



WBIZ.COM.AU | ISSUE 03

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.

FESTIVE WINDOW Competition

Traders get ready to **WOW** shoppers with your festive window display, and become part of this year's Festive Window Dressing Competition

Monday 19 November
–
Wednesday 12 December 2018

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WELCOME TO DOWN TO BUSINESS 2018, IN THIS ISSUE:

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Whitehorse Tertiary Business Skills Program 2018



The 2018 program saw 22 students complete over 90 hours across 21 host businesses and participate in four professional development workshops.

2018 program participants

Celebrating 10 Years

The Whitehorse Tertiary Business Skills Program is an innovative student internship that matches students from Deakin Business School with local businesses.

2018 celebrated 10 years of this program with the milestone being further elevated through achieving a silver award at the prestigious 2018 National Local Government Innovation Awards.

This reflects the successful collaboration between Whitehorse City Council, Deakin University, local businesses and students.

This year's program concluded with a milestone presentation event held at Deakin University with Burke and Beyond, Taralye and the Whitehorse Business Group recognised for their continuous involvement, contribution and commitment to the program.

We take this opportunity to thank our 2018 business participants and look forward to your ongoing involvement in the 2019 program.

2018 Businesses:



- ▶ For businesses/ organisations the program offers the skills of talented students, while students have the opportunity to apply their university level knowledge to real life projects in a professional working environment.

To our previous business participants we thank you for contributing to this successful program throughout its 10 year history.

- Aqva Design Pty Ltd
- Organic Angels
- Arkadia Property Services (Home HQ)
- Ouson Group
- Australian Institute of Surface Finishing
- Philip Webb Real Estate
- Curves Blackburn
- Shadewell Awning Systems Pty
- Eastern Volunteers
- Smash Enterprises
- Epona Financial Guidance
- Stockdale and Leggo Blackburn
- Graphic Effects
- The Onemda Association
- IndustELEC
- Venn Milner Accounting Services
- International Needs Australia
- Victoria Fittings and Valves Pty Ltd
- Jim Ulrich & Associates
- Wallies Lollies
- Light Melbourne
- Whitehorse Manningham Libraries
- Mega Mile Business Association
- Yarra Valley Water
- Mitcham Private Hospital
- Youth Education Support
- New Life Franchising.

- ▶ The program's initial scope provided students the opportunity to form a mock event management business, whilst working with Council staff. The program transitioned into a more realistic experience for students and by 2014 local businesses were introduced into the program.

! If your business would like to be involved in the 2019 program email your expressions of interest to business@whitehorse.vic.gov.au

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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

Box Hill Town Hall

Behind the elegant façade of the Box Hill Town Hall is not only the majestic Main Hall but a vast array of functional spaces, ideal for any corporate meeting, forum, training day or launch.

Why not be surrounded by beautiful heritage décor while making use of the latest audio visual and data equipment, not to mention all day tea and coffee and sumptuous catering.

Providing single rooms that cater for anywhere from 2-600 people including multiple spaces for conferences and break rooms. The marble filled foyer is perfect for registrations, the Artspace provides the ideal location for cocktails and the friendly staff will be on hand to assist throughout the day or night. The Box Hill Town Hall will surprise you!



Call Gary on 9262 6243 or email gary.simmonds@whitehorse.vic.gov.au for more information, make a booking, or to arrange a tour of the facilities.

Taralye - Making a Loud Difference for 50 Years

Taralye was established 50 years ago as the Advisory Council for Children with Hearing Impairment by a group of concerned parents and early-childhood educators, including Dame Elisabeth Murdoch. These parents simply wanted their hearing-impaired children to have the same opportunities for learning and development as children who have normal hearing.

Today, Taralye is an internationally renowned oral-language centre for deaf children, and owing much of their success to the investments in knowledge and training undertaken by the original advisory council. The partnership with Dr Ian Taylor, a prominent audiologist from the University of Manchester in the UK, led to the establishment of a degree in Audiology in 1973, and a degree in Education of the Deaf in 1977, at the University of Melbourne.

The advisory council was also involved in the work of Prof Graeme Clark, who invented the first multi-channel cochlear implant, and with whom Taralye maintains a relationship to this day.

