



WBIZ.COM.AU | ISSUE 03

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.

FESTIVE WINDOW

Dressing Competition

ENTRIES ARE NOW OPEN

THE ANNUAL FESTIVE WINDOW DRESSING COMPETITION WILL RUN FROM

MON 20 NOV – FRI 15 DEC 2017

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WELCOME TO THE 3RD EDITION FOR 2017. THIS ISSUE FEATURES:

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Whitehorse Excellence in Business Awards

The Whitehorse Excellence in Business Awards presentation was held on Friday, 13 October and attracted over 270 local businesses, government representatives and community leaders.

The Whitehorse Excellence in Business Awards is open to all businesses and organisations that operate in the City of Whitehorse. Smash Enterprises took out the 2017 Overall Business Excellence Award, an Australian owned company based in Mitcham trading in innovative products for the family and household.

The 2017 Whitehorse Excellence in Business Awards winners:

Overall Business Excellence Award

Smash Enterprises

Large Business Award

Box Hill Institute

Medium Business Award

Smash Enterprises

Small Business Award

Andatech Pty Ltd

Micro Business Award

Ivory Hearing

Start Up Business Award

Style Bundle

Micro Sole Trader Business Award

Business Transformation Solution

Community Award

MMM Australia Ltd

Mayoral Award

Carrington Health



**WHITEHORSE
BUSINESS GROUP** INC

*Congratulations
to all Winners
at the Whitehorse
Excellence in Business
Awards 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.

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

Discover Whitehorse

Whitehorse City Council is committed to supporting and guiding the local economy and offers the **Whitehorse Investment Facilitation Service**. This service is designed as a 'one stop shop' for investment projects, to prioritise and assist prospective investors to identify opportunities that are aligned to the region's vision and navigate Council processes to optimise outcomes.

With growing competition to attract strong and viable investment in the municipality, Council plays an important role in facilitating investment outcomes, to maintain a vibrant, active and diversified economy and in turn sustaining the wellbeing of local businesses and residents.

The Investment and Economic Development Unit has recently launched their suite of new marketing publications to ensure Whitehorse stands out

as the key destination to live, invest and do business in Melbourne, Victoria and Australia.

The Prospectus is a useful resource detailing information about Whitehorse's strategic positioning, economic diversity and strength, health and education capabilities, Box Hill – Melbourne's Second CBD, growth and investment opportunities. Presented in a sophisticated design, it has a range of maps, graphs, tables and vibrant imagery that captures an ideal balance

of work and leisure together with excellent economic prosperity.

To compliment the publications, a video which captures all of the information in the Prospectus is available to be viewed at Council's business website: **wbiz.com.au**

If you would like more information in regards to the **Whitehorse Investment Facilitation Service**, phone **9262 6333** or email **business@whitehorse.vic.gov.au**



Tertiary Students and Businesses Reap the Benefits - Whitehorse Tertiary Business Skills Program in 2017

Late September marked the conclusion of yet another successful Whitehorse Tertiary Business Skills Program, which saw 25 students complete 100 hours of dedicated work with 21 local businesses.

A celebratory event was held at Deakin University and attended by the Mayor of Whitehorse, many esteemed academics and the participating businesses and students.

Daryl Mitchell, Sales Director from LightFM, provided an address on behalf of the participating businesses, which acknowledged the benefit he felt the program offers.

"As Sales Director of Australia's largest community broadcaster 89.9 LightFM based in Mitcham, investing in talent is a core part of our future. The Whitehorse Tertiary Business Skills Program is a rewarding way to get exposure to new world thinking and innovation that in my experience, Deakin students bring as part of the internship.

I would encourage progressive businesses to find out more about this opportunity. By investing some time into giving a student exposure to real life experience you will find a student prepared to invest time into a fulfilling partnership."

The Whitehorse Tertiary Business Skills Program is in its 9th year and has seen over 200 students participate during this time. The competitive program matches second, third year and Masters students from Deakin Business School with local Whitehorse businesses in order to complete an interactive internship program. With 100 hours of onsite work, as well as 4 professional development workshops for students on leadership and success, it's an exceptional opportunity for both businesses and students.

For business owners and operators throughout the municipality, the program offers the skills and time of talented students, while students have the opportunity to apply their university level knowledge to real life projects in a professional working environment. The Program runs from July until September annually.



