



WBIZ.COM.AU | ISSUE 02

# DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.



## WHITEHORSE BUSINESS WEEK 2018 13-17 AUGUST

### TRANSITIONAL AND OPPORTUNISTIC ECONOMIES

Be inspired by business leaders, learn new skills to grow your business and network with other business owners at the 18th annual Whitehorse Business Week.

4



WELCOME TO THE  
2ND EDITION FOR 2018.  
THIS ISSUE FEATURES:

- Transitional Economies
- Whitehorse Business Week 2018
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- Silver Medal Award for the Whitehorse Tertiary Business Skills Program
- Whitehorse Excellence in Business Awards 2018
- Whitehorse Visitation Guide
- Upcoming Events
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# The Melbourne East Economy – Transition and Opportunity

Article: Dr Marcus Spiller  
Principal, Partner and Director SGS Economics & Planning Pty Ltd.

Melbourne's Eastern Region, City of Whitehorse and Box Hill are rapidly accumulating know-how and human capital making for a high-income, high-growth economy, says SGS Economics & Planning.

Melbourne is an acknowledged driver of the national and Victorian economies. The population of the metropolitan area is growing at an unprecedented pace. Within this dynamic urban economy, the Eastern Region, City of Whitehorse and Box Hill are playing a strategic role.

The metropolitan area operates as 6 interconnected regional economies (Figure 1). The City of Whitehorse and Box Hill form a critical interface between the skill rich eastern suburbs and the job generating machine that is the Central City region.

Box Hill is the obvious bridgehead for the knowledge economy to expand strongly in the Eastern Region. As a result of long term Government investment in transport infrastructure and consistent application of positive activity centre policies by both the State and Council, Box Hill already enjoys a level of jobs access approaching that of the most connected parts of the central city (see Figure 2).

This level of connectivity means that businesses enjoy scale and productivity advantages through better access to skills, suppliers and complementary enterprises. It is this access – referred to as 'agglomeration' - that drives new knowledge and innovation in modern economies.

Box Hill's index of agglomeration (Effective Job Density) is at the same level as much of Melbourne's core economy and is certainly superior to that commonly found in the middle ring suburbs of the metropolitan area (Figure 3).

These advantages for Box Hill, City of Whitehorse and the Eastern region (Figure 4) are already strong, delivering operational benefits for business. They can be expected to accelerate the transition of these economies towards the high value added, high income end of the spectrum metropolitan sub-areas.

The Eastern Region's current stock of knowledge intensive jobs in business services, information technology, design and brokerage

Figure 1: Six Interconnected Economies.



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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Source: SGS Economics & Planning Pty Ltd



Figure 4: Eastern Melbourne Region.



stood at around 45,000 in 2016. This will grow by almost 60% by 2041, eclipsing the growth rate of other sectors to become the biggest employer in the Region.

Meanwhile, the City of Whitehorse and Box Hill are poised to become drivers of knowledge intensive activity within this dynamic Eastern Region. By 2041 the City of Whitehorse will account for more than 40% of the Region’s knowledge intensive jobs, and Box Hill fully 15%.

As well as this strategic role in the knowledge economy, Box Hill and the City of Whitehorse are continuing to build a strong specialist function in the Health Sector. Almost half of all jobs in the municipality in 2041 will be in either high technology or health activities, while in Box Hill these sectors will account for 3 in 4 jobs. Given that health care itself is becoming increasingly knowledge intensive, this is a great platform for continued accumulation of know how and human capital in the City of Whitehorse and the Eastern Region. This adds up to a high income, high growth economy.

“

*These advantages for Box Hill, City of Whitehorse and the Eastern region (Figure 4) are already strong, delivering operational benefits for business*

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Figure 2: Total Jobs Accessible Within 30 Minutes Drive.

