



WYNNING BUSINESS
NEWSLETTER

SPRING 2021



FOREWORD FROM MANAGER, CLIMATE FUTURES OFFICE

Lockdowns, border closures and restrictions have put a massive strain on our local economy in recent times but with each step out of this pandemic the economic signs for Wyndham are positive and encouraging. We all know the bounce backs once restrictions ease are strong, and at Wyndham City we are still seeing great momentum in economic growth and positive business sentiment.

Major investors and developers continue to seek advice and support to relocate and make Wyndham home with an exciting array of sectors represented which will lead to broader employment growth. The City's Small Business Liaison team has seen an unprecedented number of new applications for start-ups adding to the already immense 22,000 local businesses registered in Wyndham.

The mid-year Business Network event at Werribee Zoo demonstrated the resilience of our business community and we remain energised to meet, network and grow business concepts. Wyndham City has a range of further programs and events in the latter part of this year, so stay tuned to this publication and others for further updates. Excitedly is our partnership with Werribee Racing Club whereby we intend to refresh and grow the Werribee Cup in early December. Through a range of marketing and visitor economy initiatives the objective is to raise awareness and showcase this event to broaden its appeal to locals and visitors alike.

We are also embarking on a Small Neighbourhood Shop Renewal Program which helps to develop and grow the smaller established shopping centres in our suburbs which aligns perfectly with our 'WYNLocal' campaign on the back of COVID-19.

Finally, the new Innovation Hub at 600 Sneydes Road will be open for business in the coming months. This will be an ideal space for start-ups to collaborate and develop their business ideas. Just as importantly it will be a proactive example of activating the long awaited East Werribee Employment Precinct, which along with the exciting Avalon Corridor Plan in nearby Geelong will be economic mainstays for the western region for many generations to come.

Look forward to seeing and working with you soon.

Warm Regards,

Peter McKinnon
Manager, Climate Futures Office
Wyndham City

For any questions about the articles in this publication or business support contact the Economic Growth Unit at Wyndham City.

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WONDERING WHAT HAPPENS TO YOUR PLASTIC MILK BOTTLES? CLEANAWAY HAS THE ANSWERS.



Cleanaway's Material Recovery Facility (MRF) and Plastic Recovery Facility (PRF) at Laverton North is part of its Victoria Commingled Resource Recovery (VCRR) network, which processes one third of Victoria's kerbside recycling material each year.

The site plays a key role in making a sustainable future possible through the creation of a circular economy in which all products are reused and recycled.

The MRF receives, sorts and processes mainly municipal recycling and the PRF uses advanced sorting technology to separate plastics into clean, individual polymers for sale to recyclers to be used in manufacturing new products.

Cleanaway has made significant investments since purchasing the facility in 2019, to increase safety, efficiency and environmental compliance.

Cleanaway and joint venture partner, Pact Group, recently announced they would build Australia's largest post-consumer polyethylene recycling plant at the site.

The new state-of-the-art plant will convert locally collected kerbside materials into high quality food grade HDPE and PP pellets for making food, dairy and other packaging.

It will process more than 20,000 tonnes, or the equivalent of over 500,000 plastic milk bottles and food tubs, and complement Australia's largest PET recycling facility, which is being constructed in Albury, NSW, by a joint venture of Cleanaway, Pact and Asahi Beverages.

The current Laverton North operation employs about 70 people and is benefitting from significant upgrades over the past two years, including:

- automation of the sorting process to improve safety and produce viable commodities
- new fire protection assets including thermal cameras that read the temperature of waste stockpiles, send alerts to the fire brigade and others and trigger sprinkler systems
- improvements in environmental systems, such as the installation of new storm water drains that are designed to reduce the risk to Council property and public waterways

We are working hard to address the issue of contamination at our MRFs because it destroys good quality recycling and damages machinery in facilities.

A large percentage of materials received at VCRR MRFs are not recyclable (textiles, e-waste) or are recyclables that have been destroyed by coming into contact with food waste, dirty nappies and other contaminants.