Expressions of Interest Now Open



Expressions of interest for the 2018 Whitehorse Business Skills Program are now open. For more information on the Program, please contact the **Whitehorse Investment and Economic Development Unit** on 9262 6333 or email business@whitehorse.vic.gov.au

WHITEHORSE BUSINESS WEEK 2017

'Whitehorse Business Week (WBW) 2017 was held on Monday 14 – Friday 18 August and attracted over 700 attendees throughout the program.

Attendees took advantage of the fabulous networking and professional development opportunities that the program presented.

Council gives thanks to all attendees, speakers, venues, businesses and sponsors for their participation and support in making WBW 2017 such an exciting week of events.

For more information about WBW or to get involved as a sponsor in 2018, phone Council's Investment and Economic Development Unit on 9262 6333 or email business@whitehorse.vic.gov.au

“ It was great, I can't think of any improvements. ”



Steps to Resilience Sponsor Lunch with Mark McKeon.

“ Overall I thought that it was a great event. ”

Harnessing your passion for powerful marketing with Ailsa Page, Marketing Expert and founder of AP Marketing Works.

Whitehorse Business Week offered fabulous networking opportunities.

“ Both events were wonderful, speakers good. ”

Women in Business Expo and Luncheon with Nicole Livingstone OAM.



Economic And Investment Breakfast with Bernard Salt.

The business dinner focused on the theme of customer engagement and was held at the Box Hill Golf Club.

“ Really well organised. ”



FESTIVE WINDOW DRESSING

Competition

Key Dates

Nominations Open:
Monday 20 November

Nominations Close:
Friday 15 December

Winners Announced:
By Friday 22 December

THE ANNUAL FESTIVE WINDOW DRESSING COMPETITION WILL RUN FROM

MON 20 NOV – FRI 15 DEC 2017



Local traders and shoppers alike can nominate their favourite festive window displays (including their own), with the nominees going in to the draw to win prizes for the most creative window display.

The display must be publicly displayed prior to nomination, and visible from the street or footpath.

Judging will be based on creativity, use of colour, themes and the visual impact of the window display.

Entries close 5pm on Friday 15 December 2017, and the winners will be announced on wbiz.com.au and Down to Business newsletter (Edition 1, 2018) and in the Whitehorse Leader in January 2018.

Council is committed to promoting local businesses and this competition aims to encourage shoppers to continue shopping locally during the festive season.

For some festive design inspiration, a visual merchandising handbook is available from the Investment and Economic Development Unit.

For more information on nominations or the terms and conditions, please go to wbiz.com.au or phone **9262 6333**.

NOMINATION FORM

I am nominating my business I would like to nominate a business

NOMINEE DETAILS

Name _____ Phone _____

Address _____

Email _____

NOMINATED BUSINESS DETAILS

Business Name _____ Phone _____

Address _____

Email _____

Nature of Business _____

Reason for Nomination _____

I do wish to receive further promotional information and material from Investment and Economic Development Unit.

I do wish to be entered into the prize draw for the nominator award.

Please return this nomination form to:
Investment and Economic Development
Whitehorse City Council, Locked Bag 2,
Nunawading DC VIC 3131

Or email: business@whitehorse.vic.gov.au

Or, complete the nomination form online at wbiz.com.au

For competition terms and conditions, see wbiz.com.au, and for Whitehorse privacy policy, see whitehorse.vic.gov.au



Festive Window Dressing Competition Prizes

1st Prize:

- \$5000 LightFM Radio Campaign; and
- 2018 Whitehorse Business Group Membership (\$150 value).

2nd Prize:

- \$200 cash from Stockdale & Leggo (Blackburn);
- \$250 Voucher – Lombard The Paper People; and
- 2018 Whitehorse Business Group Membership (\$150 value).

3rd Prize:

- \$50 Voucher - Lombard The Paper People; and
- 2018 Whitehorse Business Group Membership (\$150 value).

Nominator Prize:

- Quest Mont Albert Accommodation package valued at \$200; and
- \$30 Voucher – Lombard The Paper People.

Plus...

The first 30 businesses nominated will receive a Christmas 'Best Dressed' Starter Pack, including:

- 1x Christmas Bunting 5m
 - 2x Christmas Mobiles 450mm
 - 25x Christmas Balloons
- Retail Value \$26.95 from Lombard The Paper People.

