

wyndhamcity



WYNNING BUSINESS

NEWSLETTER

DECEMBER 2019



FORWARD BY DARYL WILSON

The team at the Economic Growth Department has been busily working on Wyndham's annual innovation and entrepreneurship festival, WYNNovation.

Having delivered the program over the past two years, WYNNovation 2020 represents year one of a detailed five-year plan; a portfolio of initiatives with a vision to inspire, educate and connect "WYNNovators" to start, grow and attract business investment.

One of the new WYNNovation initiatives is the entrepreneurs' Pitch Competition aimed at inspiring and enabling the entrepreneurship capacity of those seeking to innovate, be that by pursuing a business idea or launching a new product or service for an existing business.

The successful short-listed candidates have been provided with the opportunity to participate in four intensive workshops to build entrepreneurship capacity in readiness for the final pitch which offers \$7,000 in prize money!

In the spirit of WYNNovation the February 2020 program has transitioned to a commercially ticketed event and with the support of Council and our sponsors, Victoria Polytechnic, Deakin University and Gordon TAFE ticket costs are relatively low and represent great value for money.

Where else could you be presented with an opportunity to listen to one of Australia's most recognised business leaders, Janine Allis of Boost Juice fame along with a great line up of national level speakers at our WYNNovation summit for just \$50.00 (early bird only \$30.00! until 20 December).

WYNNovation is open to everyone and as such I would encourage you to get online now and register at www.wyndham.vic.gov.au/wynnovation2019



2019 BARRY JONES ORATION

In September the Economic Growth Department's highly anticipated annual event took place - the Barry Jones Oration. As stated by Mayor Cr Mia Shaw, the aim of this event is to "raise greater awareness of social, educational, economic and environmental issues in Wyndham and beyond".

Over 100 local business owners and leaders were treated to the 2019 Oration which was presented by Professor Gillian Triggs, the former President of the Australian Human Rights Commission and recently appointed Assistant Secretary-General of the United Nations. Professor Triggs' Oration was titled "Freedoms of speech and religious expression: are they compatible bed fellows?" and was extremely insightful and engaging, which was evident by the pin-drop silence during the speech!

"Over the years we had high profile speakers such as Nobel Prize winner and previous Australian of the Year, veterinary surgeon and researcher, Professor Peter Doherty, previous Prime Minister and former Member for Lalor the Honourable Julia Gillard, top business woman and philanthropist Janet Holmes à Court, biologist and immunologist Sir Gustav Nossal, biologist Professor Suzanne Cory, Australian barrister, human right and refugee advocate Julian Burnside and of course former politician, lawyer, social activist, polymath, writer and teacher, the Honourable Doctor Barry Jones," Cr Shaw said.

The Economic Growth Department is very proud that it was able to continue the tradition of inviting highly esteemed guests to this annual event. With the 2019 Barry Jones Oration being a great success, Wyndham City wishes to thank event sponsors Victoria University and WYNBay LLEN for their generous support of this event.



BUSINESS PROFILE

Business in Focus - The Proven Group

Recently Lesley Rogan, Coordinator Economic Growth at Wyndham City, caught up with Bernadette Innes, Founding Director of The Proven Group to learn more about the business and its success story.

Bernadette, tell me about the journey, where you started to where you are today?

"I was on maternity leave from my position in HR and considering my options to re-enter the workforce. I attempted to prepare my own resume but given I hadn't needed one for such a long time, sought professional expertise.

There were three resume writers in my area and none of them offered a face to face service. My question was how can someone write about you if they have not personally met you? So with an investment of \$30 which was the cost for 250 business cards from Vistaprint, my second hand computer and 10 CDs from The Reject Shop I started my journey as a resume writer.

After being in business for just one year, I offered my sister, Carmel Brown a partnership which saw the opening of our branch in Ballarat. Subsequently in 2017 we opened our Geelong office.

Last year we rebranded to The Proven Group and have expanded to offer the suite of HR solutions for employers. We also changed our business model to include a team of both Staff and Associates resulting in the business offering the breadth and depth of experience, expertise and knowledge required to help all businesses navigate the complex world of human resources."

