



WBIZ.COM.AU | ISSUE 01

DOWN TO BUSINESS

Keeping Whitehorse businesses informed and up-to-date.



boost

YOUR BUSINESS | 19-23 MARCH 2018

This exciting program involves a series of workshops and seminars designed to assist, grow and 'boost' your business.

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WELCOME TO
DOWN TO BUSINESS
2018, IN THIS ISSUE:

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FEATURE EVENT:

boost
YOUR BUSINESS | 19-23 MARCH 2018
*Boost Your Business
is back for 2018*

Festive Window Dressing Competition

Congratulations to all the nominated businesses who got into the spirit of the festive season and took part in the Festive Window Dressing Competition 2017.

Whitehorse-based businesses were encouraged to get into the spirit of Christmas by dressing up their shopfront windows. This initiative is not only designed to encourage business owners to get into the festive spirit; it has the added benefit of helping attract people to their local shopping precincts.

Local shoppers and traders were invited to nominate their favourite festive window display.

Displays were judged on colour, innovation, creativity and originality, as well as overall presentation.

The judging panel consisted of:

- Councillor Andrew Davenport, Mayor of Whitehorse
- Sarah Milne, Deakin University
- Claude Lombard, Lombards The Paper People

Thank you to the 2017 Festive Window Dressing Competition sponsors:



Congratulations to the following businesses:

1st Prize:

Acorn Nursery, Surrey Hills
\$5000 LightFM radio campaign and 2018 Whitehorse Business Group Membership

2nd Prize:

Churchills for Hair, Mont Albert
\$200 cash from Stockdale and Leggo (Blackburn), \$250 voucher from Lombard The Paper People and 2018 Whitehorse Business Group Membership

3rd Prize:

Mont Albert Florist, Mont Albert
\$50 voucher from Lombards The Paper People and 2018 Whitehorse Business Group Membership

Highly Commended:

- Jacob's Hair and Beauty, Burwood East
- Tall Poppies, Burwood East
- Taylor Francis, Blackburn

Encouragement Award:

- Spectrum Holidays, Mitcham
- Vital Chi Wellness, Blackburn
- The Birdcage on Elgar, Wattle Park Retail Precinct

Highly Commended and Encouragement Award winners will receive a 2018 Whitehorse Business Group Membership.



From top: Churchills for Hair, Mont Albert; Acorn Nursery, Surrey Hills; Mont Albert Florist, Mont Albert.



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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A great opportunity for businesses to receive specialised assistance in their business – free of charge.

At Whitehorse City Council, we understand the importance of fostering a skilled and knowledgeable workforce that is well prepared for a continuously evolving economy. For a decade, the Whitehorse Tertiary Business Skills Program has been providing students from the Deakin Business School with the opportunity to hone their professional skills whilst assisting Whitehorse based businesses with specific projects free of charge, giving all parties a competitive advantage in the marketplace.

The Whitehorse Tertiary Business Skills Program can be summarised in six key phases:

- 1. APPLY** | Submit your business application by 24 April 2018, including an outline of a project requiring specialised skills that will benefit your business, such as accounting, human resources, event coordination, information technology, marketing and much more. Case studies with example projects are available on wbiz.com.au
- 2. MATCH** | The Deakin team will match your application with the appropriate student/s that has the skills to meet the need of your project.

- 3. MEET** | Arrange an informal meeting with the potential student/s to determine that they are a good fit with your business and for the project.
- 4. CONFIRM** | If the student/s is a good fit, you will be invited to join us at a 'Business Briefing' information session in late June 2018 to learn about the finer details of the program.
- 5. HOST** | Students will contribute 100 hours of onsite work at your business premises over a 12 week period (2 July-21 Sept 2018). Times and days are flexible to suit the business and the student throughout the program period.
- 6. CELEBRATE** | Join us at a presentation event in late September to celebrate your participation!

BENEFITS

- Give your business a competitive advantage
- Receive a fresh perspective
- Build workplace morale
- Foster ties with the next generation of industry professionals
- Mutually beneficial to both businesses and students
- No participation fees – the program is absolutely free

For further details, contact Council's Investment and Economic Development Unit on business@whitehorse.vic.gov.au or 9262 6333 or visit www.wbiz.com.au

Expressions of Interest Now Open



“I would like to commend the Council and Deakin for providing a professionally run program with excellent student participation”

Industelec



WHITEHORSE

DISCOVER the Advantage

The updated marketing suite launched in August 2017 includes the investment prospectus and investment video, these are 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 opportunity.