SPONSORS:



Opposite: Previous Winner Taylor Francis & Company.
Right: Past Nominees Selene's Chocolate Bar, Good Scents and Montal Jewellers.



THINK LOCAL BUY LOCAL

The annual Think Local Buy Local campaign is making a difference for local businesses in Whitehorse, while helping to improve job security for local employees, generating new employment opportunities and reducing the community's carbon footprint.

To show your appreciation and support for our local businesses, simply look out for the *Think Local Buy Local* sticker while you are shopping.



Your shopping decisions count! Here's how local businesses keep our community strong:



Community Spirit
When you personally know the people behind the business where you're buying local products and services, you enjoy a connection you may not otherwise have.



Charitable Giving
Research has found that local businesses tend to support local community groups and charitable organisations.



Further local purchasing
Local businesses tend to engage other local businesses including marketing, accounting, legal, maintenance and other services.



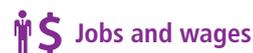
Reduce environmental impact
Local businesses reduce transportation impacts associated with global supply chains when they work with local producers, manufacturers and distributors.



Keep our community unique
Local business owners bring their own flair and style to their businesses. By supporting local businesses in place of chains, you ensure uniqueness is preserved as local businesses help shape the face and personality of Whitehorse.



Win Win
Shopping locally encourages overall community prosperity for business owners, residents and shoppers alike.



Jobs and wages
Local businesses tend to hire locally, creating job opportunities and circulating wages within the community.



Innovation and entrepreneurship
Seeking out local businesses drives innovation and entrepreneurship. Direct contact with local makers, producers and manufacturers informs them of what the market wants and needs.



Infrastructure
Local businesses contribute their taxes to essential services such as roads, transport, parks and community centres.

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 business@whitehorse.vic.gov.au

Multi-Deck Car Park proposed for Box Hill

Whitehorse City Council has unveiled the concept design for transforming the old Harrow Street car park in Box Hill into an attractive and light-filled multi-deck car park.

Box Hill is a designated Metropolitan Activity Centre and is growing as the second most important retail, commercial and residential precinct outside central Melbourne.

In planning for this growth, the proposal is to build a new multi-deck car park on the site of the existing Harrow Street car park. To be built on the corner of Harrow and John Streets Box Hill the new multi-deck car park will address and deliver on key elements of Council's Box Hill Structure Plan and Box Hill Car Parking Strategy. The five-level

building will comprise of more than 550 car parking spaces (a net increase of more than 260 spaces in the immediate vicinity), bicycle parking, welcoming plaza entry and a dedicated space for community activities.

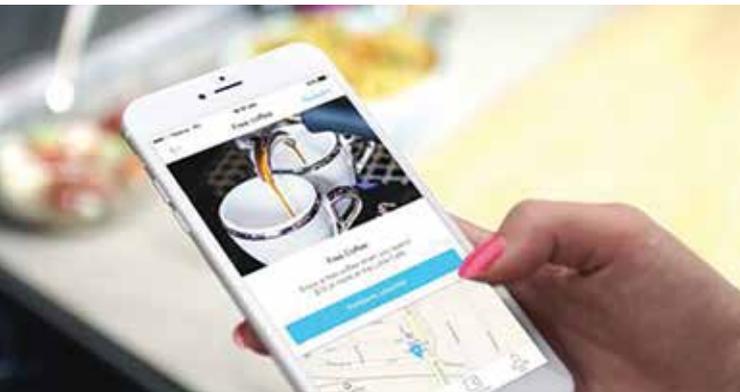
A planning process is currently underway to allow the redevelopment of the Cambridge Street car park site with large public open spaces, mix of commercial and retail spaces, apartments, residential hotel and a 104 place child care centre. Construction of the new Harrow Street multi-deck car park will start upon completion of this planning process and the sale settlement of the Cambridge Street site, anticipated in early 2018. Construction of the new multi-deck car park will



take approximately 11 months, during this time the Cambridge Street car park will continue to operate.

Council looks forward to delivering this exciting project on behalf of the Whitehorse community and will keep the community informed as the project progresses.

For further information please contact the **Harrow Street Carpark project team** by emailing, harrowstreetcarpark@whitehorse.vic.gov.au or calling 9894 0356.



Are you looking for a new way to promote your business?