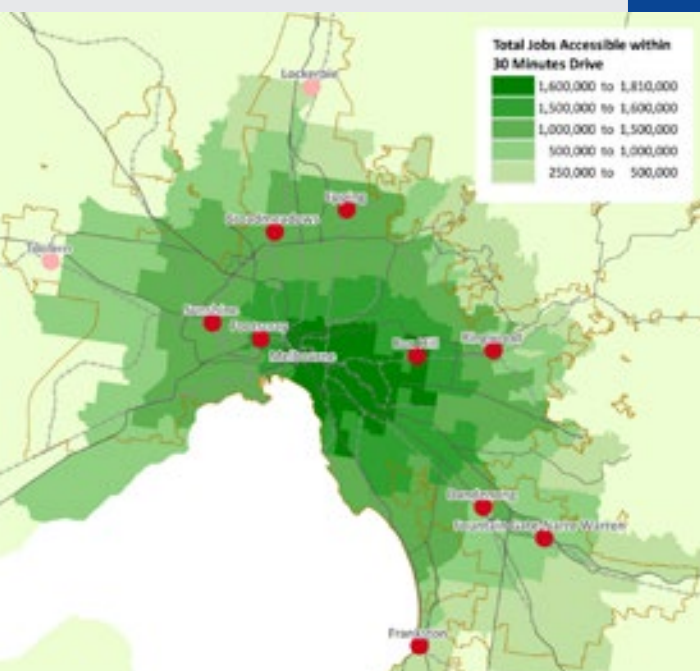
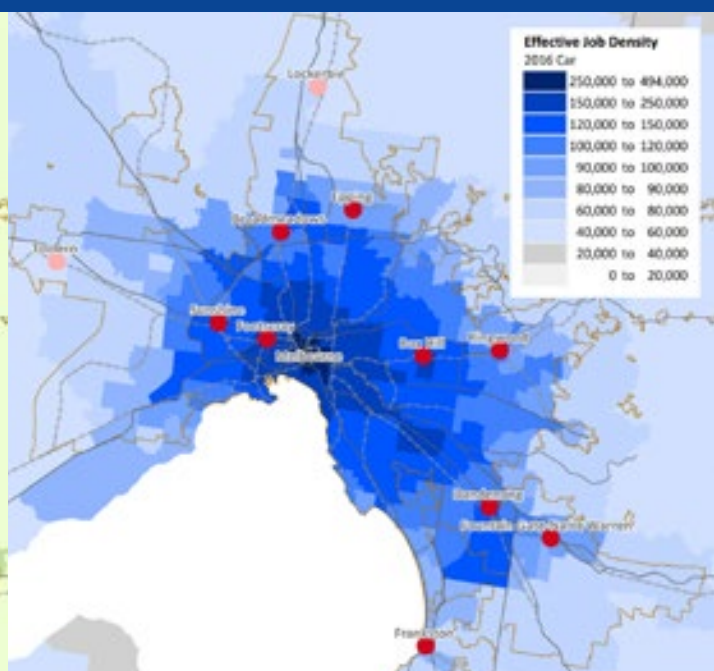


Figure 3: Measure of Agglomeration (Effective Job Density).





# WHITEHORSE BUSINESS WEEK 2018

13-17 AUGUST

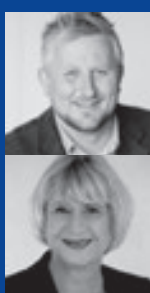
TRANSITIONAL AND OPPORTUNISTIC ECONOMIES



Whitehorse Business Week (WBW) will run from 13-17 August 2018 as part of the Victorian State Government's Small Business Festival and will feature five major events.

Now in its 18th year, WBW continues to inspire and motivate the business community, with high profile speakers, fabulous networking opportunities, and revealing insights into business trends.

The 2018 program will provide businesses the opportunity to learn and further develop their business with a focus on critical issues and themes that are driving business growth.



## MONDAY 13 AUGUST CHINA READY CHECKLIST

Business lunch | \$55.00 + GST/ Booking fee  
11.30am-2pm, Box Hill Golf Club, 202 Station Street, Box Hill

Presenters: **Tom Parker**, Partner of Bastion China.  
**Judy O'Connell**, Victorian Small Business Commissioner.

To help businesses understand the complexities of doing business with China, the City of Whitehorse and the Australia China Business Council (ACBC) Victoria are pleased to invite you to our China Ready briefing to equip you with the necessary basic information for planning and commencing commercial operations in or with China.

At the event, attendees will hear from Tom Parker, Partner of Bastion China and Vice President of ACBC Victoria. Tom is a China specialist with a focus on collaboration between Australia and China to broaden the bilateral relationship.

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



## TUESDAY 14 AUGUST ECONOMIC AND INVESTMENT BREAKFAST

Business Breakfast | \$55  
7.30am-9am, One Community, 184 Surrey Road, Blackburn

Presenter: **Peter Demura**, Economist.

Gain insights into current economic conditions along with emerging economic, political, social and technological trends and how they impact on businesses.

Peter Demura has held senior roles for BHP and Rio Tinto where he advised companies and clients on major economic, policy, social and technological trends and their

implications for both strategy and investment decision. Peter's many achievements include obtaining a Master of Applied Finance from University of Melbourne and MBA from Monash University. He is currently the director and treasurer at the Beaumaris Community Bank Branch of Bendigo Bank.