In February 2017, Taralye merged with Royal Institute for Deaf and Blind Children (RIDBC) and became a RIDBC service. RIDBC is Australia's largest non-government provider of therapy, education, and cochlear-implant services for children and adults with vision or hearing loss, and the merger enables us to strengthen our early-intervention services throughout Victoria.

Over the years, Taralye has supported thousands of children in audiology, early intervention, early learning, and early childhood (including kindergarten). Taralye see approximately 5,500 patients in audiology alone each year

and support over 350 children under 18 years old with our early intervention and school-aged programs.

Taralye was honoured to celebrate its 50th anniversary with a function hosted by Her Excellency

the Honourable Linda Dessau AC, the Governor of Victoria, at Government House on 6 June 2018, together with many families and supporters.

For further information, visit <https://taralye.org.au/>



Taralye alumni gather during Taralye's 50th anniversary:
Back row: Ryan McKenzie, James Calvert-Jones, Molly McQueen.
Front row: Zoe and Josh Baessler, Victoria Tan, Madison Payne. Photo by Jay Town.

FESTIVE WINDOW Competition

Monday 19 November
–
Wednesday 12 December 2018
Winners announced:
Thursday 20 December



For the first time the competition will be driven by a public Instagram competition via Destination Melbourne - Discover Your Own Backyard.

SHOPPERS

Win by uploading a photograph of their favourite window which must have been taken from the street, footpath or outside the shop front to be eligible.

BUSINESSES

If your window gets uploaded your business will then be eligible to win some fabulous prizes and valuable branding exposure including:

- retail consultancy package
- advertising package
- vouchers
- Business Group memberships.

The most uploaded business will take out the People's Choice prize with the other prizes up for grabs awarded by a judging panel based on creativity, use of colour, themes and the visual impact of your display.

To spread the word even further share and promote the competition to your customers through your usual marketing channels to get them on board and start uploading.

Full details and T&Cs can be found at www.wbiz.com.au

For design inspiration, a copy of the visual merchandising handbook is available from the Investment and Economic Development Unit upon request via business@whitehorse.vic.gov.au

SPONSORS:



- The Chen
- Endota Spa Forest Hill
- Safe Lace

PARTNERS: Leader Community Newspapers, Whitehorse Business Group

Some tips to help you create an Instagram worthy display:

ITS STORY TIME

Create your 'story' around the festive theme and get a good sense of what emotion your display is looking to evoke.

CREATE A FOCAL POINT

How will you catch a customer's eye?

BE BOLD

Don't be afraid to experiment with colours, shapes and props but remember to stay consistent with your brand and products.

KEEP IT SIMPLE

Don't try to do too much or your display may end up busy and unfocused.

THE BALANCING ACT

Remember to balance your elements to ensure they are pleasing to the eye.

LIGHTS, CAMERA, WINNER

Lighting can be crucial in getting people to stop. Did you know lighting from the top will cause shadows?



Think Local Buy Local

Whitehorse City Council is committed to the ongoing promotion of local businesses and shopping precincts. Through this commitment, Council is running a *Think Local Buy Local* campaign, which focuses on how local businesses keep the community strong.

This year's campaign will run from November through to February 2019 and will highlight the community benefits when \$100 is spent locally.

This is designed to make a difference for local businesses, while helping to improve job security, generate new employment opportunities and reduce the community's carbon footprint.

WHEN \$100 IS SPENT LOCALLY...



All figures based on data sources from Australian Bureau of Statistics.

Shoppers will have the chance to win some fabulous prizes. All they have to do is nominate their favourite Whitehorse business and tell us why they like it so much.

That could be your business... so get behind the Think Local Buy Local campaign by:



Offering GREAT PRODUCTS and a PERSONALISED service.



Giving consideration to and promoting WHAT SETS YOUR BUSINESS APART from others.



Promote how your products and / or services are CONVENIENT for your customers (i.e. time poor customers = convenient location, ease of access to your business).



Consider curating some unique *Think Local Buy Local* SPECIALS.