Promote your local business for FREE to thousands of local households on the Whitehorse GreenMoney platform.

GreenMoney is a program that rewards City of Whitehorse households for recycling and taking simple everyday green actions – it's like a frequent flyer program for the environment.

GreenMoney encourages residents to recycle, live greener and shop local at businesses like yours in the City of Whitehorse.

Members receive reward points each time they recycle and take other green actions. Reward points are then redeemed online for exclusive promotions from local businesses – just like yours!

Benefits for your business

■ FREE to list your business

There is no joining fee or hidden costs. City of Whitehorse covers the cost of set up and support for all business members.

■ Generate more sales

Increase your exposure online and attract more loyal customers and generate in-store sales.

■ Customer and sales data

Access the Business Centre for real-time data and metrics for the success of both your promotion and your business.

Set up your free online account at whitehorse.greenmoney.com.au/business or email whitehorse@greenmoney.com.au

Starting Your Business Checklist



Finding the right information quickly and easily when starting your business can help it become a success.

The Australian Government has developed a starting your business checklist that covers many of the basic things you should consider.

The checklist contains a series of questions to guide you through the various stages of your business, including before you start, when you start, when you buy and when you run your business.

The checklist stages cover:

■ Before you start a business

This section covers planning for your business along with business structures and where to get advice and support.

■ When you start a business

The second stage includes tax and legal obligations, registering your business name and business information.

It also incorporates the consideration of business online, grants or financial assistance and the setting up a basic bookkeeping system.

■ When you buy a business

This section includes considering buying an established business or a franchise.

■ Running your business

The final section comprises of understanding your customers, obligations related to your business including employer and workplace health and safety. The concepts of importing or exporting goods in addition to tenders and contracts.

The checklist is updated on a regular basis so be sure to check that you have obtained the latest version.

This information was sourced from business.gov.au. To view or to download a copy of the checklist visit business.gov.au/Info/Plan-and-Start/Templates-and-tools/Checklists/Starting-your-business-checklist



