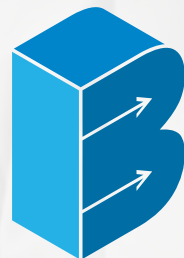




WBIZ.COM.AU | ISSUE 01

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.



BOOST

YOUR BUSINESS

18-22 MARCH 2019

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

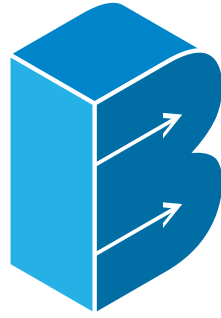
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WELCOME TO THE FIRST EDITION OF DOWN TO BUSINESS 2019, IN THIS EDITION:

- Boost Your Business
- Digital Solutions Program 2019
- Interns in Industry
- Starting Your Business Workshop
- Record Keeping for GST Registered Businesses Workshop
- Think Local Buy Local
- Whitehorse Excellence in Business Awards 2018
- Festive Window Competition 2018
- Looking to Learn New Skills in 2019?
- Small Business Mentoring
- Whitehorse Business Performance Survey 2019
- Whitehorse Business Group Upcoming Events

Down to Business is going digital – visit wbiz.com.au to subscribe to our newsletter.





BOOST

YOUR BUSINESS

18-22 MARCH 2019

BOOKINGS ESSENTIAL • WBIZ.COM.AU

MARKETING YOUR BUSINESS

Monday 18 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.

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. In addition, learn how to measure the success of your activities so you can make sure you're achieving your goals.

SINGLE TOUCH PAYROLL FOR SMALL BUSINESS

Tuesday 19 March

Time: 10am-11am

Cost: Free of charge

Facilitated by Australian Taxation Office

Are you an employer, or are you thinking of hiring workers?

This one hour session will assist you to understand how your payroll tax and super reporting obligations, as an employer, have been streamlined, using Single Touch Payroll (STP).

Find out how you can automatically report payments such as salaries, wages, tax withheld and superannuation from your payroll solution each time you pay your workers.

EFFECTIVE BUSINESS NETWORKING

Tuesday 19 March

Time: 6pm-8pm

Cost: \$20

Facilitated by Small Business Victoria

Co-hosted by Whitehorse City Council and the Whitehorse Business Group.

In this two hour workshop, find out how to build relationships that are both meaningful and authentic, develop your own 30-second 'elevator pitch' and discover the many ways networking can deliver value to your business.

Discover why the best networking is more about the giving than the getting, and how remaining open to new ideas and new people can help to make the pie bigger for all.

BUSINESS PLANNING ESSENTIALS

Wednesday 20 March

Time: 9.30am-11.30am

Cost: \$20

Facilitated by Small Business Victoria

Put your business on the path to long-term success at this essential workshop that will take you, step by step, through the vital process of building a business plan to drive your business forward.

As well as keeping your business on track, having a ready-prepared plan is a vital tool to have up your sleeve whenever you seek finance, lease a premises, arrange permits or engage staff.

TAKING YOUR BUSINESS ONLINE

Friday 22 March

Time: 9.30am-11.30am

Cost: \$20

Facilitated by Small Business Victoria

Whether you're a bricks and mortar business or still at the drawing board, this workshop led by a digital expert with real-world small business experience spans the complete digital landscape.

Build your understanding of online advertising, search engines, websites, blogs and social media through practical exercises and real-life examples, then learn how to bring them all together into an effective online strategy that matches your objectives.



Refreshments provided at all *Boost Your Business* sessions.

SMALL BUSINESS VICTORIA



Australian Government
Australian Taxation Office



WHITEHORSE BUSINESS GROUP

All sessions will be held at the Willis Room, Whitehorse Civic Centre, 379-397 Whitehorse Rd, Nunawading

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

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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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Email:
business@whitehorse.vic.gov.au
Website: wbiz.com.au

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 (2 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.