WHEN THINKING OF YOUR PROMOTIONS WE ENCOURAGE YOU TO:

- Think outside the box. Offer something unique that you do not offer all year round.
- Use this campaign to trial a new product or service. If you find it is popular, make it permanent.
- Ensure your customers get good value for money i.e. free gift with purchase.
- Make it fun! Pre-wrap a mystery present with a brief description of the type of person it would be suited for.
- Have 'ready to go' Kris Kringle gifts.
- Offer an abridged version of an existing service or a new 'express service'.
- Consider current events, seasons and interest, then tailor your product or service to suit i.e. Spring Carnival, Christmas, holidays, New Year's Resolution, summer, back to school.



Think Local Buy Local stickers are available to place in your shopfront window, by contacting Council's Investment and Economic Development Unit on 9262 6333 or email business@whitehorse.vic.gov.au

DOWN TO BUSINESS



In the future, *Down to Business* will be going digital. **Make sure you subscribe to our e-newsletter** through www.wbiz.com.au so you don't miss any Whitehorse business news.



Has your business got an e-waste stash?

What is e-waste? Unwanted and discarded electronic products with batteries, a cord or plug. This is the fastest-growing category of waste worldwide.

It is estimated that one in five Australians have a stash of e-waste in their home or office and that the amount generated in Australia will increase by more than 60 percent by 2024, for televisions and computers alone.

A large amount of e-waste contains a range of non-renewable materials, such as copper, silver, gold, plastic, and glass, all of which can actually be recovered and reused, as long as it's not lost to landfill.

At today's rate of consumption, many of these useful resources have limited reserves left. In some cases, the amount of precious metals trapped in e-waste now outweighs the amount of virgin material available.



Whitehorse businesses are encouraged to learn more about electronic waste recycling at www.ewaste.vic.gov.au

REASONS TO RECYCLE

- **Reduce landfill.** E-waste is growing three times faster than general municipal waste in Australia, due to increased technology trends, reduced product lifespan and consumer demand for new products.
- **Protect the air and waterways from harmful materials.** E-waste contains hazardous materials and if left in landfills, or stored inappropriately, these materials can leach into groundwater and soil, or release into the air, creating long term contamination issues and human health issues.
- **Minimise consumption of raw materials to produce electronic products.**
- **Reduce greenhouse gases created in the production of new materials.**

SOME OPTIONS FOR RECYCLING YOUR E-WASTE INCLUDE THESE CHARITABLE CAMPAIGNS:

They're Calling on You,
Zoos Victoria

www.zoo.org.au/phone

Pony Up For Good

www.ponyupforgood.com

Whitehorse Businesses... it is Time to TAKE2

TAKE2 delivered by Sustainability Victoria, is the state's collective climate change program supporting individuals, government, business, and other organisations to help Victoria achieve net zero emissions by 2050.

Whitehorse City Council is showing its commitment to tackling climate change by taking the TAKE2 Pledge. Council aspires to be a healthy, vibrant, prosperous and

sustainable community supported by strong leadership and community partnerships.

Local businesses are encouraged to take the pledge and be connected to hundreds of other like-minded businesses. By pledging you have access to TAKE2 events, receive notification of grant funding opportunities and be recognised for the climate change action taken. Your business will also be promoted

on the TAKE2 website and other media and promotional channels.

To check out Whitehorse City Council's pledge and for more information visit www.take2.vic.gov.au

TAKE2

Victoria's climate change pledge

WHITEHORSE BUSINESS WEEK 2018

Women in Business 2018



Discover the Transitional Economy of
Melbourne's East event with Mark McCrindle



Whitehorse Business Week 2018 (WBW) was held on Monday 13 – Friday 17 August and attracted more than 700 attendees throughout the program.

The WBW program consisted of five major events, the WBW Launch and a sponsor celebration, all held at a range of venues throughout the City of Whitehorse.

The five major events were:

- China Ready Checklist
- Economic and Investment Breakfast
- Women in Business
- The Future of Digital Marketing for your Business
- Discover the Transitional Economy of Melbourne's East (collaborative regional event with six local councils in Melbourne's East).

Council thanks all attendees, speakers, venues, businesses and sponsors for their participation and support in making WBW 2018 such an exciting week of events.

For more information about WBW or to get involved as a sponsor in 2019 phone Council's Investment and Economic Development Unit on 9262 6333 or email business@whitehorse.vic.gov.au

How to Approach Performance Management

Where: Manningham Function Centre,
699 Doncaster Road,
Doncaster 3108

When: Wednesday 28 November

Time: 7am arrival for 7.30am-9.30am.