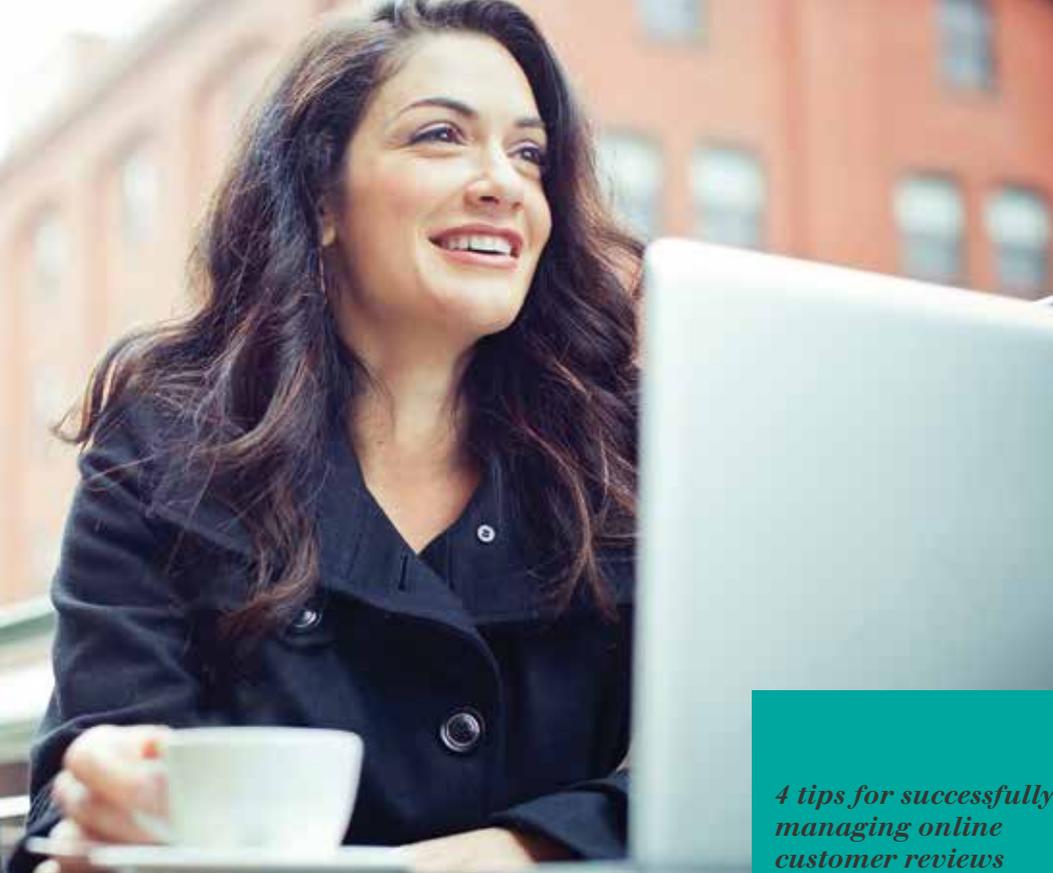
Mont Albert Village



Important Dates for Small Business Owners

July 1	New financial year begins.
July 14	Pay-As-You-Go (PAYG) withholding payment summaries need to be provided to your employees by this date.
July 28	Quarter 4 superannuation guarantee contributions must be received by the super fund.
July 28	Quarter 4 Business Activity Statement (BAS) due.
14 August	PAYG withholding payment summary annual report due.
28 August	Taxable payments annual report due.
21 October	Annual PAYG instalment due.
28 October	Quarter 1 superannuation guarantee contributions must be received by the super fund.
28 October	Quarter 1 BAS due.
28 October	Final date to change PAYG instalments report and payment options.
28 October	Final date to change Goods and Services (GST) reporting options.
31 October	PAYG withholding annual report due.
31 October	Individual, partnership and trust income tax returns due.
11 November	September quarter BAS due.
28 January	Quarter 2 superannuation guarantee contributions must be received by the super funds.
28 February	Quarter 2 BAS due.
28 April	Quarter 3 superannuation guarantee contributions must be received by the super fund.
28 April	Quarter 3 BAS due.
11 May	March quarter BAS due.
21 May	Fringe Benefits Tax (FBT) return due.
30 June	End of the financial year.

How to manage your business' online reviews



Word of mouth promotion can be a powerful tool, in the real world and online. More and more people are using the internet to research a product or service and are turning to online reviews or social media ratings to help them make a purchasing decision.

Customer or user review sites are a way for people to recommend or review businesses, products and services in an online public setting.

Benefits of online reviews for your business include:

- More customers
- Free advertising
- Customer engagement
- Search engine optimisation
- Opportunity to respond to negative feedback.

Managing negative reviews

A negative review or a complaint can be an opportunity to build a stronger relationship with your current and future customers – if you respond in the right way.

Respond to negative reviews in a way that is prompt, polite, honest and professional. By responding politely demonstrates that your business cares about your customers and wants to provide good customer service.

What about fake or misleading online reviews?

Posting positive reviews about your own business, or posting negative reviews about your competitor's business, is not only dishonest – it's also a breach of the Competition and Consumer Act 2010.

Facts about fake or misleading online reviews:

- Businesses that offer incentives to customers to write positive reviews, or remove or edit negative reviews risk misleading consumers and could be in breach of the Competition and Consumer Act 2010.
- The Australian Competition and Consumer Commission (ACCC) can fine businesses for posting fake reviews (reviews not from customers).
- If you know there are false or spiteful reviews on your website or a review site, you can contact the site and ask for those reviews to be removed. Be aware that the review site might disagree with your judgement, or be slow to remove the review.

This information was sourced from business.gov.au. For further information regarding managing your businesses online review visit acc.gov.au/business/advertising-promoting-your-business/managing-online-reviews

4 tips for successfully managing online customer reviews

1. Monitor your reviews

Make sure you know what review sites your customers use so you can keep track of what people are saying about your business.

2. Tell your customers

Let your customers know what review sites you're on and how they can post a review. You could try:

- displaying the review site logos on your website and in your physical store
- putting a review button on your website

3. Manage the process

Work out who in your business will monitor and respond to your reviews.

4. Respond to reviews – professionally

Respond politely, regardless if the review is positive or negative. This shows customers that you're taking an interest in what they have to say about your business. It's important to manage your online reviews in a professional and honest manner to prevent customers from being misled.

Preventing crime and protecting business

Victoria Police encourage all business owners to increase their understanding of practices and products available to protect their business, staff and customers.

