Your Child in Whitehorse

Congratulations to the following winners.

1st Prize \$500 Cash:
YES Opportunity Shop, Forest Hill

2nd Prize \$200 Cash:
Taylor Francis & Co, Blackburn

3rd Prize \$100 Cash:
Churchills for Hair, Mont Albert

Highly Commended:

- Wallpaper Brokers, Mitcham
- Mont Albert Florist, Mont Albert.

All competition prize winners received a Whitehorse Business Group 2017 Membership valued at \$143.



Grow Your Business with Decisions that Drive Profits Business Planning and Management Program

Whitehorse City Council and Victoria State Government jointly present the Grow Your Business Program, designed to assist 10 Whitehorse businesses develop, grow and implement strategies to capitalize on opportunities for future growth. Specialist business growth enabler, the ION Group Pty Ltd will facilitate the program and assist businesses to:

- devise a comprehensive three-year growth strategy
- identify key challenges – risks and opportunities
- define the core of the business
- harness energy and resources to optimise business performance and teamwork
- apply the 10 'Closed System' principles and decision-making tools to drive profits

- enhance performance and productivity of key people and technology
- track progress and adapt to changes.

Each participating business will receive three private consultations at their business premises, as well as two half-day group workshops at Whitehorse City Council, and may send up to two business representatives to each session.

Program fee is \$750 + GST per business (valued at \$2250, subsidised by the Victoria State Government).

For further details, contact Council's Investment and Economic Development Unit on business@whitehorse.vic.gov.au or 9262 6333 or visit wbiz.com.au

About the Program Facilitator

ION Group Pty Ltd is a national consulting firm that specialises in helping businesses and organisations advance their management solutions and business strategy. With more than 30 years experience, the ION Group founders have developed a profoundly effective framework and set of tools that assist businesses to improve decision making in order to navigate fluctuating economic conditions and recognise new opportunities for growth.



! Expressions of Interest Now Open



Sponsorship Opportunity

5 Star ★★★★★ Hygiene Focus

New Food Online Portal Rates Five Stars

Looking for somewhere to eat out this weekend? How would you like to be able to instantly access information on the food hygiene and safety standards of local restaurants, cafes, bakeries, supermarkets and other food premises in Whitehorse?

With the new food online portal, you can now view the hygiene and safety star ratings for all food businesses in the municipality.

The portal also allows businesses to renew and pay their food registrations online.

To view the portal, visit ehealth.whitehorse.vic.gov.au

For more details contact Council's Environmental Health Unit on 9262 6333

Spotlight On... Real Life Hair

Business type: Hairdressing Salon
Location: Shop 8, 477-479 Burwood Hwy, Vermont South
Trading hours: Tue, Wed & Fri 9am - 5.30pm, Thu 9am - 9pm, Sat 9am - 5pm.
Phone: 9803 2899
Website: reallifehair.com.au

Congratulations to Real Life Hair for achieving 5 stars for best practice in hygiene safety standards.



Whitehorse Business Week 2017

Be part of one of Victoria's Small Business Festival's most successful program of events.

Since its establishment in 2001, Whitehorse Business Week (WBW) has attracted over 12,000 attendees and is recognised as a key contributor to the Victorian Small Business Festival, which is held throughout August each year.

Sponsorship for the WBW 2017 program is now open, so get your expression of interest in to be sure that you don't miss this opportunity.

To express your interest or to find out more information please contact Council's **Business Marketing and Communications Officer** on 9262 6333 or via email business@whitehorse.vic.gov.au

WBW 2017 will be held from Monday 14 – Friday 18 August.

UPCOMING EVENTS:



Whitehorse Global Fiesta:
Sun 19 Mar 12pm-4pm
Box Hill Gardens



Whitehorse Swing Pop Boom Music Series Events:

- Moonlight Movie Night
Fri 10 Mar 7pm-10pm
Morack Golf Course, Vermont South
- Shake at the Lake
Sun 26 Mar 2pm-5pm
Blackburn Lake Sanctuary



Dates for Your Diary

Labour Day	Mon 13 Mar
Good Friday	Fri 14 Apr
Saturday before Easter Sunday	Sat 15 Apr
Easter Sunday	Sun 16 Apr
Easter Monday	Mon 17 Apr
Whitehorse Sustainable Living Week	Sun 10 – Sun 17 Apr
ANZAC Day	Tue 25 Apr
Queen's Birthday	Mon 12 June