Please provide an overview of your business and the services you offer?

"The Proven Group, formerly Proven Resume & Recruitment Results, is a family owned and operated organisation. Drawing on the resources of our strategic Associate Partners, we are able to assist with HR Solutions, Recruitment and a range of services for job applicants. We offer a range of customised, targeted and professional options to ensure the best outcomes for all clients. Our personal service and attention to detail has resulted in The Proven Group being the winner of multiple business awards."

Why are you located in Wyndham - what do you see as the advantages?

"Why wouldn't you be located in one of the fastest growing municipalities in Australia. It's the perfect location. The advantages of operating a business in Wyndham is the diversity, opportunity and population growth which is an average of 12,000 people every year and an average of 86 babies are being born in Wyndham every week. The support that Wyndham City Council invests in local business and the economy is fantastic."

You personally are quite well known in the business and broader Wyndham community. What are your community connections?

"I believe in giving back to the community that supports my business. I am fortunate to be the President of Wyndham BizNet and am also a Director and Board Member of the Werribee Football Club. Both are fantastic organisations and a pleasure to be involved in."

Visit: www.theprovengroup.com.au



WYNDHAM BUSINESS AWARDS

Over 500 guests attended the 25th anniversary of the Wyndham Business Awards on Friday 23rd August at Encore Events Centre.

A total of 67 finalists were celebrated across the evening for their passion, dedication and commitment to business excellence in Wyndham. Awards were presented across 19 categories to deserving winners amongst a very strong field of finalists.

Business of the Year was awarded to Aqua Tap Plumbing who has been in business in Wyndham for over 17 years.

Aqua Tap Plumbing demonstrates a strong commitment to its local economy and community with an impressive 100% local workforce and an ongoing employee welfare program along with providing support to various local schools, sporting clubs and charities.

Jacqueline Brotherton of Oxford Cold Storage was named Business Person of the Year after demonstrating a strong history of leadership and business excellence in the transport industry.

The impressive 21-year-old owner of Cake Creations by Kate, Katelyn Matheson was named as the 2019 Young Business Person of the Year described as the judges as an incredibly impressive young business person.

The team from Casabene Excavations and Drainage accepted the 2019 Mayoral Award which was announced and presented by Wyndham City Mayor Cr Mia Shaw.



Congratulations to the 2019 Wyndham Business Award winners:

BUSINESS OF THE YEAR	Aqua Tap Plumbing
MAYORAL AWARD	Casabene Excavations & Drainage
BUSINESS PERSON OF THE YEAR	Jacqueline Brotherton
YOUNG BUSINESS PERSON OF THE YEAR	Katelyn Matheson
NEW & EMERGING MICRO	Branthem Creative
NEW & EMERGING SMALL	Women's Health Hub
PROFESSIONAL SERVICES SMALL	Impactiv8
PROFESSIONAL SERVICE MEDIUM	Symmetry Physiotherapy & Sports Medicine
PEOPLE'S CHOICE AWARD	Sweet Street Desserts
HOME BASED	BabyScent & Nature Lab Skincare
PERSONAL SERVICE	Back on Track Fitness
RETAIL SMALL	Cake Creations by Kate
RETAIL LARGE	All Green Nursery & Garden Supplies
ARTS & ENTERTAINMENT	Circus Fit Studio
TOURISM & HOSPITALITY	Daniel's Donuteria
INDUSTRIAL SMALL	OFI Weigh & Inspection Solutions
INDUSTRIAL MEDIUM	Damoli Forklift Services
INDUSTRIAL LARGE	Alex Fraser
TRADE & CONSTRUCTION	Aqua Tap Plumbing



Wyndham City wishes to thank the following organisations for their generous support of the Wyndham Business Awards.

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VISITOR ECONOMY/ TOURISM

Werribee Park Precinct - Award Winning

Werribee Park Precinct, quality around every corner and here is the proof - recognition is coming from the top tier of the hospitality and wine industries.

Recently Condé Nast Traveller announced the results of its annual Readers' Choice Awards - with **Lancemore Mansion Hotel Werribee Park**, ranking ninth. An outstanding achievement to be ranked in the top ten hotels in Australia.

The 2019 Readers' Choice Awards are published on Condé Nast Traveller's website at www.cntraveler.com/rca

Lancemore Mansion Hotel offer Wyndham businesses corporate rates and packages. Contact them directly via www.lancemore.com.au/mansion-hotel

Shadowfax

Shadowfax Wines has long been upheld for its superb hospitality and award-winning wine. The latest in a long line is the 2018 Little Hampton Pinot Noir, winning Gold Medal at the 2019 Royal Melbourne Wine Awards. www.shadowfax.com.au.

Reap the rewards. Hold your next meeting or conference in Werribee Park Precinct. Your group can relax, indulge and find their own pace for learning, building, growing, celebrating and connecting. Then treat your team to some quality downtime: a day of spa pampering or a behind-the-scenes wildlife encounter at the Werribee Open Range Zoo.

Werribee and Surrounds

Wyndham's current visitor numbers are strong, with over 1 million visits a year. Wyndham City and the Visitor Economy industry have been working together to grow these numbers and position Werribee and surrounds as a highly sort after visitor destination.

This year has included the release of the new brand and positioning for the region. The positioning aims to influence the growth of the visitor economy by driving visitor yield and dispersal including the length of stay from domestic, interstate and international markets, which by extension will deliver local business growth and new employment opportunities within the tourism sector.

Initially the focus has been on transitioning to the new Visit Werribee and surrounds brand, including replacement of visitor destination related collateral, signage and digital assets.

The second phase has commenced with new marketing initiatives to build awareness for the new brand, drive traffic to new digital platforms, increase tourism visitation, dispersal and yield and leverage existing major events.

The visitor economy contributes significantly to Wyndham's overall economy with \$512M generated and 2703 jobs directly in the tourism sector in Wyndham.

Source: www.economyprofile.com.au/wyndham/tourism/employment

WYNnovation

Tickets are now on sale for the 2020 WYNnovation festival. Whether you are attending one, two or all of the events on offer be sure to take advantage of the early bird tickets for the Summit and Masterclass.

SUMMIT	Friday 7th February 2020
MASTERCLASS	Friday 14th February 2020
LUNCHEON	Thursday 20th February 2020
PITCH COMPETITION	Dec 2019 - Feb 2020

For further information or to purchase tickets visit www.wyndham.vic.gov.au/wynnovation

Localised - Watch this space

ATTENTION all Wyndham-based businesses! There is an exciting opportunity for you to sign up to Localised, a platform for local businesses to connect with each other and grow their networks! Have you ever wanted a centralised platform for all Wyndham-based businesses? Well look no further! Localised allows all local businesses to be connected and provides a platform on which both customers and suppliers can be found. It will increase your business visibility to other local business, enable you to find out about business-only events and find local experts – all while being completely free!

If this sounds like something you would be interested in, please contact: business@wyndham.vic.gov.au for more information.

China Business Program

The China Business Program gives businesses a competitive edge in China. The program takes participants to China's Jiangsu province to build skills, gain first-hand China experience and benefit from our guanxi (relationships) developed over decades that money can't buy.

Through business matching, market intelligence and cultural workshops, businesses from Wyndham City Council will form industry specific relationships interested in exploring partnership, investment and collaboration opportunities to develop and expand their business in China. On return to Australia, participants are welcomed into the program's alumni, with access to local and Chinese business people, invitations to exclusive trade and investment events, ongoing support and preferential treatment for international business matching opportunities.

Wyndham City based businesses are being given a unique opportunity to participate in this Victorian Chamber of Commerce and Industry Program.

In simple terms Wyndham City Council will provide a subsidy in excess of 50% of the program costs to eligible Wyndham businesses.

For further information email business@wyndham.vic.gov.au or have a look at the website [China Business Program 2020](#)