A few tips:

- Vary the route and times of bank deposit trips – do not follow a pattern
- Provide a designated area where staff can safely lock away their personal belongings
- Check that the name on credit/debit card matches the gender of the customer
- Regularly back up your data and store it elsewhere
- Ensure all back and side doors and windows to your business are kept secure

- Install warning signs advising of consequences of theft and security measures in place

Did you know that Occupational Health and Safety laws require employers to provide a safe working environment for their staff? This includes taking reasonable crime prevention precautions to ensure employee workplace wellbeing is safeguarded.

Victoria Police can assist employers in developing workplace procedures about everyday business management practices covering issues from cash handling, internet ordering and more aggressive crimes such as armed robbery.



VICTORIA POLICE

Contact for further information

Rebecca Millin
Leading Senior Constable 30649
Whitehorse Crime Prevention Officer

email: rebecca.millin@police.vic.gov.au

Phone: 8892 3381

Fax: 8892 3203

Location: 1 Kangerong Road,
Box Hill, 3128

Managing Energy Market Volatility



The Victorian Government is committed to supporting businesses to grow and prosper. This includes providing support to help manage the risks and uncertainty of changes in gas and electricity prices.

In the 2017/18 State Budget, the Victorian Government allocated additional funding to help create and retain jobs, including support to assist businesses that are particularly vulnerable to energy market volatility.

If your business:

- Is a major energy user
- Has experienced a large increase in the price of your energy contract/s
- Employs a significant number of workers

Call **13 22 15** to connect with a local industry investment facilitation specialist to discuss your specific situation. They will work with you to understand the effects on your business and explore industry assistance options, including potential funding support and tailored assistance to help identify a sustainable solution.

Support and funding packages will be tailored to specific projects, incorporating existing programs and services wherever possible to maximise the value of outcomes.

This may include managing and reducing energy costs by increasing energy efficiency, implementing alternative sources of energy and/or purchasing new equipment that enhances productivity to offset energy costs and to identify a sustainable solution.

This information was sourced from Victorian Government Fact Sheet 'Managing Energy Market Volatility'. A copy of the fact sheet is located on wbiz.com.au



5 Star ★★★★★ Food Safety Focus

Spotlight On... Max and Leo's Foodstore Cafe

Business type: Cafe
 Location: 5 Salisbury Avenue,
 Blackburn
 Trading hours: Mon-Fri, 7am-4pm
 Sat 8am-2pm
 Phone: 9877 4991

Max and Leo's Foodstore Cafe is our business of this edition 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, 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. 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 Environmental Health on 9262 6197.

Would you like to be kept up to date with business information, events and programs?

Council's Investment and Economic Development Unit have publications and information available to assist your business including the WBIZ E-Newsletter. The WBIZ E-Newsletter is circulated on a fortnightly basis and covers:

UPCOMING EVENTS:



WHITEHORSE
BUSINESS GROUP



Networking Session

Thu 16 Nov 2017, 5:30pm-7:30pm
Clarion Hotel

Christmas Break- Up

Wed 6 Dec 2017, 5:30pm-7pm
The Point, Deakin University

Visit whitehorsebusinessgroup.com.au or call 9275 6910 for more information or to secure your place.

Whitehorse Carols

Sun 17 Dec 2017, 4.30pm-9.30pm
Whitehorse Civic Centre
379-397 Whitehorse Road,
Nunawading

Australia Day Concert and Fireworks

Friday 26 January 2018, 5pm-10pm
Whitehorse Civic Centre
379-397 Whitehorse Road,
Nunawading



Upcoming Markets

Whitehorse Farmers Market	Sun 10 Dec, 8am-1pm
Nunawading Craft and Produce Market	Sun 26 Nov, 9am-2pm Sun 10 Dec – Christmas Market, 1pm-5pm



Dates for Your Diary

Christmas Day	Mon 25 Dec, 2017
Boxing Day	Tue 26 Dec, 2017
New Years Day	Mon 1 Jan, 2018
Australia Day	Fri 26 Jan, 2018
Boost your Business Program	19-23 Mar, 2018

- Upcoming business events
- Business news
- Latest information for your business

Simply visit wbiz.com.au to subscribe to the WBIZ E-Newsletter.

This is free of charge and available for all business types in any location.

For further information, contact Council's **Investment and Economic Development Unit** on 9262 6333 or email business@whitehorse.vic.gov.au