## WEDNESDAY 15 AUGUST WOMEN IN BUSINESS

Expo and Luncheon | \$65  
Expo: 11am-12 noon  
Luncheon: 12 noon-2pm  
One Community, 184 Surrey Road, Blackburn

Presenter: **Nova Peris OAM**, Olympic Athlete, Politician.

Celebrate the diversity of female business leaders in Whitehorse at this year's Women in Business expo and lunch and be inspired by Nova Peris OAM and her journey through sport,

government and as a leader within Australia's indigenous community.

Nova has represented Australia at an international level in two sports becoming the first indigenous Australian to win an Olympic gold medal in 1996. Nova's successes are not limited to sport; she was elected to Australian federal parliament in 2013 and was involved in many Senate Committees until her resignation in 2016.

In 1997, Nova was awarded the Young Australian of the Year and

received the Medal of the Order of Australia. She has worked with the Department of Health and Human Services, is a former Board Member and National Patron for Beyond Blue, National Ambassador for Reconciliation Australia and is currently working with Vicsport driving positive change for inclusion and participation.

The Women in Business expo will be from 11am-12noon celebrating the diversity of female business leaders in the Whitehorse community.



## THURSDAY 16 AUGUST THE FUTURE OF DIGITAL MARKETING FOR YOUR BUSINESS

Business Lunch | \$55  
12 noon-2pm, Box Hill Golf Club,  
202 Station Street, Box Hill

**Presenter: Dave Chaffey**, Entrepreneur,  
Digital Marketing Specialist, Author.

Technology and digital marketing is constantly  
evolving. Having an online presence and being

able to appropriately plan for your  
business is vital in the increasingly  
digital world.

With a jargon- free perspective  
on what is on the horizon, some  
genuine how to advice and  
a presentation that includes  
cutting through the myths and  
misinformation about modern  
technology, Dave Chaffey  
provides a refreshing keynote  
presentation with clarity.

Dave is currently a Digital  
Marketing Expert on Channel  
7's Kochie's Business Builders,  
Dave is also Managing Director  
of KBB Digital, a Digital Agency  
that he owns in partnership  
with Kochie. KBB Digital  
concentrates squarely on digital  
marketing for growing small and  
medium sized businesses.



## FRIDAY 17 AUGUST DISCOVER THE DYNAMIC TRANSITIONAL ECONOMY OF MELBOURNE'S EAST

Regional Business Breakfast | \$55  
7.30am-10am, Vogue Ballroom,  
399 Blackburn Road, Burwood East

**Presenters: Mark McCrindle**,  
Futurist, Demographer, Social Researcher.  
**Mark McKeon**, Transitional and High  
Performance Moderator.

In today's fast paced world, the rate of  
innovation and change has never been faster.

Keynote speakers Mark McCrindle  
and Mark McKeon will offer insights  
into the transitional economy,  
effects of rapid advancements of  
technology and changing nature  
of the workplace.

Mark McCrindle is a social  
researcher with an international  
following. He is recognised as a  
leader in tracking emerging issues  
and researching social trends. As an  
award winning social researcher and  
an engaging public speaker, Mark  
has appeared across many television  
networks and other media.

Peak Performance Coach and  
Collingwood Hall of Fame  
Member Mark McKeon will deliver  
a presentation focussing on  
people and transitional change.  
He specialises in sustainable peak  
performance, resilience, leadership  
and workplace wellbeing.

This business breakfast is a  
collaborative regional event with six  
local councils in Melbourne's east.



# BOOK NOW TO SECURE YOUR PLACE: [wbiz.com.au](http://wbiz.com.au) | ph 9262 6333

### PREMIUM SPONSORS



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### SUPPORT SPONSORS







## Mainstreet Australia Victorian Conference

The 2018 Mainstreet Victoria Conference is being held in the City of Whitehorse.

This day-long event will focus on the evolution of main streets.

The role of our main streets is currently being challenged and rapidly changing. The key to adapting our main streets lies in the tools, program approaches, new thinking and opportunities that lead to the successful evolution of the main street rather than extinction.

Mainstreet Australia promotes the importance of main streets and support businesses, associations, organisation and professions who sustain them at the heart of local communities.

This conference delivers a range of inspiring, practical, topical and relevant speakers and presentations which challenge thinking, answer questions and equip delegates with knowledge and confidence.