Further information regarding investment in Whitehorse and its demographics are available on the WBIZ website and the recently refreshed Box Hill website. These websites feature links to economic profiles for both Whitehorse and specifically Box Hill, where different sectors and categories can be explored (some include population, employment, industries and tourism).

The websites link to the Urban Melbourne website that provides an independent database of upcoming urban developments.

To compliment the marketing materials, a video which captures all of the information in the documents and can be viewed at Council's business website www.wbiz.com.au and the Box Hill website www.boxhill.com.au

This is a great resource for potential investors looking to invest in Whitehorse or business owners who are considering doing business in the area.

For further information regarding the Whitehorse Investment Facilitation Service, phone 9262 6333 or email business@whitehorse.vic.gov.au

Whitehorse property market continues to dominate

2017 was another strong year for the Melbourne property market, outstripping other state capitals. The City of Whitehorse was a big winner, continuing its run as one of Melbourne's most profitable municipalities, second only to Boroondara.

Property Data reports that in the past year, Whitehorse's median unit price increased by around 10 per cent from \$700,000 to \$773,000 while the median house price increased by 20 per cent rising from \$1,071,000 to \$1,285,000.

Favoured for its transport system, modern health and education services as well as booming commercial and investment prospects, it's easy to see why Whitehorse is in-demand.

Information courtesy of **Anthony Webb, General Manager, Philip Webb Real Estate.**

PhilipWebb

Visitor and Transport Guide coming soon

To compliment the Whitehorse Discover the Advantage marketing suite, a visitor and transport guide for Whitehorse and Box Hill is currently being developed.

The guides will include maps of Whitehorse and Box Hill with details of public transport, places of interest, key services like health and educational facilities along with parks and reserves.

It is anticipated that the guide will be utilised by visitors and local residents who want to further discover Whitehorse.

The guide will be available on the WBIZ and Box Hill websites in the upcoming months.

If you would like further information about the Visitor and Transport guide, please contact the Investment and Economic Development Unit on 9262 6333 or email business@whitehorse.vic.gov.au





Whitehorse City Council is proud to boast its unique local retail centres, each echoing the diversity of its community. It really is worth taking the time to explore all that Whitehorse has to offer.

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, generate new employment opportunities and reduce the community's carbon footprint.

Keep an eye out for the Think Local Buy Local sticker whilst shopping!



Enjoy Free Promotion with the Whitehorse GreenMoney Program

GreenMoney rewards locals for taking simple steps like recycling more, living green and shopping at local businesses – just like yours!

Joining the GreenMoney reward partner platform is free for all local businesses in the City of Whitehorse area.

How it works:

1. Promote your business by creating an exclusive offer on the City of Whitehorse GreenMoney platform.
2. Local customers earn GreenMoney points by taking simple, everyday green actions like recycling more, or planting a tree.
3. Customers spend their points on your promoted offer and shop in-store – it's like a frequent flyer program for the environment!



Get started at:

whitehorse.greenmoney.com.au/business, or email whitehorse@greenmoney.com.au and GreenMoney will assist you to create an offer that customers will love.



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SPEED X INTERVIEWS – INDUSTRY IMMERSIONS

TUE 1 MAY 2018 10am-12pm

Lower Hall, Box Hill Town Hall
1022 Whitehorse Road, Box Hill
Morning tea provided

Whitehorse City Council is partnering with our Local Learning Employment Network, Gateway LLEN, to run a careers event for students undertaking year 11 and 12.

Speed X Interviews – Industry Immersions offers students the chance to speed-interview local business people in order to gain career insights into a range of occupations, whilst developing interpersonal skills, confidence and building connections within the community. These career conversations will help students make better informed decisions about their future education and career path.

Local businesses are invited to participate and share your insights into particular industries and occupations, with a focus on vocations that can be achieved through certificate courses, hands on training and apprenticeships, including:

- Trades
- Hospitality
- Sport, Health and Fitness
- Hair and beauty
- Health Sector
- Community Services
- Emergency Services
- Information technology
- Media
- Start Ups
- Entertainment

For more information please visit wbiz.com.au or contact Council's Investment and Economic Development Unit on 9262 6333 or business@whitehorse.vic.gov.au



MON 19 MAR 9am-11am TAPPING INTO TOURISM

Facilitated by Destination Melbourne

Willis Room, Whitehorse Civic Centre 379-397 Whitehorse Road, Nunawading

Curious about growing your business by tapping into tourism? Looking for an easy and cost-effective way to promote your local business or attraction?