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

MELBOURNE'S EAST

DATE	WORKSHOP TITLE	TIME	LOCATION
5 Feb	Social Media Marketing 101	9.30am-12.30pm	Mulgrave
12 Feb	Simple Steps to Build a Website	6pm-9pm	Monbulk
19 Feb	Social Media Marketing 101	9.30am-12.30pm	Ringwood
26 Feb	Profile Building and Networking on LinkedIn	9.30am-12.30pm	Nunawading
5 Mar	SEO Foundations for Small Business	6pm-9pm	Monbulk
13 Mar	Social Media Marketing 101	5.30pm-8.30pm	Doncaster
21 Mar	Cyber Security for Small Business	9.30am-12.30pm	Nunawading
2 Apr	Facebook for Small Business Simplified	6pm-9pm	Monbulk
3 Apr	Create Marketing Campaigns with MailChimp	9.30am-12.30pm	Mulgrave
7 May	Boost Business with Facebook Advertising	6pm-9pm	Monbulk
15 May	Digital Marketing Essentials	5.30pm-8.30pm	Doncaster
27 May	Cyber Security for Small Business	12pm-3pm	Ringwood
29 May	Profile Building and Networking on LinkedIn	9.30am-12.30pm	Wantirna South
18 Jun	Create Marketing Campaigns with MailChimp	9.30am-12.30pm	Wantirna South
26 Jun	Cyber Security for Small Business	9.30am-12.30pm	Wantirna South
27 Jun	Marketing with Pinterest	9.30am-12.30pm	Mulgrave
10 Jul	SEO Foundations for Small Business	9.30am-12.30pm	Wantirna South
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





Interns in Industry

Connecting Deakin students with local businesses



If you are looking to bring fresh ideas and a new perspective into your workplace, then be part of the 2019 Interns in Industry.

This program is an unpaid internship run between July and September placing established and final year undergraduate and postgraduate business students from the Deakin Business School within businesses in Melbourne's eastern region.

Deakin Business School provides a dedicated highly skilled team that shortlist students through a multi stage application process with businesses getting to meet the potential interns and nominate their preferences.

Disciplines include accounting, finance, financial planning, human resource management, management, business analytics, information technology, marketing, as well as property and real estate.



Interested in finding out more? Then attend one of the following information sessions.

When: Wednesday 13 March

Where: Waratah Room, Whitehorse Centre, rear of 379-397 Whitehorse Rd, Nunawading

Time: 6pm -7.30pm

When: Wednesday 3 April

Where: Knox Civic Centre
511 Burwood Highway, Wantirna

Time: 6pm-7.30pm

Register at wbiz.com.au

Upcoming Workshops

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

Tuesday 21 May

Time: 9.30am-1pm

Cost: \$30

Facilitated by Small Business Victoria

Find out how to plan, prepare and test your business idea, in a small group setting that will equip you to make informed decisions about what you need to do next to minimise the risks and make the most of the opportunities that lie ahead.

Includes a free follow-up one-on-one mentoring session with an experienced small business mentor who will tailor advice and information for your individual circumstances.



Australian Government
Australian Taxation Office

RECORD KEEPING FOR GST REGISTERED BUSINESSES

Wednesday 5 June

Time: 9.30am-11.30am

Cost: Free

Presented by the Australian Tax Office (ATO)

Are you new to business, or thinking of starting a small business? Give your business the best start!

This free two hour introductory workshop is for small businesses who:

- want to learn how to keep records to claim all entitled deductions
- are registered for GST or who are thinking of registering for GST.

At this event you will have hands-on experience of recording money in and out of your business. You will also learn how to calculate and record GST as well as time saving tips allowing you to focus on your business.



Bookings essential:
wbiz.com.au



All sessions will be held at the Willis Room,
Whitehorse Civic Centre, 379-397 Whitehorse Rd, Nunawading



Refreshments provided
at these workshops

Think Local Buy Local



Since November we have been asking shoppers what their favourite Whitehorse businesses are and why they like them so much. With a different theme each month we have been hearing about some fabulous products and great service that is offered here in the City of Whitehorse. At the end of each month, three lucky winners walked away with a \$100 Eftpos card each.

In November we went in search of shopper's overall favourite businesses, which unearthed some really interesting responses. A standout was Scuba Culture in Burwood who received nominations from all across Melbourne. Well done Scuba Culture.

December's campaign focused on the Festive Season. We wanted to learn what were people's 'go to' shops in the lead up to Christmas and the New Year period. Fudge Gifts Home and Lifestyle received the most nominations for their friendly staff who always have a smile on their face, and wonderful display of gifts to purchase. Fantastic to hear that this wonderful business is based right here in Whitehorse.

In January we explored Whitehorse's 'dining out' scene. From lazy brunches, casual dinners, to fine dining and sharing a drink or two with friends. Nominations were spread all over Whitehorse with some obvious favourites that kept popping up.