Date: **Friday 31 August 2018**

Where: **Box Hill Town Hall**

Time: **9am - 5pm**

.....  
For more information visit  
[www.mainstreetaustralia.org.au](http://www.mainstreetaustralia.org.au)

## The Festive Season is Fast Approaching... So Get Creative to Get Noticed!

**FESTIVE WINDOW**  
Dressing Competition



Savvy businesses will already be planning their retail strategies as we fast approach the Festive Season.

It is now time to consider how your businesses window display will look and assist in encouraging residents to shop locally during this peak selling season whilst contributing to the local festive spirit.

This year's Festive Window Dressing Competition will run from 19 November to 12 December with shoppers voting for their favourite displays.

Businesses will have the opportunity to win a range of prizes and some great branding exposure. So get creative to get noticed!

Limited sponsorship opportunities are still available. Please contact Council's Economic Development Officer on 9262 7590 for further information.

Acorn Nursery, Winner 2017



WHITEHORSE  
BUSINESS GROUP INC

# Whitehorse Excellence in Business Awards

## Entries Now Open!

The Whitehorse Excellence in Business Awards recognise innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology. The awards invite organisations to stand out from the competition, to recognise staff for their contributions and proudly exhibit their successes.



*Entering the awards is a process which will reap significant benefits for any organisation.*



Smash Enterprises,  
Overall Business Excellence  
Award Winner, 2017

The awards process identifies:

- Planning requirements for future direction
- Fine tuning business plans
- Identifying strengths and areas for improvement
- Understanding and managing performance
- Assessing staff development and training needs
- Showcasing innovation and new developments
- Where the organisation is in relation to government requirements
- Identification of community engagement possibilities

The 2018 Whitehorse Excellence in Business Awards are open to all businesses and organisations who operate in the City of Whitehorse.

It is easy to enter the awards, just visit [www.whitehorsebusinessgroup.com.au](http://www.whitehorsebusinessgroup.com.au) and complete the online nomination form.

A number of mentors are available to assist with your application, please feel free to contact the Whitehorse Business Group on 9275 6910 or [info@whitehorsebusinessgroup.com.au](mailto:info@whitehorsebusinessgroup.com.au)



**Nominations close on  
Friday 7 September 2018**





# Whitehorse Tertiary Business Skills Program 2018



## Whitehorse wins prestigious award for its innovative business program

Whitehorse has been awarded for its extremely successful Tertiary Business Skills Program at the prestigious National Local Government Innovation Awards.

Whitehorse Mayor Councillor Andrew Davenport said Whitehorse took the silver medal for the program that teams students from Deakin University with local Whitehorse businesses in a competitive 12 week internship.

'Council's Investment and Economic Development department was very proud to receive the award for the great work they do putting this successful program together. The award was given as part of the Municipal Association of Victoria's (MAV) Reinvent. LGovconference,' Cr Davenport said.

The National Local Government Innovation Awards were held to celebrate the efforts and achievements of local government projects that have made service provision more efficient and useful for their communities and have demonstrated an efficient use of resources.

'These awards recognise best value and practice, with finalists assessed on their outstanding innovation, effort and outcomes. Judging criteria also included the ability of projects to positively impact council business objectives and assist other councils through their results,' Cr Davenport said.

'This year, the 2018 Whitehorse Tertiary Business Skills Program will celebrate 10 years of collaboration between Whitehorse City Council, Deakin University, local businesses and students. This milestone is a reflection of the work that has been done and the successful nature of the program.'

Key outcomes of the program have been the provision of support, development and marketing of local businesses and helping key education institutions to play a larger role in local business development.

Three local councils were awarded for their work, with Cardinia Shire Council and the City of Greater Dandenong also recognised.

*“This year, the 2018 Whitehorse Tertiary Business Skills Program will celebrate 10 years of collaboration between Whitehorse City Council, Deakin University, local businesses and students”*

Whitehorse Mayor Councillor Andrew Davenport



From left: Neil Bain-Lowry, Deakin University's Manager, Work Integrated Learning, Whitehorse Mayor Councillor Andrew Davenport and Mark Olynyk, Deakin University's Work Integrated Learning Director.