Join the team from Destination Melbourne for a free workshop to find out more about:

- Destination Melbourne, Melbourne's independent not for profit tourism industry organisation

- The hyper local Discover Your Own Backyard program and how you can get involved
- The Australian Tourism Data Warehouse and how taking part can amplify your reach across Australia and provide SEO benefits

Registrations close Wednesday 14 March 2018.

TUE 20 MAR 6pm-8pm | \$20 EFFECTIVE BUSINESS NETWORKING

Facilitated by Small Business Victoria

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

Willis Room, Whitehorse Civic Centre 379-397 Whitehorse Road, Nunawading

Almost 90 per cent of business today is generated by networking. This makes networking an essential practice for businesses success. In this short 2-hour workshop you will learn proven, effective networking techniques, build your confidence and start connecting with other small business people in your area.

Want to further practise your networking skills? Attendees of this business networking workshop will be eligible for a discounted ticket price for the Whitehorse Business Group's April 20 breakfast event and a special discount if they would like to join the Whitehorse Business Group. Further information regarding this opportunity is available at wbiz.com.au

WED 21 MAR 9.30am-11.30am | \$20 ATTRACTING CUSTOMERS THROUGH CREATIVE RETAIL MERCHANDISING DESIGN



Ching Ching Lee,
Pop Creative Collection

Box Hill Golf Course,
202 Station Street, Box Hill

Have you got a 'bricks and mortar' business? Are you stuck for ideas on how you can improve it to make it more appealing to customers on the main street? Then come along to this inspiring presentation!

All aspects of the small retail business will be discussed – from the shopfront sign to the window display and the sensory experience of your shop. Local examples will be showcased as well as low-cost ideas to achieve a winning result.

BOOK NOW | VISIT WBIZ.COM.AU P 9262 6333



**THU 22 MAR 10am-4pm
SMALL BUSINESS BUS**

Facilitated by Small Business Victoria

Out the front of Whitehorse Civic Centre 379-397 Whitehorse Rd, Nunawading

If you're planning, starting or growing your business, the Mobile Business Centre offers a free 45 minute session with an experienced business mentor.

A mentor can help you develop a clear direction for your business, discuss key issues and assist you in developing an action plan to achieve your goals.



**Thu 22 Mar 9.30am-1pm | \$30
KEEPING THE RIGHT STAFF: HOW TO EMPLOY GOOD PEOPLE**

Facilitated by Small Business Victoria

Willis Room, Whitehorse Civic Centre 379-397 Whitehorse Rd, Nunawading

Behind every business success story is a great team making it happen. Find out how to identify the right people for your business and how to motivate them to stay. Investing in your people is your best

investment in the future of your business. This three and half-hour workshop is packed with practical advice, tips and templates to show you how.



**FRI 23 MAR 2018 12pm-2pm | \$20
HOW TO INCREASE TRAFFIC TO YOUR WEBSITE**

Facilitated by Mark Schiffer, Blick Creative

Willis Room, Whitehorse Civic Centre 379-397 Whitehorse Road, Nunawading

In this workshop, Mark from Blick Creative will outline a number of useful marketing tools to help direct traffic and provide useful do's and don'ts for websites and SEO while providing you with a short, actionable plan that you can start implementing today to increase traffic and turn 'lookers' into 'doers'. Based on traditional and new marketing strategies, he'll share some

professional techniques that Blick uses in their studio to boost sales and drive real-life traffic to their doorsteps.

This event is part presentation and part workshop with networking opportunities also available.

From top: Small Business Bus; Tapping into Tourism (Box Hill Town Hall); and Mark Schiffer, Blick Creative.



Refreshments provided at all *Boost Your Business* workshops, seminars and events.



Places are limited and bookings are essential. Visit www.wbiz.com.au or call the Investment and Economic Development Unit on 9262 6333 for further information about the workshop and terms and conditions.

Small Business Victoria Workshops

Are you looking to start a new business or thinking of taking your business online? The Investment and Economic Development Unit host a range of Small Business Victoria workshops throughout the year. The workshops are low cost, facilitated by experienced business professionals and workshops that have assisted businesses in Victoria for over 10 years.