As we head into February, the final month of the campaign, we are focusing the spotlight on the service industry. Whitehorse has an abundance of service based businesses and we are looking to shake the favourites from the trees.

Did you know?

SCUBA CULTURE

Scuba Culture was started in 2000 by Melissa and Xavier, and we asked them to share some information about their business and industry.

The scuba scene in Melbourne

Melbourne has world class diving right here on its door step in Port Phillip Bay as well as outside Port Phillip Heads with some amazing wreck diving. The waters are temperate and full of marine life.

Scuba Culture's business growth since inception

The business has seen growth through providing a total service to customers, from teaching people to dive recreationally to providing them with travel opportunities.

The retail component offers the highest quality scuba and snorkelling products from the world's most reputable and best brands. With exceptional customer service being a focus, it ensures that the experience with Scuba Culture is second to none.



'Best diving club with friendly staff and perfect service'

ARE YOU A BUSINESS THAT PROVIDES A SERVICE IN WHITEHORSE?

If so, promote the competition to your customer base and get them to tell us why they like you so much.

Trade

Plumber, builder, electrician, interior designer, draftsman, landscaper

Beauty

Hairdresser, beautician, nail technician, tattooist, body piercing

Professional

Accountant, financial planner, solicitor

Wellbeing

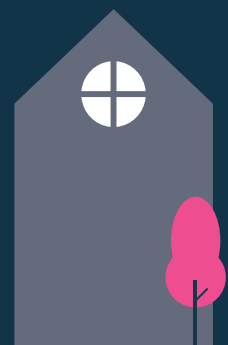
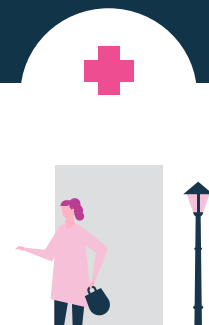
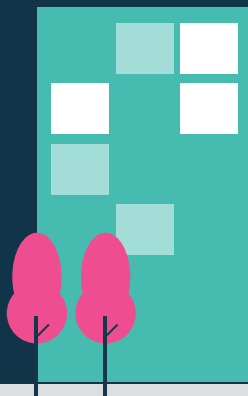
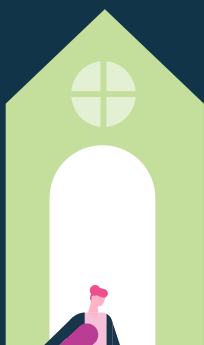
PT, masseur, yoga, pilates, meditation

Medical

Doctor, dentist, chiro, physio, naturopath

General

Mechanic, computer repairs, car wash, dog groomer, shoe repairs, karate



For more information:



@whitehorsebusiness



wbiz.com.au

Whitehorse Excellence in Business Awards 2018

The Whitehorse Excellence in Business Awards Gala was held on Friday 9 November 2018. This celebrated event with MC Dave O'Neil was attended by more than 280 local businesses, government representatives and community leaders who gathered to acknowledge business achievements and excellence throughout the City of Whitehorse.

These awards recognise innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology. They invite organisations to stand out from the competition, recognise staff for their contributions and proudly exhibit their successes.

Entering the awards is a process which reaps significant benefits for organisations. By addressing the criteria each business carries out a self-assessment which identifies where the organisation is positioned in relation to a number of key management outcomes.

Well done to all businesses involved.

The 2018 Whitehorse Excellence in Business Awards were managed by the Whitehorse Business Group Board. The judging panel was made up of independent Judges.



2018 Whitehorse Excellence in Business Award Winners

Congratulations to all award Winners

Community Organisation
U3A Nunawading Inc



Micro Business
Legally Yours Pty Ltd



Medium Business
Gallant Plumbing



Major Business
Crown Coaches Pty Ltd



Micro Sole Trader Business
Allure Photography



Small Business
Healthy Smiles Dental Group



Large Business
Kingswood College



2018 City of Whitehorse Award
Eastern Volunteers Resource Centre Inc



Cr Bill Bennett,
Mayor of Whitehorse



MC Dave O'Neil

FESTIVE WINDOW

Competition

Congratulations to all those businesses who created a festive window display and caught the attention of shoppers during the 2018 Festive Window Competition.



Mont Albert Florist, Mont Albert



Taylor Francis & Co, Blackburn



Bread Street, Mont Albert



Plucka Chicken, Forest Hill

The winners are....