For more information about the Whitehorse Tertiary Skills Program, visit [www.wbiz.com.au](http://www.wbiz.com.au)



**KEY**

- Railway Line & Station
- Bus Routes
- Tram Route
- Roads
- Shared Paths (Bike & Walking)
- Walking Tracks
- Arts Culture & Heritage
- Shopping Precincts
- Sporting & Recreation
- Tertiary Education
- Hospitals
- Libraries
- Police
- Government Buildings
- Parks And Reserves
- Playgrounds
- BBOs
- Dog Off Lead Area
- Toilets
- Parking



## A great new guide to Whitehorse for visitors and locals

A new guide to Whitehorse and Box Hill is the handy way to get the lowdown on getting around Whitehorse and enjoying all it offers.

Whitehorse Mayor Councillor Andrew Davenport said the Whitehorse & Box Hill Visitor Guide comes complete with detailed maps highlighting public transport routes, shopping precincts, playgrounds, walking tracks and lots more.

'A new report from Destination Melbourne has highlighted the importance of the visitor economy as a significant contributor to the overall economy, attracting more than 3.3 million visitors and generating nearly \$2.4 billion across Melbourne's East,' Cr Davenport said.

'Visiting friends and relatives coming into Whitehorse provide a significant contribution to a range of local businesses including dining venues, supermarkets, chemists and retail stores.'

The new guide, produced by Council's Investment & Economic Development Unit, provides an overview of Council facilities (arts, parks, sport and libraries) and key services (tertiary education, shopping precincts, transport and hospitals).

Residents and businesses are encouraged to collect a copy of the Whitehorse & Box Hill Visitor Guide at one of Council's Customer Service Centres for their visiting friends and relatives to discover and experience the many things that Whitehorse has to offer.



An English and Mandarin electronic version of the visitor guide is available at [www.wbiz.com.au](http://www.wbiz.com.au)

# 9 tips to improve your social media presence



## 1. Know your audience

It's important to know who your customers are, the better you know your customers the more you will appeal to them on social media.

Questions to consider when getting to know your customers:

- What is their average age and gender?
- What is their budget?
- Where are they located?
- What aspects of online shopping do they value?
- Do they buy from competing businesses? If so, why?

## 2. Where are your customers hanging out online?

Find out which social media platform your customers use and develop a presence there. This will allow you to target specific audiences that may be valuable to your business.

To find out which platforms your customers prefer you could:

- complete a survey
- find out where competing businesses have their largest online presence
- ask your customers in person.

## 3. Use a social media management tool

Social media management platforms can make it easier to:

- post on multiple platforms at once
- schedule posts in advance when your users will be most active
- collaborate with your team on social media posts
- monitor your social media feeds from a single dashboard
- analyse and generate reports on your social media engagement.

## 4. Have the same username for all platforms

Decide what your username will be across all of your social media platforms and your website. Choose something that suits your brand, is memorable and easy to spell.

This allows your customers to quickly and easily find you or follow you on multiple platforms. Remember, this will form part of your online business identity.

## 5. Install follow buttons on your website

If your website receives a lot of traffic, maximise the number of followers you have on social media by adding follow buttons on your webpages. This allows your viewers to quickly and easily follow you on social media and keep up-to-date with your business.

## 6. Format content for each platform

Use content that is appropriate for the social media platform you're posting to!

Remember, certain media platforms such as Facebook, Twitter and LinkedIn are better for connecting with people, while platforms such as Snapchat, Instagram and YouTube are more appropriate for sharing media.

## 7. Look for cross-promotional opportunities

Engage with other businesses who a similar demographic and seek out opportunities for cross-promotion. By reposting content it shows you care about your online community and as a result their audience may eventually become yours.

## 8. Offer exclusive content or products on social media

Give your customers a reason to follow you on social media, one way to do this is to provide exclusive content, products or discounts to your followers.

## 9. Be relatable

Keep it simple! When writing content remember that your audience can range from amateurs to experts. Industry jargon should be avoided and if necessary, clearly explained to the reader.

It's also important to come across as a real person not a machine, add some warmth, personality and occasional humour to your posts and remember, it's called 'social' media for a reason!



This information was sourced from [business.vic.gov.au](https://www.business.vic.gov.au). For additional information visit

<https://www.business.gov.au/news/social-media-for-your-small-business>



# Illness, injury or disability

Graphic sourced from Australian Network on Disability



The 1 million employed people with disability (or nearly 10 per cent of the workforce) work in all industries and diverse occupations across Australia.



Disability prevalence increases with age, and nearly 40 per cent of the Australian workforce is aged 45 or over.<sup>2</sup>

## is diverse and can change over time



32 per cent of employees with disability work as professionals or managers.



It may be permanent or temporary; it may have existed from birth or may have been acquired due to an accident or as part of the ageing process.