TUE 22 MAY 9.30AM-1PM | \$30

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

Facilitated by Small Business Victoria

**Willis Room, Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading
Bookings: www.wbiz.com.au**

Prepare to get your bright idea off the ground, step by step, at this essential planning workshop packed with vital start-up tips, tools and expert guidance that will prepare you to give your business the best chance of success.

There are no guarantees in business, but often it's what you do before you get started that will ensure those vital first steps are on the right path for the best chance of success.

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

Come away armed with practical tools and templates, expert tips and advice, and a head start on where to access the right support in future.

Registered attendees of this workshop have the opportunity to have a free follow-up one-on-one mentoring session with an experienced small business mentor who will tailor advice and information for your individual circumstances.

WED 6 JUN 9.30am-11.30am | \$20

TAKING YOUR BUSINESS ONLINE: WHAT YOU NEED TO KNOW

Facilitated by Small Business Victoria

**Willis Room, Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading
Bookings: www.wbiz.com.au**

Get yourself ready to launch your business online at this essential digital workshop that goes right back to basics to build a complete picture of the opportunities ahead.

Take the guess work out of launching yourself online and empower yourself to bring digital thinking into all aspects of your business.

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

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

Get yourself on top of technical requirements, what hardware and software you'll need and what to ask for. Get help to decide whether to DIY or outsource and why you should get on board the cloud. Find out how to manage digital risk, privacy and cyber security.

Places are limited and bookings are essential. Visit www.wbiz.com.au or call the Investment and Economic Development Unit on 9262 6333 for further information about the workshop and terms and conditions.



Refreshments will be provided at each workshop



Stand up meetings, launches and event registrations in your local art gallery

If you need an inspiring and creative environment look no further than the Whitehorse Artspace.



The Whitehorse Artspace is a unique and sophisticated art gallery that provides a stunning setting for corporate events with a difference.

The space offers a stunning backdrop for cocktail functions or launches with the ability to accommodate up to 100 people.

Stand up meetings are hugely popular in the Artspace where professional business meetings or workshops can be conducted in a relaxed and innovative environment. These sessions can be tailored for your group outside of gallery hours.

Conveniently situated within the Box Hill Town Hall, the Artspace is great for event registration or pre event drinks if you are hosting business meetings or functions in other areas of the Town Hall.

Exhibitions are staged all year round at Whitehorse Artspace and showcase the exceptional talent of local and internationally renowned artists.

With exceptional catering packages available and a team of professional event staff, a corporate event at Whitehorse Artspace is a memorable one.

The 2018 exhibition program features paintings, photographs, ceramics, prints, sculptures, textiles, etchings, linocuts, mono-prints, woodcuts and woodblock prints. For further information about the 2018 program, visit www.whitehorseartspace.com.au

The Whitehorse Artspace is open to the public from 10am-4pm Tuesday – Friday and 12pm-4pm Saturdays.

To make a booking or for additional information about hiring the Whitehorse Artspace phone 9262 6243.

Free Cutting Edge Learning Tools for Business

These days, anyone can become a master in practically anything they choose, if they are willing to apply the time, dedication and perseverance to their chosen pursuit. And it has never been easier to become a self-taught master with the advent of online learning tools.

Lynda.com is one such video-based learning tool that has reached over two million users with literally thousands of lessons across a wide range of topics – from business

management, ecommerce content marketing, and accounting through to software design, video production and 3D animation – each taught by recognised industry experts. You can learn on your mobile device or download courses to watch offline when it suits you.

Whitehorse Manningham Libraries (WML) is offering this valuable tool to its members completely free of charge. All you need is a library card number and log in pin to create your account.

What you get from your WML Lynda access:

- Unlimited access to 6,098 courses with 201,288 video tutorials
- Up-to-date content to keep your skills current
- New courses are added every week
- Tutorials taught by recognised industry experts
- Closed captioning and searchable, time-coded transcripts for increased comprehension
- Beginner to advanced courses to learn at your level
- Watch complete courses or short videos



Whitehorse
Manningham
Libraries



lynda.com



To join the library, visit any branch or online wml.vic.gov.au

Funding Opportunities for Future Industries from Victorian State Government

In a global environment of change, Victoria's continued economic growth relies on the forward-thinking initiatives of today.

Focusing on high growth industry sectors, the government has developed a suite of Future Industries sector strategies, in consultation with businesses, research organisations, industry groups, unions and independent experts. The strategies are guiding the government's investments and activity.

Through the Future Industries Fund, four grant programs provide direct funding support to businesses seeking to innovate and grow.