Through our continuing education programs, we recommend that our communities:

- empty and rinse recyclable containers, to avoid contaminating materials such as paper and cardboard
- avoid bagging recycled materials, such as glass and plastic bottles and steel and aluminium containers, and
- drop off plastic bags at supermarkets and other collection points.

More information about recycling can be found at our online recycling platform Greenius.
www.cleanaway.com.au/greenius/

BUSINESS PROFILE: HOLIDAY INN WERRIBEE

New accommodation, dining and events space in the heart of Werribee

Reliably familiar, yet refreshingly different, Holiday Inn Werribee is a brand new, purpose built hotel which opened on the corner of Synnot Street and Duncans Road at the end of July. Featuring 150 modern rooms, 491sqm of versatile meeting spaces and an all-day-dining restaurant, the hotel is the anchor tenant in the new 12-storey Hunter development.

An exciting new addition to the tourism offering within Wyndham, Holiday Inn Werribee is the first of the next generation Holiday Inn hotels to open within Australasia, following a global transformation of the iconic and trusted brand over the past 18-months. As a result, Holiday Inn Werribee boasts innovative new design elements, including an open lobby and elevated food experiences.

Located on the eighth floor of the hotel, the impressive open lobby features expansive floor to ceiling windows, offering striking views over Werribee and towards Melbourne's city skyline - allowing both locals and tourists to experience Werribee like never before.

Within the open lobby, Rosana Bistro + Bar is a relaxed dining space open to the public and hotel guests. Serving up modern Australian cuisine, and offering all day dining, Rosana is suitable for a night out with friends, casual drinks, cosy date night or dinner with the family. Executive Chef, Nirvik Ghosh oversees the kitchen, with a philosophy of keeping dishes simple, letting the flavour of the ingredients speak for themselves. Nirvik aims to hero local seasonal produce in each of his dishes, sourcing his ingredients from the local Wyndham area whenever possible.

Holiday Inn Werribee also adds to Wyndham City's events offering - boasting modern function spaces for corporate groups, weddings, parties,

and family events. The expansive Cheetham Ballroom offers seating for up to 240 guests, including exclusive access to the Moonah Terrace, an open air balcony with city views.

Owned by IHG Hotels & Resorts, the Holiday Inn brand is set for a rapid expansion within Australia over the next few years. Werribee was chosen as their first new destination as it was recognised as one of the biggest growth areas within the country. This, coupled with what was viewed as a gap in the market, made Werribee the ideal destination for them to begin their roll-out of next generation hotels. It is envisaged that the hotel will service the domestic and international travel market (when it reopens), along with the visiting friends and relatives (VFR) market, which is an incredibly important market within an area that has such multicultural diversity as Wyndham. The hotel's central location, within close proximity of the hospital precinct also gives families of patients a comfortable and affordable accommodation option.

Holiday Inn Werribee strongly believes in supporting the local economy and strives to employ locally whenever possible. A total of 44 new jobs have been created as part of the opening, with 70% of those employees residing within Wyndham City. As the hotel continues to grow in popularity General Manager, Preston Miskelly, has made a commitment to employ locally, in turn providing training and development opportunities for local Wyndham residents. A proud member of the local community, Holiday Inn Werribee has just commenced a sponsorship with Werribee Football Club, with other sponsorship opportunities in the works.

For more information
holidayinn.com/werribee



WYNNNOVATION 2022 IS COMING



Proudly presented by Wyndham City's Economic Growth team, WYNNnovation is turning 5 and celebrates business, innovation and entrepreneurship.

Back better than ever, WYNNnovation 2022 will be held throughout February 2022 and promises to deliver an action-packed month of events.

Tickets and registrations for WYNNnovation 2022 will open in October.

With an incredible line up of keynote speakers, WYNNnovation 2022 is not to be missed.

