



WBIZ.COM.AU | ISSUE 02

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.



WHITEHORSE BUSINESS WEEK 2017 14-18 AUGUST

Be inspired by business leaders, learn new skills to grow your business and network with other business owners at Whitehorse's 17th annual Business Week.

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Whitehorse Excellence in Business Awards

Entries are now open for acknowledging the significant contribution business makes to the economy of the City of Whitehorse.

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WELCOME TO THE 2ND EDITION FOR 2017. THIS ISSUE FEATURES:

- Whitehorse – Discover the Advantage
- Deakin Graduate Employment Program
- Crown Coaches 50 Years in Business
- Ethical Business in Whitehorse
- Small Business Mentoring Services Tips
- The Cost of Scams to Business
- Australian Government Youth Job PaTH Program
- Whitehorse Excellence in Business Awards
- Whitehorse Festival Season Sponsorship
- 5 Star Food Safety Focus
- Upcoming Events
- Dates for Your Diary



Whitehorse – Discover the Advantage

The first edition of the Whitehorse investment prospectus, *Whitehorse – Discover the Advantage* was produced in 2011. To date, this document has been a valuable marketing tool to facilitate investment attraction and highlight the benefits of working, living and doing business in Whitehorse.

Due to the growing competition to attract strong and viable investment in the municipality, the content and design of the document has been updated. The updated version has a more sophisticated presentation to ensure Whitehorse stands out as the key destination to invest and do business in Melbourne, Victoria and Australia.

The prospectus retains its identity, *Whitehorse – Discover the Advantage*, and the new version focusses on the liveability, connectivity, economic growth, investment opportunities, future growth and development of the City.

Facilitating investment in Whitehorse is critical in sustaining a vibrant, active and diversified economy for the wellbeing of local businesses and residents.

To obtain a copy of *Whitehorse – Discover the Advantage* contact Council's **Investment and Economic Development Unit** on **9262 6333** or visit **wbiz.com.au**

The prospectus will be launched at Whitehorse Business Week 2017.

Whitehorse – Discover the Advantage

Business Performance Survey 2017

	16.5%	Existing Family Business
	12.8%	Lifestyle
	15.6%	Infrastructure
	27.5%	Connection with area
	12.8%	Potential for growth
	16.5%	Other
	63.3%	Location

Reasons for choosing the City of Whitehorse as the operational site for this business?*

The Whitehorse Business Performance Survey 2017 run, in collaboration with Deakin University, has closed.

The bi-annual to be administered by the Investment and Economic Development Unit, measured local economic activity, business performance, confidence trends and assessed the value of business services offered by Council.

Thank you to all those who participated; a strong response was received from a cross-section of the Whitehorse business community.

A full report detailing results will be sent shortly to all participating businesses. If you missed the opportunity to participate this year and would like a snapshot of the

economic activity within Whitehorse, go to **wbiz.com.au** or phone Council's **Investment and Economic Development Unit** on **9262 6333**.

Businesses were able to select more than one response to the question. The Whitehorse location is considered by the majority of respondents as the main reason for the business location choice. Other specific comments provided by respondents included; price, proximity to children's school and home, and access to Eastlink.

*NB: These results are a preliminary analysis, and represents a sample of 79% of the respondents who completed 2017 Whitehorse Business Performance Survey.

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.

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

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

Businesses can Benefit from Deakin's Commitment to Graduate Employability

Whitehorse is proud to be home to one of Australia's leading educational institutions, Deakin University, and has partnered with the institution on a number of projects and programs over the years, including the popular Whitehorse Tertiary Business Skills Program (WTBSP).

WTBSP is a free internship program providing Whitehorse businesses with the opportunity to use the talents, insights and dedication of second year, third year and postgraduate students from the Deakin Business School to assist in business operations and / or with a specific project to help boost business.

Deakin has a strong commitment to providing their students with opportunities to become job ready, and is ranked #3 in Australia for graduate employability. The university has recently developed DeakinTALENT— a digital portal that enables businesses to connect with potential student recruits at Deakin. Businesses are able to promote employment opportunities, build a profile

and broaden exposure to Deakin students and graduates free of charge.

If you are interested in talking to Deakin about the skills needed or promoting your organisation on **DeakinTALENT**, please call **Sarah Milne** on **03 9244 3703**.

For information on **WTBSP**, please visit **wbiz.com.au**

Deakin
TALENT





50-year anniversary celebration of Crown Coaches.

Crowning Achievement as Crown Coaches Celebrates 50 years in Business

The 2017 year is a major milestone for local family-owned and operated bus business, Crown Coaches. After humble beginnings in 1967, Crown Coaches is celebrating its 50th Anniversary. The majority of those 50 years have been spent as a high profile business in the City of Whitehorse.

In 2015, Crown Coaches was recognised as a leading local business at the Whitehorse Excellence in Business Awards and was named winner of the Saward Dawson Overall Business Award and winner of the City of Whitehorse Award for Excellence for a large business.

Crown Coaches is the trusted transport partner to over 150 of Melbourne's largest government, private and specialist schools and is proud to own Victoria's largest fleet

of wheelchair accessible buses. It also serves many of Melbourne's high-profile events and corporate groups, regularly providing transfers for major events around Melbourne.

Even after half a century in business, Crown Coaches' core values have not changed. "Of course, the heart of the company is its people".

Crown Coaches employs 250 staff, 67 of whom live within the City of Whitehorse. Crown Coaches also plays an integral role to many local schools, servicing the morning and afternoon student school runs, and ensuring that students are delivered safely to school and home again at the end of each day.

Saturday 4 February was the official 50th anniversary celebration of Crown Coaches. The Mayor of the City of Whitehorse, Cr Denise

Massoud was present along with 100 other guests. Past and present employees, industry partners and suppliers gathered to mark the occasion with a black tie dinner on a balmy night at Balgownie Estate in the stunning Yarra Valley.

"On behalf of Whitehorse City Council, I congratulate Crown Coaches on reaching their 50-year milestone in providing transport services to the community of Whitehorse and surrounding areas. I wish you all the best for the future" Cr Denise Massoud, Mayor.

The 50-year company milestone serves as a reminder of just how far you can get in business, with the right attitude, respect for others and a whole lot of determination and innovation.



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Eastern Suburbs Rental Housing Co-Operative Winners in 2017 Whitehorse Sustainability Awards

Eastern Suburbs Rental Housing Co-operative (ESRHC) have just been recognised for going above and beyond to support the local community through receiving the 'Business Award for Community Contribution' at the 2017 Whitehorse Sustainability Awards, held in June.

Currently ESRHC manages 39 community housing rental properties under a general lease with the Department of Health and Human Services. ESRHC's mission is to increase and provide safe, secure, affordable and environmentally sustainable long term housing for low income people, including those with disabilities. The Co-operative is managed by tenants under a co-operative structure and encourages community spirit and values through voluntary participation.

ESRHC work towards and create opportunities for all members to improve their quality of life, health and financial stability through a number of initiatives. ESRHC have three established Funds to assist members of the community.

- **Education Assistance Fund:** help parents with the many costs now imposed on families of school aged children
- **Family Hardship Fund:** help many members who have a physical or mental disability to cover the costs of unexpected medical expenses

- **Health and Wellbeing Training Fund:** encourages members to attend exercise classes, cooking classes etc., or to help members purchase books and Apps.

ESRHC has also introduced several sustainability projects, that not only help their members become more environmentally aware, but also help them reduce their living costs. Water tanks have been installed in most properties and energy audits have been conducted on all properties to ensure they are as energy efficient as possible. Vegetable gardens have been installed into most properties and ESRHC have set up a Garden Sustainability Fund that is available for all members each year to enable the purchase of seeds/seedlings or mulch and fertiliser. This year ESRHC began installing solar panels on their properties, which will also reduce their members' energy costs.

In 2015 ESRHC built an environmentally sustainable 2 bedroom unit at the rear of one of the existing properties which enabled an existing member to downsize from a 5 bedroom home and created the opportunity to house a large family escaping from domestic violence.

For more information about the Whitehorse Sustainability Awards, contact Council's **Sustainability Unit** on 9262 6333.

An Ethical Business in Whitehorse

Mont Albert based fashion brand, Theo the Label, was borne out of the desire to create sweatshop-free staples for the everyday wardrobe.

Founder Esther Kirwan was disturbed when she learned of the injustices inflicted upon workers of sweatshops in developing nations, and resolved that ethical manufacturing was the only way forward. She discovered she could work directly with skilled makers, which suited her small batch approach, and ensured each maker receives fair payment, and that the individual maker feels appreciated for their skills.

Makers, otherwise called home workers, in developing countries especially are often oppressed, fighting for payment at the very bottom of the supply chain and hidden from codes of conduct. To work directly with a maker ensures fair payment and working conditions.

"Starting an ethically-minded business has allowed me to fuel my personal growth and development but also to be involved practically in furthering a cause that I am deeply passionate about (ethical fashion). Where previously the bottom line of business was only profit, the future is dictating a triple bottom line that involves benefit for the people, the planet as well as profit. Businesses that can genuinely capture this triple bottom line in their business model will reap both the benefits and support of communities in the future. While conducting a business (ethical or not) is a challenge in itself, it is far more fulfilling to pursue a vision that reflects your personal values and can in some small way solve the big problems of the world rather than create more."

Theo the Label, along with other local Whitehorse businesses, can be found on the **Whitehorse business directory** at wbiz.com.au



Esther Kirwan with Theo the Label "makers" in Bali.



WHITEHORSE BUSINESS WEEK 2017

14-18 AUGUST

Book early to avoid disappointment

wbiz.com.au
ph 9262 6333

Whitehorse Business Week will run from 14-18 August 2017 as part of the Victorian Government's Small Business Festival and will feature five major events.

Themes for this year's program include business marketing, steps to resilience, customer engagement, finance and economics, and women in business.

If you are in business, starting a business or keen to further develop your business skills, Whitehorse Business Week is sure to have an event that meets your needs.

Small Business Festival  VICTORIA



MONDAY 14 AUGUST HARNESSING YOUR PASSION FOR POWERFUL MARKETING

Business lunch, 12 noon-2pm | \$55

Presenter: **Ailsa Page**, Consultant, Speaker and Founder of AP Marketing Works

Clarion on Canterbury,
326 Canterbury Road, Forest Hill

All businesses need to do marketing. However, it can be challenging working out which marketing activities will give you the greatest return on your investment. With so many options out there and limited resources, businesses need an advantage and it all lies in passion.

Business specialist Ailsa Page, founder of AP Marketing Works, will discuss how to harness your

passion and share powerful marketing tips for your business. Ailsa's informative presentation will be delivered in her fun and quirky style, making this business lunch highly entertaining.

Warning! Ailsa's enthusiasm is likely to be infectious!



WEDNESDAY 16 AUGUST WOMEN IN BUSINESS

Expo: 11am-12pm and Luncheon: 12pm-2pm | \$65

Presenter: **Nicole Livingstone OAM**, Olympic Swimmer and Media Commentator

One Community,
184 Surrey Road, Blackburn

Celebrate the diversity of female business leaders in Whitehorse at this year's Women in Business Expo and Luncheon, and hear from the very talented and inspirational keynote speaker Nicole Livingstone OAM.

Joining the Australian Swimming Team at the age of just 13, and with an international sporting career spanning 12 years, Nicole Livingstone will go down in history as one of Australia's most successful female backstrokers.

Nicole will share insights into how she juggles her many commitments, as a mother of three, sports commentator and host of many big name shows including Wide World of Sports and The Project.

In addition, she is on the board of Swimming Australia and the Australian Olympic Committee, Deputy Chair of VicHealth, and patron of Ovarian Cancer Australia, an organisation she co-founded.



THURSDAY 17 AUGUST ECONOMIC AND INVESTMENT BREAKFAST

Presented with Deakin University
Business breakfast 7.30am-9am | \$55

Presenter: **Bernard Salt**, Writer, Speaker, Business Advisor and Social Commentator

The Point,
Deakin University, Burwood Campus

Bernard Salt is an in-demand, experienced and highly-captivating speaker, with over 25 years' experience in providing demographic analysis and social commentary. He is a futurist who uses high-altitude demographic data to interpret how society and business might evolve, delivering very insightful observations. He is the national

partner responsible for KPMG's Demographic group and has written five popular best-selling books on demographic change.

Renowned for delivering his presentations in an energetic and humorous manner, this Economic and Investment Breakfast is sure to be highly entertaining and a must attend for anyone involved in business.



THURSDAY 17 AUGUST WINNING THE INNER-GAME OF CUSTOMER ENGAGEMENT

Business dinner 6-8pm | \$55

Presenters: **Les Price**, Transformational Speaker, Author and Coach
Judy O'Connell, Victorian Small Business Commissioner

**Box Hill Golf Club,
202 Station Street, Box Hill**

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 service is now the expected norm, businesses that want to survive and thrive need to consistently find new ways to deliver an exceptional customer experience, both online and offline.

In this presentation, you'll discover valuable insights and tips for captivating the hearts and minds of your customers in ways that will have them coming back for more and then sharing the experience with their friends.

Judy will present on the role of the Victorian Small Business Commissioner and the services available to support your business.



FRIDAY 18 AUGUST STEPS TO RESILIENCE STRESS IS NOT THE PROBLEM, THE PROBLEM IS LACK OF RECOVERY

Sponsor lunch 12noon-2pm | \$55

Presenter: **Mark McKeon**, Author and High Performance Coach

**Box Hill Golf Club,
202 Station Street, Box Hill**

People often think resilience is being strong and resistant to pressure. True resilience is understanding that the challenges of business and life do affect us, and we need skills to deal with challenges and bounce back in a way that doesn't deplete or wear us out.

Peak Performance Coach and Collingwood Hall of Fame Member, Mark McKeon, will deliver a keynote presentation, focusing on:

- four steps to true resilience
- why 'stress is not the problem'
- how we can all avoid the dangers of adrenal fatigue and achieve truly sustainable peak performance.



IN ADDITION AUSTRALIA CHINA BUSINESS COUNCIL VICTORIA WILL PRESENT:

THURSDAY 24 AUGUST CHINA READY CHECK LIST

12.30-2pm | \$30+GST/booking fee

Presenter: Peter Stephen, Finance Executive

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

Before leaping into the Chinese market, companies should be ready to face an array of planning and operational business challenges. Australia China Business Council (ACBC) Victoria is running a series of briefings in 2017 to assist small to medium enterprises understand the complexities

of doing business with Chinese companies. Keynote speaker Peter Stephens has extensive commercial experience within the Asian Pacific Region, particularly in China, over the last 20 years and will cover topics including why do you want to go to China, what to look out for and where you can get help.

PREMIUM SPONSORS



Australia China Business Council
澳大利亚中国工商业委员会



**Australian Government
Australian Taxation Office**



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SUPPORT SPONSORS





Five Key Measures for Success Every Small Business Owner Needs to Know

Each year a number of small business mentoring sessions are scheduled free of charge at the Whitehorse Civic Centre to assist local aspiring and current business owners. Working with 30,000+ small business owners has shown the Small Business Mentoring Service (SBMS) how applying these five key measures can help achieve desired success.

#1 Know where you are

Be aware of everything about your business, industry, community and the wider economic climate that might help or hinder your business momentum.

#2 Know where you are heading

Be very clear about why you are in business, what you want to achieve from your business and most importantly, how your business will support your personal dreams or goals. These factors will govern your business decisions and provide essential motivation.

#3 Decide on your income

There's an old saying – "you can lie about your numbers, but your numbers never lie." Preparing budgets with expenses, owners' wages and some extra for growth will indicate the steps required to generate your desired income. These numbers tell you how many sales you need, the prices to charge, the profit you must make, plus the time it will take.

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#4 Decide on your customer

Yes you can decide who will be your customer. Achieve this by profiling your ideal clientele and how you can help them. Then determine the best channels of communication to inform your customer of what you do.

#5 Manage for success

Sadly most business owners manage problems rather than steer their businesses towards growth. The 80/20 Rule dictates that 80 per cent of your results typically come from 20 per cent of your activities, so work hardest on elements that work hardest for you.

There are free (45 minute) small business mentoring sessions at the Whitehorse Civic Centre in the fields of marketing and finance in July and November 2017. Visit wbiz.com.au for further information and to keep up to date with future sessions.

Alternative times can be booked at sbms.org.au for a minimal cost. Longer sessions and ongoing support are available.

Financial Security for Women in Business Program

Are you a woman who's been in business for around 12 months and would benefit from increasing your finance skills and knowledge in order to improve the way you manage your business?

If your answer is YES, then you'll want to learn more about the Financial Security for Women in Business Program – a new initiative offering valuable skills and funded by Financial Literacy Australia.

This unique program is available to 15 women within Whitehorse who will receive:

- 2 x 2 hour Financial Fundamentals Workshops – covering all the basics around budgeting, pricing, money management and financial planning for the future
- 1 x 1-1.5 hour Business Support Session to assist with implementing the new found skills
- 1 x 1-1.5 hour Financial Planning Session with a qualified Financial Planner
- 1 x 1-1.5 hour Business Review Session (6 months after workshops) to help plan your next steps.

The program is available to women who:

- have been in business for at least 1 year
- are able to participate in the entire Program
- live or operate a business within the City of Whitehorse.

Workshop Details:

WEDNESDAY 11 OCTOBER AND
WEDNESDAY 1 NOVEMBER
9.30am-12.00noon

Willis Room, Whitehorse City Council
379-397 Whitehorse Road, Nunawading

The program fee of \$75 includes all workshops, mentoring, financial planning sessions plus workbooks, handouts and tools/templates for future use. Valued at over \$900.

For more information, please contact **Whitehorse Investment and Economic Development Unit** on 9262 6105 or visit wbiz.com.au



Scams Cost Businesses over \$3 million in 2016

In 2016, businesses reported losing \$3.8 million to scammers, with small businesses accounting for over half of the money lost. The Australian Competition and Consumer Commission (ACCC) 2016 Targeting Scams report reveals the top three scams businesses need to be aware of:

- Ransomware – scams that tricks the user into downloading a virus that infects the computer and prevents the user from accessing the system until a ransom payment is made to unlock it
- Business email compromise scams – the scammer obtains access to the businesses email addresses and contacts the business's customers requesting payment into the scammer's account

- Investment scams – the scam is promoted as business opportunity (eg superannuation funds or managed funds) and guarantees inflated returns.

With email being the most common method used by scammers, there are some steps and practices that can be put in place to reduce the risk of being involved, including:

- Always scrutinise new requests for any payment and have clearly defined processes for verifying and paying accounts
- Regularly back up computer data on a separate hard drive so that it can be easily installed if the computer is infected by malware or ransomware

- Ensure computers have firewalls and up-to-date anti-virus and anti-spyware software.

To learn more about the cost of scams to businesses, access to the **business scam guide** and **Scamwatch website** is available from the **ACCC website**.

This information was sourced from **Australian Competition and Consumer Commission**. For further information visit acc.gov.au/media-release/businesses-lost-an-average-of-10000-to-scams-in-2016



Australian Competition & Consumer Commission

Need staff? Trial a Young Person Before You Hire

A new Australian Government program aims to make it easier for businesses to find and recruit young people.

Youth Jobs PaTH (Prepare-Trial-Hire) allows businesses to trial an eligible young person aged 17–24 in a work experience placement (called a PaTH internship) for between four and 12 weeks to find out if they are right for the role.

The government provides participating businesses with a payment of \$1000 (GST inclusive) to help with the cost of hosting the internship

and covers the young person's insurance. An additional \$6,500 or \$10,000 could be paid if the business hires the intern in an ongoing position and additional incentives may be available, if the intern is offered an apprenticeship or traineeship.

Businesses do not pay the intern during the placement; instead, the intern receives an additional \$200 per fortnight on top of their income support payment.



How can I access the program?

A Jobactive, Disability Employment Services or Transition to Work provider will work with a business to help find a suitable young person to trial in an internship. Talk to a local provider about hosting an intern.

You can find a list of providers in your area at jobsearch.gov.au/provider

Learn more about:

- Youth Jobs PaTH at jobactive.gov.au/path
- Employer incentives when hiring apprentices at australianapprenticeships.gov.au/employer-incentives



WHITEHORSE
BUSINESS GROUP INC

Whitehorse Excellence in Business Awards

The Whitehorse Excellence in Business Awards was established in 2001 by the Whitehorse Business Group Board. It is supported by the Whitehorse City Council and recognises innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology.

The Whitehorse Excellence in Business Awards aims to acknowledge the significant contribution business makes to the economy of the City of Whitehorse. In recognising the business community, the awards will reward and identify leaders in the field, new business operators and innovators, and provide a forum for business to showcase their initiatives. In promoting business excellence and developing strategic partners for business to business opportunities, the awards position business operators as key drivers for ongoing development in the City of Whitehorse.

The Whitehorse Business Group 2017 Excellence in Business Awards is managed by the Whitehorse Business Group Board. The judging panel is made up of outside independent judges.

Who can enter The Whitehorse Excellence in Business Awards?

The 2017 Whitehorse Excellence in Business Awards is open to all businesses and non-for-profit organisations that operate in the City of Whitehorse.

Visit whitehorsebusinessgroup.com.au to complete the online application form.

The Whitehorse Business Group 2017 Excellence in Business Awards entries closes on Friday 11 August 2017.