The **\$20 million Sector Growth Program**, which supports collaborative projects in priority sectors to generate jobs, increase productivity and help Victorian businesses compete in the global marketplace.



The **Future Industries Manufacturing Program** offers funding of up to \$500,000 for the implementation of new manufacturing technologies and processes in Victoria-based operations.



The **\$20 million New Energy Jobs Fund**, which supports Victoria-based projects that create long-term sustainable jobs, increase the uptake of renewable energy generation, reduce greenhouse gas emissions and drive innovation in new energy technologies.



The **Victorian Defence Industry Supply Chain Program**, which supports Victorian Small to Medium Enterprises (SMEs) to win more domestic and international defence and national security work.



This information was sourced from [business.vic.gov.au](http://www.business.vic.gov.au). For additional information visit <http://www.business.vic.gov.au/support-for-your-business/future-industries>





WHITEHORSE
BUSINESS GROUP INC

Are you a member of the Whitehorse Business Group?

The Whitehorse Business Group was formed in 1996 to represent the interests of the local business community, and is run by a Board comprising local business owners and employees. The size of your business is no barrier to membership – our members come from a diverse range of sectors and sizes – from micro and small businesses, as well as large businesses across all sectors – business services, manufacturing, retail, health and education.

Membership of the Whitehorse Business Group provides access to networking functions and business development forums.

It is an inexpensive channel for you to expand your business contacts in the local area, and also promote your own goods and services through the Whitehorse Business Group. As a member you will be able to promote a special offer to fellow Whitehorse Business Group members, as well as take advantage of significant offers available from other members.

If you would like further information about the group and joining, please contact the Whitehorse Business Group on info@whitehorsebusinessgroup.com.au, call 9275 6910, or visit www.whitehorsebusinessgroup.com.au



5 Star Food Safety Focus Spotlight on... Degani Box Hill South

Business type: Cafe
Location: Shop 5, 313
Middleborough Rd
Box Hill South
Trading hours: Mon-Wed 6am-5.30pm
Thu-Fri 6am-9pm
Sat 8am-9pm
Sun 8am-4pm
Phone: 8679 3479

Degani 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 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 Business Week 2018

*Be part of one of Victoria's
Small Business Festival's most
successful events*

Since its establishment in 2001, Whitehorse Business Week (WBW) has attracted over 12 900 attendees and is recognised as a key contributor to the Victorian Small Business Festival, which is held throughout August.

Sponsorship for the WBW 2018 program will be sought in April.

To express your interest or to find out more information please contact Council's Business Marketing and Communications Officer on 9262 6353 or via email business@whitehorse.vic.gov.au

WHITEHORSE
**BUSINESS
WEEK**

MONDAY 13 – FRIDAY 17
AUGUST 2018



Dates for Your Diary

Labour Day	Mon 12 Mar
Good Friday	Fri 30 Mar
Easter Sunday	Sun 1 Apr
Easter Monday	Mon 2 Apr
ANZAC Day	Wed 25 Apr
Queen's Birthday	Mon 11 Jun

UPCOMING WBIZ EVENTS:



Starting Your Business

Tue 22 May 2018, 9.30am-1pm

Taking Your Business Online

Wed 6 Jun 2018, 9.30am-11.30am



Small Business Mentoring Service

Thur 15 March 2018
Wed 16 May 2018



Whitehorse Civic Centre
379-397 Whitehorse Road, Nunawading
Visit www.wbiz.com.au for more information or to secure your place.

UPCOMING EVENTS:



Whitehorse Global Fiesta

Sun 18 Mar 2018, 12pm-4pm
Box Hill Gardens



Whitehorse Swing Pop Boom Series

- **Moonlight Movie Night, Gardiners Creek**
Fri 9 Mar 2018, 7pm-10pm
Gardiners Creek Reserve, Burwood
Pedestrian entry via Stott Street
- **Shake at the Lake**
Sun 25 Mar 2018, 2pm-5pm
Blackburn Lake Sanctuary
- **Moonlight Movie Night, Morack**
Fri 6 Apr 2018, 6pm-9pm
Morack Golf Course, Vermont



WHITEHORSE
BUSINESS GROUP INC

Season Launch

Thu 22 Feb, 5:30pm-7pm
Wattle Park Chalet

Cyber Security Session

Tue 6 Mar, 5:30pm-7:30pm
Box Hill Town Hall

Breakfast Series

Fri 20th Apr, 7:15am-9am
Clarion Hotel

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