Cost: \$25.00

Mental health is no longer the invisible elephant in the workplace. Managing employees who are experiencing stress, anxiety or some form of mental health condition has become a major challenge for employers today.

Let Luis Izzo, Managing Director of Workplace, Australian Business Lawyers & Advisors provide the clear guidance on how to nurture a safe and high-performing workplace, underpinned by compliance in workplace relations.

The key topic of the Workplace Assured Update includes:

- How to approach performance management, including termination of employment when the employee is no longer fit to perform the job.
- Reading the early signs of depression, anti-social behavior and underperformance. 1 in 5 Australian employees report that they have taken time off work due to feeling mentally unwell in the past 12 months.
- Understanding Domestic and Family Violence Leave.
- Employee Assistance Programs.
- An update on the changes to casuals - your obligations as of October 2018.
- Employer rights in surveillance of employees.
- Workplace Assured solution.
- Understanding changes to long service leave.

— To book, visit www.wbiz.com.au —

This event is co-presented by Whitehorse City Council, Manningham City Council and facilitated by Victorian Chamber of Commerce and Industry.



2018 Whitehorse Excellence in Business Awards

The Whitehorse Excellence in Business Awards were established in 2001, and recognise innovation, business growth and development, new business initiatives, ongoing continuous improvement and business planning methodology.

Nominations for this year's awards closed in September and the Gala Presentation Evening was held on Friday 9 November.

*Congratulations to all
businesses that were involved.*

To view the list of winners and finalists visit the Whitehorse Business Group website www.whitehorsebusinessgroup.com.au

Harrow Street Car Park Redevelopment Underway

The Harrow Street Carpark Redevelopment project is now in full swing following awarding of the building contract to leading Australian construction firm Buxton Construction (Vic) Pty Ltd in September.

Council is transforming the old car park into an attractive and light-filled, five-level building comprising of 562 car parking spaces, bicycle parking, dedicated community space and welcoming plaza entry adjoining the local Pioneer Park. Upon completion, there will be a net increase of 271 car parking spaces in Box Hill Central.

The project's go ahead was dependent upon ministerial approval and finalisation of the rezoning process for redevelopment of the nearby Cambridge Street Car Park site, as well as sale of the site by Council to a private developer. The site will be redeveloped into a mix of commercial and retail spaces, residential accommodation, 104-place child care centre and large public open spaces.

To ensure motorists have continuity of car parking during construction of the new Harrow Street Car Park, the Cambridge Street Car Park will continue operating until the new one opens, expected in mid 2019.

Throughout the construction program, Buxton Constructions will keep local traders and residents informed of any changes to pedestrian or traffic movements, and mitigate against any potential construction impacts such as noise and dust, in accordance with their Construction Management Plan.

For more information and to sign up to regular email updates, visit www.whitehorse.vic.gov.au/harrowstreetcarpark send an email to harrowstreetcarpark@whitehorse.vic.gov.au or call the project team on 9262 6129.



Small Business Mentoring Sessions in 2019

Each year a number of **free** small business mentoring sessions, delivered by the Small Business Mentoring Service (SBMS) and the Small Business Bus (SBB), are scheduled within the City of Whitehorse, assisting local aspiring and current business owners. In 2019, we are excited to inform that this service will be offered more frequently, allowing for greater flexibility and availability.

Registrations are essential and bookings for the SBMS will be open two months prior to the session date. Information about the mentoring services will be available on WBIZ in the New Year with more information in the next edition of Down to Business.

UPCOMING EVENTS:



WHITEHORSE
BUSINESS GROUP INC

Whitehorse Business Group Events

Christmas Break-Up
Wed 5 Dec 2018, 6pm-7.30pm
Wattle Park Chalet

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



Whitehorse Carols

Sun 16 Dec 2018, 4.30pm- 9.30pm
Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading



Australia Day Concert and Fireworks

Sat 26 Jan 2019, 6pm-10pm
Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading

Boost Your Business

18-22 Mar 2019
Program to be featured in
Down to Business Edition 1, 2019.



Dates for Your Diary

Christmas Day	Tue 25 Dec 2018
Boxing Day	Wed 26 Dec 2018
New Year's Day	Tue 1 Jan 2019
Australia Day	Sat 26 Jan 2019