Mark your diary now

The Summit

Friday 4 February, 2022

Over 400 leaders will convene to hear from some of Australia's leading 'thinkers, movers and shakers' in the innovation and entrepreneurship space. A fantastic opportunity to hear from some incredible keynote speakers from around Australia whilst meeting and networking with other businesses from Wyndham and beyond. An incredible opportunity for anyone wanting to feel inspired, motivated and energised.

A huge line-up not to be missed featuring:

Naomi Simson

Co-founder of The Big Red Group (BRG) and the founder of RedBalloon – also known from Australian Shark Tank



Dan Monheit

Co-Founder of Hardhat, Australia's foremost agency built around Behavioural Science



Dr Jordan Nguyen
Inventor, TV presenter and author of the book A HUMAN'S GUIDE TO THE FUTURE



Shade Zahrai

Award-Winning Leadership Strategist & Global Peak Performance Consultant to Fortune 500's



The Masterclass - Friday 11 February, 2022

An opportunity not to be missed by any business in Wyndham, attend a masterclass with Shade Zahrai. The half day masterclass includes morning tea, networking opportunities and key learnings for businesses of any size, industry sector or stage of maturity. Tickets will be limited and only available to businesses in Wyndham.

The Pitch Competition

The 2022 Pitch Competition aims to uncover local entrepreneurs whilst arming them with the tools and skills to pitch their idea, product or service to potential investors and customers.

The program takes ten successful applicants through a four-stage workshop where they master the art of pitching before the big finale where they could share in a total of \$7,000 in prizemoney.

Community Classroom

Facilitated by Victoria University, each session will include small activities to allow retailers to analyse their own business with homework to take away before the next session. At the end of the Community Classroom program, retailers will have a greater understanding about their business, who their target audience is and how to create a digital presence to successfully market to their customers.

Tickets and applications for WYNNovation will open in October 2021.

BUSINESS PROFILE : CONNECTAUZ



A Smart Company making it big. And so it should be!

Some would say that Artificial Intelligence invades one's privacy and when you hear about the amount of detail some companies have about their customers' data you would be amazed! But what if AI had a different purpose? What if AI had to be used as a predictive tool to help companies understand behaviour which will in turn enable them to give a better customer experience? How nice would it be if your service provider anticipated your needs before you needed to speak about them?

ConnectAuz, a Wyndham based business has been awarded a grant by the council to invest in the development of 'FarmMate'. This farming app is based on Artificial Intelligence with satellite image processing to provide farmers the edge through smart farming. This is a powerful tool capable of delivering optimized decisions. Decisions that will provide farmers with the necessary data that will enable them to manage the growth of their produce more efficiently without deterring quality.

ConnectAuz is about understanding the needs of its clients and developing the right relationships to be able to deliver effective and reliable IT bespoke solutions. It started in 2017 with its origin in web development. It now prides itself in providing customised digital solutions for small to large-sized businesses. Aside from providing AI based solutions, ConnectAuz also provides IT Infrastructure and Enterprise IT Architecture consultancy, web development, software and web application testing and custom cloud-based software.

The company's CEO, Shan Rahman, has always been passionate about understanding business challenges then finding the right solutions. The same obsession is now shared with his team. "Our team is equipped with a highly developed skill set that we honed over decades of experience not only in information technology but also in business processes across a range of industry sectors. This business experience makes us strong and uniquely positioned to offer solutions, promising greater operational efficiency, productivity gains and cost savings for all our clients, regardless of their industry."




Shan Rahman goes on to say that ConnectAuz was born out of a dream to unlock the best possible outcomes for businesses using AI and customizable digital solutions. The company now employs several people both locally and overseas and is eager to hire more in the near future. It is their combined experience and the strong individual focus in delivering innovative solutions cost effectively that provides the competitive edge. Four years on and the passion to solve problems through the development of personalised Mobile Apps, CRM, ERP and Web portals lives on with many ambitions.