1st : Taylor Francis & Co, Blackburn – Marketing Style Retail Consulting Package valued at \$1,650.

2nd : Mont Albert Florist, Mont Albert – \$100 Lombard the Paper People gift voucher and \$100 Officeworks gift voucher

3rd : Plucka Chicken, Forest Hill – \$100 Lombard the Paper People gift voucher

Each winner was also offered a one year Whitehorse Business Group Membership valued at \$143.

The **People's Choice Award** and winner of the Leader Advertising Package (valued at \$1,485) for the most uploaded business is Bread Street in Mont Albert.

The judging panel comprised Cr Raylene Carr, Sarah Milne from Deakin University, and Whitehorse City Council's Graphic Designer Ben Allder. Each businesses' window was

judged on creativity, use of colour, theme and the visual impact of the display.

Thank you to all of the sponsors for their generous support.

SPONSORS:

Nunawading
— HOMEMAKER HQ —

love Lombard
The Paper People XO

ms
marketing style

- The Chen
- Endota Spa Forest Hill
- Safe Lace

PARTNERS: Leader Community Newspapers, Whitehorse Business Group

Looking to learn new skills in 2019?



Representing four Learn Local organisations, MACV operates in the City of Whitehorse, providing low cost, quality training, tailored to meet the needs of students, job agencies, employers, job seekers, employees and accredited training providers.

What is Learn Local?

Learn Local organisations offer a range of short pre-accredited training courses and pre-employment courses designed to meet individual learning needs. Learn Local offers friendly, supportive and welcoming classes, with qualified teachers who are focused on helping students succeed.

2019 courses include:

- Beginners and Advanced Computers, including Excel, Powerpoint and Publisher
- Auslan Beginners and Intermediate
- Employment Skills and Job Ready
- Web Designing
- Computer Coding
- Career Taster, Working in Community Services and Aged Care

If there is a specific course or training that is required, please contact a MACV member via email or phone.

Mitcham Community House

9873 4587 | info@mitchamcommunityhouse.org

Avenue Neighbourhood House at Eley

9808 2000 | info@theavenue.org.au

Clota Cottage

9899 0062 | manager@clotacottage.org.au

Vermont South Learning Centre

9803 2335 | manager@vsch.org.au

Small Business Mentoring

Mentors can be a valuable tool to assist in setting a clear direction for your business, discuss your key ideas, and help in achieving your goals. They will generally have a diverse range of backgrounds and have either owned their own small business or worked in an organisation that has had strong links to small business.

The Small Business Bus (SBB) is a mobile business centre, offering free 45 minute sessions with an experienced business mentor.

The SBB will be at the Whitehorse Civic Centre, 379-397 Whitehorse Road, Nunawading during 2019 on:

| Tue 18 Jun

This free service is operated by Small Business Victoria.

Mentors from the Small Business Mentoring Service (SBMS) will be at the Whitehorse Civic Centre, 379-397 Whitehorse Road, Nunawading seven times during 2019, offering free 45 minute sessions for local businesses.

Bookings for this service will open six weeks prior to the session date.

| Thu 21 Feb | Thu 9 May | Thu 1 Aug | Thu 17 Oct
| Thu 4 Apr | Thu 18 Jul | Thu 19 Sep

! Bookings are essential for the SBB and SBMS. Visit wbiz.com.au for more information.



Whitehorse Business Performance Survey 2019

WE NEED YOUR FEEDBACK

Local businesses are encouraged to complete this survey to contribute valuable information on performance, trends and opportunities in the City of Whitehorse.

The survey measures local economic activity and business performance and assess the value of business services offered by Council.

Results of the survey will feed into Council's development of programs and services. Businesses participating in the survey will receive a report detailing the survey's results.



i For more information visit wbiz.com.au

WHITEHORSE BUSINESS GROUP UPCOMING EVENTS:

Season Launch	Wed 20 Feb 6pm-7.30pm	Canterbury International Hotel
Casual Drinks	Fri 1 Mar 5.30pm-7pm	Canterbury International Hotel
Annual General Meeting	Tue 5 Mar 6pm-7pm	Box Hill Town Hall
Speed Networking	Thu 14 Mar 6pm-8pm	Box Hill Golf Club
Exploring Being Your Own Boss	Thu 4 Apr 5.30pm-7.30pm	Box Hill Town Hall



Bookings for all events are essential, for more information or to book whitehorsebusinessgroup.com.au