For more information about the Whitehorse Excellence in Business Awards, please contact the **Whitehorse Business Group** on 9275 6910 or via email to info@whitehorsebusinessgroup.com.au

2014 Excellence in Business Award Winners



2015 Excellence in Business Award Winners

2016 Excellence in Business Award Winners



Seven Tips to Help You in the New Financial Year



The beginning of a new financial year is a great time to review, reset and plan for the year ahead.

Here are seven tips to help your business start the new financial year out right:

- Sit down, assess and review your business finances, and if available get guidance from your accountant or book keeper. Look at whether you met your targets last financial year and what you can do differently this year to help your business grow.
- Your business operations may have changed throughout the year, so it's important to check your registrations, permit and licenses that your business holds
- It's a good time to review your bookkeeping system. Not only does keeping good records make running your business much easier, depending on your industry, you might need to keep certain records for compliance reasons. It will also help you to keep track of how your business is going financially
- Take time to set yourself up for the year ahead by updating your business and

marketing plan. It can help you review your goals and priorities, and assess whether your business strategies are working.

- Running a small business can be overwhelming and requires a variety of skills. From marketing to balancing the books, it's important to get the right support and advice when you need it
- Check that you have the correct insurance policies in place for your business, particularly if your circumstances have changed. You may need to update your

level of cover if you've moved locations, started employing people or changed your business structure

- Backup and secure your files, don't leave it until it's too late. Backup and store your business registrations, financial information and customer data and other important business documents in a secure off-site location.

This information was sourced from Business.gov.au. For further information visit business.gov.au/news/7-tips-to-help-you-in-the-new-financial-year



WHITEHORSE FESTIVAL SEASON 2017 / 2018

Sponsorship Opportunities Available

Are you looking for a meaningful way to reach the 61,597 households and 163,637 residents within the City of Whitehorse?

Sponsorship opportunities for the 2017/18 Whitehorse Festival Season are now available. If you'd like to become an integral part of one of the City of Whitehorse's most loved programs, gain access to a community open to new experiences, build brand identity and promote your products and service with local customers – this may be the opportunity for you.

Contact **Festival Coordinator, Kylie Troy-West** via email to kylie.troy-west@whitehorse.vic.gov.au or **9262 7682**, to discuss opportunities or for a copy of the sponsorship prospectus.





5 Star ★★★★★ Food Safety Focus

Spotlight On... Via Matta Ristorante

Business type: Restaurant
 Location: 602 Canterbury Road,
 Vermont
 Trading hours: Tue - Sun, 5pm - late
 Phone: 9873 8125
 Website: viamattavermont.com.au

Via Matta Ristorante is in the spotlight for achieving 5 stars for best practice in food safety standards.

Residents interested in finding out which businesses have a 5-star rating can get a free copy of Council's annual guide online at whitehorse.vic.gov.au/Food-Hygiene-System.html

The guide covers local restaurants, cafés, take-away food shops, bakeries, delicatessens, hotels, aged and child care facilities and hospitals.

Council introduced the 5-Star Food Hygiene Assessment System in 1996 as a way of evaluating standards for food premises handling perishable and potentially-hazardous foods. Food businesses that achieve a 5-star rating are rewarded for their achievement through promotion in Council publications and they are listed in an annual booklet. The businesses also go in the running for the Food Premises of the Year award.

For more details, phone **Council's Environmental Health Unit** on 9262 6197.

UPCOMING EVENTS:



WHITEHORSE
BUSINESS GROUP INC

Online Marketing –
 Facebook and Google Ads
 Thu 27 Jul 5:30pm-7:30pm
 Box Hill Town Hall

Trademarks, Patents, Designs
 and Intellectual Property
 Tue 5 Sep 5:30pm-7:30pm
 Box Hill Town Hall

Whitehorse Excellence in Business
 Awards Gala Dinner
 Fri 13 Oct 6:30pm-11:00pm
 Location TBA

Networking Session
 Thu 16 Nov 5:30pm-7:30pm
 Clarion Hotel

Upcoming Markets

Whitehorse Farmers Market	Sun 13 Aug Sun 10 Sep Sun 8 Oct
Nunawading Craft and Produce Market	Sun 23 Jul Sun 27 Aug Sun 24 Sep Sun 22 Oct

Dates for Your Diary

Father's Day	Sun 3 Sep
Grand Final Eve Public Holiday	Fri 29 Sep
Spring Festival	Sun 15 Oct