In the last four years, ConnectAuz has developed the following cloud-based solutions for the following segments;

- **DON 2.0**
A solution developed for a Melton based transport company with 70+ trucks focusing on fatigue management, road and driver's safety.
- **Turaa**
A comprehensive risk based asset management software that provides complete visibility of the enterprise, proposed to one of the largest four bank in Australia.
- **Advanced One**
A technician management system for a 200+ franchise retail store to manage a thousand technicians Australia wide.
- **Evacovation**
It is a fully integrated emergency response management solution with a portal accompanied by a customized mobile app.
- **FarmMate**
It is an AI based (satellite image) solution that helps farmer to know about their Farm health.

Shan is looking forward to making new connections within the community and continues to look at other ways his software company can contribute to turning Wyndham into a Smart City.

For more information
www.connectauz.com.au



INNOVATE TO EXCELERATE AND INNOVATE TO REGENERATE – NEW AND IMPROVED!

The Economic Growth Unit's **Innovate** annual training program is back, newly designed and optimised to meet the needs of businesses in Wyndham.

Our popular **Innovate to Excelerate** business training program has seen 70 businesses graduate since its inception a few years ago, with those participating ranging in industry and size. The common theme we have seen is that businesses learn and grow during the program, and many of our graduates have experienced strong business growth as a result of the training.

With access to top quality business consultants and coaches, each participating business gets access to 15 hours of group workshops and 20 hours of personalised, bespoke one-on-one business coaching, all for **FREE**. The blend of workshop style learning and one-on-one coaching allows for business owners to not only learn the core capabilities required to run a strong and sustainable business but also allows for more business-specific project work, to develop areas of your business that can be enhanced – all with the guidance of an expert!

This year, we are changing the way we do things. Council recognises that businesses at different stages of their journey may have different needs and that is why for the first time ever, the **Innovate** program is split into two streams! **Innovate to Excelerate** will be open to businesses that have operated for **less than four years**, aimed at building a strong foundation for less mature businesses looking to accelerate their business growth and develop the fundamental knowledge and skills required to build a growing, sustainable business. **Innovate to Regenerate** will be open to businesses who have operated for **greater than four years** and are at a later stage in their business journey. If you have experienced strong initial growth in your business but are facing challenges in taking your small-medium business to the next level, this is the program for you. Whether the challenges are COVID-related, or your business is facing a plateau and growth has slowed due to market factors, this program will assist you in breaking through and taking your business to the next level, no matter how long you have been operating!

The Economic Growth team is extremely excited to announce these two programs aimed at different cohorts of Wyndham businesses, meeting the needs of both newer and more mature businesses. Each program will have 10 spots available, and applications for **Innovate to Excelerate** will be opening in September 2021, with the program to be delivered in the later part of this year. Expressions of Interest for the **Innovate to Regenerate** program will also open in September 2021, with program delivery scheduled for early 2022.

The team is here to answer any questions you may have, please contact business@wyndham.vic.gov.au and a member of the Economic Growth team would be happy to answer any questions or concerns.

Applications will open soon, please visit www.wyndham.vic.gov.au/businesssupport for the latest information.

Testimonials

"Innovate came along at the perfect time for me. I met some stellar people and local businesses, the vast majority I continue to be in contact with. I have continually recommended businesses to apply, and I'm really happy to see some come through successfully and motivated to succeed!"

- Michelle Tinyou, Biznify

"The program was really good, learnt a few things that really shifted things in my business. The business has doubled year on year since then"

- Gracious Chidhakwa, Eagle Life

"It was the best thing that ever happened to my business. In the month that we finished, I had the best month so far due to the new things I implemented, main one being commercial photography. I'm not numbers focused but I was able to plan out the year in terms of marketing and strategy. Admittedly, due to covid a lot of this didn't eventuate but with the addition of commercial, I was able to trade when the portrait side was closed. It was not only beneficial financially but also personally. I received a lot of business through the group and made some wonderful connections. I have referred many people to the program, some that have not been successful in their applications and some that were. I often refer to that experience as a pivotal moment in my business journey and bought myself a watch to commemorate the success of Nov 19. Highly recommend and would love to do another one for alumni as a follow on to this program."

- Kristie Dutson, Inspired Photography

"I think it is amazing it's offered. Such an innovative program."

- Joanne Seymon, Kaiko Fidgets



BUSINESS PROFILE: ARMSTRONGS

Better Training for Safer Roads



In 2019 alone, Australia lost almost 200 people in crashes involving heavy vehicles. 200 lives that could potentially have been saved if our roads were safer. One local business is doing its very best to drive these fatality numbers down by ensuring that heavy vehicle drivers are better skilled to avoid danger on the road.

Armstrongs Driver Education PL (ADE) is a Registered Training Organisation (RTO), a VicRoads accredited heavy vehicle & motorcycle training and testing centre as well as a WorkSafe accredited forklift training and assessment centre. It has developed and delivered training and assessment for the Transport and Logistics industry for over 50 years. Established in 1958 as a small car learner driving school it has evolved along the years to delivering heavy vehicle training ten years later. By the mid-1990s, ADE was one of the first organisations to become VicRoads accredited for training and assessment in heavy vehicles and later also accredited to the same for motorcycles.

Two years ago they designed and purpose built a 10,000 square metre complex in Truganina to add to the original site in Thomastown. This new specialised complex was built to deliver, with maximum safety, its heavy vehicle, motorcycle and forklift services. The site has a heavy vehicle reversing area catering for all classes of heavy vehicle; an in-situ designated heavy vehicle solely for the purposes of conducting off-road skills (such as cabin drill); and a designated forklift training area. It also has the only purpose-built triple motorcycle range in Victoria. Wyndham was the preferred choice for the site location because it is a major transport hub requiring heavy vehicle and forklift licensing and also

professional development to existing drivers. This can deliver improved employment outcomes for the local truck and bus industry.

Being a family business, ADE is driven by its values; Safety, Integrity, Respect, Passion, Opportunity, Innovation, Motivation and Education, where workplace and road safety underpin the way business is done. There is a focus on delivering innovative products and client driven solutions. This culture is what differentiates itself from other businesses in this field according to Craig Nicholson, CEO of ADE. "It is about having all people passionate about road safety and about delivering quality outcomes. That is why we continuously invest in market leading equipment and facilities so that we can deliver innovative best practice approaches to road safety challenges." The business now employs almost 50 staff members between the sites including a good number of locals.

Some of the innovative practices Armstrongs developed include the ADE Driver Delivery Program (DDP™) which has revolutionised how training gets done where the new entry level drivers can become highly employable, low risk heavy vehicle drivers at the same time helping to solve for the industry driver quality shortfall.

Going forward ADE is looking to continue developing and delivering world leading heavy vehicle, motorcycle and forklift education, training and assessment services. This will enable more job opportunities from our Low Risk DDP in the Transport Industry.

For more information

www.armstrongsdrivereducation.com.au

SNAPPED

McCarthy Plumbing Group at a B&I engagement
Cathy & David McCarthy



Craig Nicholson (ADE), Lesley Rogan and
David Gatt (EGU)



Lesley Rogan from EGU and
Shirley Bloomfield, Cleanaway



Some of the Wyndham businesses which
attended the Mid Year Event



Alaine Beek - Essence Productions and Bart Beek
at the Werribee Zoo



Dene Menzel, Branthem and Nicole Rosen, Negottis at the Mid-Year Event



Afrobeat doing their stuff and keeping the beat up



Guest speaker, Steve Sammartino, entertaining the audience at the Mid-Year Event.



Luciana Manrique, Testra Business Technology Centre and Temi Ajayi, Megalines Insurance & Risk Advisers



The Economic Growth Unit : Lesley Rogan, Ali Naqvi, Laurel Chettiar, David Gatt, Robyn Gilbert and Suzanna Raea