Disability is often invisible. For some people, disability may be episodic, while for others, it may be stable.



As many as one in five Australians in any year experience mental illness or 45 per cent over their lifetime.<sup>1</sup>



With one third of people aged 60 to 64 having acquired some type of disability throughout their life, an older workforce will have a higher need for workplace adjustments.<sup>3</sup>

Ensuring people with disability are part of your workforce



MAKES GOOD BUSINESS SENSE!

Potential employees and customers with disability represent a substantial opportunity to business.

The opportunities include:



### Talent

When organisations make their recruitment processes and workplaces barrier-free to people with disability, they ensure that they are able to hire the best person for the job.



### Reputation

Studies<sup>4</sup> have shown employees and customers are more loyal to organisations that demonstrate they value diversity and inclusion.



### Risk

Research on workers with disability<sup>5</sup> show they often have lower absenteeism and employee turnover and low incidence of workplace injury, which all help to create cost effective businesses.

<sup>1</sup> Australian Bureau of Statistics 4326.0, National Survey of Mental Health and Wellbeing: Summary of Results, 2007.

<sup>2</sup> Department of Employment, Australian Jobs 2015.

<sup>3</sup> Australian Bureau of Statistics 4430.0, Survey of Disability, Ageing and Carers, 2012.

<sup>4</sup> Employer of Choice Study, 2014 by Instinct and Reason for Heads Up campaign. AND surveys of members and case studies.

<sup>5</sup> Australian Safety and Compensation Council, 2007, Are People with Disability at Risk at Work? A Review of the Evidence, ASCC, Canberra, Du Paul University 2007 and Graffam J, Shinkfield A, Smith K and Polzin, U 2002, Employer benefits and costs of employing a person with a disability, Journal of Vocational Rehabilitation, vol. 17, no. 4, p. 251-263.



## 5 Star Food Safety Focus

### Spotlight on Pages Cafe

Business type: Cafe  
 Location: 4-8 Vicki St, Blackburn South  
 Trading hours: Monday to Friday 9am-4pm, Saturday 9am-5pm  
 Phone: 9262 7441

Pages Cafe at the Koorong Book Shop is in the spotlight this month for achieving 5 stars for best practice in food safety standards.

Food businesses that achieve a 5 star rating in their annual Food Hygiene Assessment go in the running for the Food Premises of the Year award.

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

The guide covers local restaurants, cafes, 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. For more details, phone Environmental Health on 9262 6197.



# WHITEHORSE FESTIVAL SEASON 2018 / 2019

## Sponsorship Opportunities

Grow your brand identity and actively engage with over 170,000 Whitehorse locals as a sponsor of the Whitehorse Festival Season.

Sponsorship Expressions of Interest are now open for the 2018/19 Whitehorse Festival Season.

Make your mark in the community by using the long-term success of the Whitehorse Festival Season to build your brand identity and promote your business. Enjoy access to the 60,000 homes within the municipality, as well as at-event exposure across the City of Whitehorse. Sponsoring the Whitehorse Festival Season provides unique promotional platform that is community focused and a whole lot of fun.

To discuss sponsorship opportunities or obtain a copy of the Whitehorse Festival Season sponsorship pack, please contact Council's Festival Coordinator on 9262 6429 or [festivals@whitehorse.vic.gov.au](mailto:festivals@whitehorse.vic.gov.au)

### UPCOMING EVENTS:



WHITEHORSE BUSINESS GROUP

#### Mums Returning To Work

Fri 3 Aug 2018, 10am-12noon  
 Box Hill Town Hall – Free Session

#### Networking Session

Thu 13 Sep 2018, 5:30pm-7:30pm  
 Fountains, Box Hill

#### WBG's Fiesta – Healthy Living Networking Event

Thu 11 Oct 2018, 5:30pm-7:30pm  
 Aqualink Box Hill

Visit [whitehorsebusinessgroup.com.au](http://whitehorsebusinessgroup.com.au) for more information or to secure your place.



### Upcoming Markets

<b>Whitehorse Farmers' Market</b>	Sun 8 Jul Sun 12 Aug Sun 9 Sep Sun 14 Oct
<b>Nunawading Craft and Produce Market</b>	Sun 22 Jul Sun 26 Aug Sun 23 Sep Sun 28 Oct



### Dates for Your Diary

<b>Father's Day</b>	Sun 2 Sep
<b>AFL Grand Final Friday</b>	Fri 28 Sep
<b>Spring Festival</b>	Sun 21 Oct