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AUSTRALIAN MADE
AUSTRALIAN GROWN
PRODUCT OF AUSTRALIA
AUSTRALIAN SEAFOOD
A U S T R A L I A N



Wyndham City Wynning Business Newsletter

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WELCOME



I recently had discussions with a Chinese based company seeking to set up a food manufacturing plant at Laverton North.

Following our conversation around the company's specific site requirements I asked what the key driver was in choosing Wyndham as a possible location.

In asking the question I was half expecting that access to customers and raw materials would be the number one response. However this was not the case as the company is proposing to export all completed product back to China.

The critical reason for an Australian based location was so that they could market and sell the product back into China as "Australian Made".

The company's research and modelling showed that the capacity to penetrate the Chinese domestic market by highlighting Australia as the source of the product would return greater profit, even when export freight costs and Chinese labour costs were taken into account.

This edition of Wynning Business highlights the Economic Development Unit's support of Australian Made through Council's commitment as a Campaign Supporter.

I would encourage anyone who is working in a business that has export capacity to consider signing up for a licence to utilise the famous green and yellow Kangaroo logo.

Regards,

Daryl Wilson
Manager Economic Development

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CONTACT

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MEET BUSINESS LEADER Bunmi Ajayi

Megalines Insurance and Risk Advisers, formed nine years ago from humble beginnings as a home based business in Wyndham, now employs eight Wyndham residents.

Located in their new offices in Point Cook, Megalines Insurance and Risk Advisers is home to a national award winner with their Chief Executive Officer, Bunmi Ajayi, taking out the Australia wide 2015 National Insurance Brokers Association (NIBA) Broker of the Year Award.

Recently Amy Gilbert, Economic Development Projects Officer sat down with Bunmi Ajayi to discuss the company's success.

What are the keys to the company's success?

I believe that everything rises and falls on leadership and building a cohesive team of personnel. There needs to be clear communication about why the company exists and what problems we are there to help solve.

I aim to be proactive and often ask myself how I can anticipate my client's needs before I hear about them.

I have always said go where there is no path and leave a trail. Don't follow what everyone else is doing, create your own path and try something new. All of the above I believe are the recipe to our ongoing success.

“Go where there is no path and leave a trail - Bunmi Ajayi”

What have been your greatest challenges?

Starting out, one of my greatest challenges was moving to Australia in 1999 and not being able to use technology. This prompted me to quickly enrol in courses to learn how to use a computer. I educated myself so that I had everything it took to be opportunity ready.

Coming to a country like Australia has provided me with the opportunity of a fair go and the good “soil” or the political, economic and social environment that I needed to start my business.

How would you describe the culture at Megalines Insurance and Risk Advisers?

At Megalines the culture is based around “work hard, play hard”. We enjoy a culture where employees are both enabled and empowered to make decisions and are supported to do so.

Employees enjoy a flexible, family friendly workplace and take part in team lunches and team building days out of the office to encourage a positive working environment and a healthy work ethic.

What is the best thing about working in insurance?

One of the positives about working in insurance is the ability to lift people up in their moment of loss - we turn clients' pain points into pleasure points.

Megalines Insurance and Risk Advisers is located at Unit 112 Level 22-30 Wallace Avenue Point Cook and offers a wide range of insurance services.

The business has enjoyed success in the Wyndham Business Awards winning awards in 2011 and 2012. In addition, Bunmi Ajayi achieved finalist status in the coveted Business Person of the Year category in 2014 and 2015.

Congratulations to Bunmi and the team at Megalines Insurance and Risk Advisers.

AUSINDUSTRY...

TAKING CARE OF BUSINESS

AusIndustry, a division of the Department of Industry, Innovation and Science, is putting the needs of Australian businesses first by simplifying and streamlining access to information and advice.

Businesses of all sizes can efficiently find information, services and links to government programmes using business.gov.au which includes the 13 28 46 contact centre, or by speaking to a member of the national outreach services network.

AusIndustry's programmes are designed to help Australian businesses of all sizes and industries improve productivity and competitiveness, and create jobs. These programmes include incentives for [research and development](#), support for small businesses, tax and duty concessions, and assistance for industries in transition. They support invention and technology development in businesses by fostering collaboration between industry and researchers.

Werribee based company, [Mainstream Aquaculture](#), is just one of many

Australian businesses receiving assistance through AusIndustry programmes such as Accelerating Commercialisation and Business Management which are two of the three elements of support available for eligible businesses through the [Entrepreneurs' Programme](#).

Mainstream Aquaculture produces premium Barramundi grown in pristine spring water extracted from geothermal basins well below the earth's surface. