

wyndhamcity



**WYNNING BUSINESS**  
**NEWSLETTER**

SUMMER 2020



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to the December edition of Wynning Business.

This month I was pleased to launch the Wyndham Recovery Plan. This plan is our roadmap to support the community out of stage two lockdown restrictions in the coming months. The plan has been developed with extensive consultation across the community, including 15 round tables with sector leaders from a wide cross section of the community.

The plan has a specific section on rebuilding our economy and the almost 20,000 businesses that call Wyndham home. At a top level, the support we know the business community needs is:

- Support a Buy Local campaign
- Business socialisation and networking
- More outdoor seating as restrictions are eased
- Support with fees and charges for businesses; and
- Support with COVID-safe plans.

Council's Economic Growth department is already working across many of these areas to support local business. If you would like a copy of the Wyndham Recovery Plan, please feel free to email me: [Kelly.Grigsby@wyndham.vic.gov.au](mailto:Kelly.Grigsby@wyndham.vic.gov.au)

Activation is also something we have heard loud and clear will help support the business community.

Throughout December and January Council will be organising and promoting a number of events and activations to support and encourage residents coming into activity centres. While this is in response to the community wanting to come together in a post COVID-normal, it's also designed to bring scale into our activity centres and encourage residents to spend local.

As we close out what's been a very difficult year for the Wyndham community, I wanted to wish you all the very best for the season and for a prosperous December and January.

Take care.

**Kelly Grigsby**  
**Chief Executive Officer**  
**Wyndham City Council**

For any questions about the articles in this publication or business support contact the Economic Growth Unit at Wyndham City.  
[business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au)  
9742 8170  
[www.wyndham.vic.gov.au/business](http://www.wyndham.vic.gov.au/business)

# FROM HOUSEKEEPER TO FRANCHISEE



Imagine arriving in Sydney from Nepal with little English and looking for a job to support you as a new university student.

That was Amol Kasaju when he moved to Australia in 2009 to study a Bachelor of Business Management. It was also the beginning of his remarkable career with Quest Apartment Hotels.

After arriving, Amol's first job was as a housekeeper with Quest Apartments at Potts Point in Sydney. Soon after management recognised his helpfulness with maintenance jobs and appointed him as a maintenance person.

"When I lived in Nepal, we had to do everything. I would use YouTube to learn how to do things like change a lightbulb", said Amol.

What Amol really wanted though was a position where you are required to wear a tie, as in Nepal this is a sign of a prestigious job.

"People dream of wearing a tie in Nepal", Amol said.

He applied to work behind the hotel's front desk and after a couple of attempts was successful, accepting the night shift, 11.00pm to 6.00am.

From there Amol was well on his way to moving up the company structure. He then took the opportunity to move to Melbourne as a front office manager, followed by five years as a property manager.

In 2018 Amol partnered with his former boss and mentor Natalie Bui to become Quest Werribee franchisees and achieved his lifelong ambition of starting his own business.

During the COVID19 restrictions, Quest Werribee stayed open. The business operated at a minimal level providing accommodation for workers on the local level crossing project and COVID-19 frontline healthcare workers.

A small number of international visitors who have previously quarantined elsewhere and needed to be close to the Werribee Racecourse for the Melbourne Cup also stayed at Quest Werribee.

Amol continues to further his professional development and recently completed Wyndham City's Innovate to Regenerate business growth program.

One of ten businesses selected to participate, he said:

"We never stop learning. The business coaching helped me focus on mindset and how we can be fabulous, not just in terms of numbers but in all different ways that we can give guests a fabulous experience.

"Every team member equally contributes to the business. I am very aware of that coming from being a housekeeper to where I am today", Amol added.

#### **Quest Apartments Werribee**

69 Synnot Street, Werribee VIC 3030  
8744 6000  
questwerribee@questapartments.com.au  
questwerribee.com.au

*The 50 serviced apartments offer guests accommodation for short or long stays.*

# FUNDING SUPPORTS BUSINESSES TO ADAPT

In response to the COVID19 pandemic and its impact on business, the Economic Growth Unit oversaw the delivery of the \$5M WynLocal Support Package which included the Business Recovery and Growth fund. The fund was designed to support businesses to innovate and adapt during COVID 19 with three great examples below.



## **Agrifood Technology**

Located at 260 Princes Highway Werribee, Agrifood Technology is a leading analytical service provider and food safety laboratory, with over 25 years of experience in food testing to meet the strictest industry guidelines and quality assurance programs such as NATA and HACCP.

Key testing services and capabilities include:

- Microbiological Services
- Food & Environmental
- Nutritional Testing
- Allergen Testing
- Grain & Flour Quality
- Agro-Nutritional Services
- Fodder & Feed Testing

Agrifood Technology utilised their Business Recovery & Growth Fund grant from Council to establish COVID-19 environmental surface testing at their Microbiology Laboratory.

The recently discovered SARS-CoV-2 (COVID-19) Novel Coronavirus caused the pandemic COVID-19 outbreak in 2020. Agrifood Technology is now able to provide testing for SARS-CoV-2, that provides an opportunity to assess the need for cleaning and determine whether cleaning is performed adequately. COVID-19 surface testing provides a detected or not detected test result delivered within 48 hours.

As businesses re-open, it is essential to maintain a COVID free work environment. Agrifood Technology's testing service is designed to provide an additional level of assurance in maintaining a safe workplace.

[www.agrifood.com.au](http://www.agrifood.com.au)





### Capture Recruitment

Capture Recruitment is a supplier of casual and permanent recruitment services to both blue and white collar industry sectors. Providing an end-to-end recruitment service, Managing Director Tony Ebejer and his team take pride in handling the sometimes frustrating task of finding the right staff, allowing the business to concentrate on what it does best – running its business.

When the pandemic took hold, recruitment businesses were affected quite dramatically with little to no employment opportunities in the market. Capture Recruitment was no different and experienced a significant downturn in demand. Seeing an opportunity and taking advantage of the quiet period, Tony reached out to Martin and Gerda from Wyndham based business, Profound Leadership.

Profound Leadership discussed with Tony his needs and developed a bespoke staff training and development program for the team at Capture. The program included 12 sessions to be delivered over a six-month period including modules such as:

- Self-Leadership
- Emotional and Mental Fitness
- Conflict Resolution
- Interpersonal Skills

The program delivered by Profound Leadership was funded through the Business Recovery & Growth Fund and provided a unique professional development opportunity for the team at Capture Recruitment.

[www.capturerecruitment.com.au](http://www.capturerecruitment.com.au)



### Stepnout Performing Arts Studio

Located in Russell Street Werribee, this well-established performing arts studio caters for individuals who have a passion for performing arts, regardless of their level of expertise or experience aiming to extend each student to the best of their ability. From toddler and teen fitness to elite performers, all dancers are welcome and supported in the Stepnout family.

Recognising it would not be able to operate in the traditional way during COVID19, Stepnout was successful in its application to the Business Growth & Recovery Fund to implement online classes and also staff training in COVID safe operations.

[www.stepnout.com.au](http://www.stepnout.com.au)

# WYNNOVATION RETURNS IN 2021 WITH ONE SLIGHT CHANGE.... WE ARE GOING VIRTUAL!



## The Summit

The popular Summit event will be held across two half days on February 4th & 5th, featuring a huge line up of Australia's best speakers. They include former CEO of Facebook Australia & NZ Stephen Scheeler, founder of Carman's Caroline Creswell, founder of Thinkerbell and one of Australia's leading consumer psychologists Adam Ferrier, leading disruption strategist Holly Ransom and Wyndham's own Jessica Cleary, director & founder of Hopscotch & Harmony Psychology.

All Summit events will be FREE for Wyndham based businesses, residents and students. Tickets are available to purchase for anyone wishing to attend that doesn't qualify for the FREE Wyndham local offer.

You can register for your FREE place or purchase tickets at [www.wyndham.vic.gov.au/wynnovation](http://www.wyndham.vic.gov.au/wynnovation)



## Masterclass

The Masterclass also returns in 2021 and will be facilitated by Michael McQueen, back by popular demand after his exceptional keynote at the 2020 Summit.

Due to places for this masterclass being strictly limited to 40, an application process is currently open to Wyndham based businesses.

40 applicants will be selected to participate in the half day masterclass which is FREE of charge.

Applications are currently open and close on Friday 8th January 2021.

To apply visit [www.wyndham.vic.gov.au/wynnovation](http://www.wyndham.vic.gov.au/wynnovation)

## START NOW Program

If you are a start-up that wants to take your idea further, the START NOW program is for you. It's a new pre-accelerator program designed to help you turn your idea into an actual start-up.

Over nine weeks, you will get to test your idea, develop your minimal viable product (MVP) and set up for success. All of this through a new platform, where you will find online content and tools, as well as structured mentor and peer catch ups.

And... it's free for you!

The program will run from the 15th of February to the 16th of April 2021. Participating involves going through online content on your own along with structured group, mentor and peer catch-ups.

Find out more on [www.nowdoit.com.au](http://www.nowdoit.com.au)



Pictured: Adrian Jobson, Acculture (program facilitator), Duncan Vincent, MBE Point Cook and Lily Marquie, Mademoiselle Organic (recent program graduates)

# KEEN TO GROW AND REGENERATE YOUR BUSINESS?

**Apply for the 2021 Innovate to Regenerate Business Growth Program if you would like support to develop a business growth plan and emerge as a stronger business post COVID-19.**

This popular program starts in March and finishes in May 2021 and will be the seventh in Wyndham City's unique "Innovate" series.

Ten businesses will be selected to participate, and each business will be allocated 20 hours of coaching with an experienced business coach. In addition, there will be six group sessions with the 10 participants, either online or face-to-face.

Duncan Vincent, owner of Mailboxes Etc (MBE) Point Cook completed the most recent Innovate to Regenerate program in November.

"The Innovate to Regenerate initiative by the Wyndham City Council has been one of the few highlights of the last few pandemic months", Duncan said.

"In an otherwise gloomy and economic environment, this program has helped me focus on positive and strategic opportunities to emerge from the lockdown; network with fellow business professionals and interact with coaches and trainers who are helping me grow from a manager to a leader," he added.

Duncan undertook the program along with nine other local business owners from a wide range of industries including printing, beauty, health, accommodation and IT consulting, among others.

Another recent graduate, Lily Marquie of Mademoiselle Organic said:

"This is such a wonderful program to support the local business community. With one-on-one sessions and great advice from the coaching team, it has helped my business get the right tools to grow."

Businesses need to be based in Wyndham, have been operating for at least 12 months and be keen to grow their business to be eligible to apply.

For more information visit  
[www.wyndham.vic.gov.au/businessstraining](http://www.wyndham.vic.gov.au/businessstraining).  
If you would like to be notified when applications open or if you have any questions  
email [business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au).

# HELP WITH SMALL BUSINESS PERMITS



**If you are thinking about starting a business or making a change to your operations and are not sure if a Council permit applies, help is available.**

You can contact Suzanna Raea, Council's new Small Business Liaison Officer. Council recently established this role to streamline permit procedures and offer small business a single point of contact for permits.

Suzanna will guide you on the permit process and provide you with the right forms. She will also connect you to other Council departments such as Town Planning, Building and Environmental Health depending on your business permit requirements.

"I really enjoy speaking to everyone and am impressed by how resourceful people are", said Suzanna.

"It's been very busy with lots of people wanting to start new businesses especially haircutting, eyelash extensions and small grocery stores", she added.

If you have a question about small business permits contact:

Suzanna Raea  
Small Business Liaison Officer  
smallbusinesspermits@wyndham.vic.gov.au  
9742 0916 or 0438 354 979

# WOULD YOU LIKE AN EXPERT TO REVIEW THE DIGITAL NEEDS OF YOUR SMALL BUSINESS?



**You can get low cost digital marketing mentoring  
(\$25 for two hours with a four-hour maximum)  
as part of the federal government's Australian Small Business  
Advisory Services (ASBAS) Digital Solutions Program.**

This program is run by the Melbourne Innovation Centre and includes free online workshops that focus on areas such as: websites and selling online, social media and digital marketing, small business software tools and online privacy and security.

For more information and to register for mentoring:  
[www.asbas.melbourneinnovation.com.au](http://www.asbas.melbourneinnovation.com.au)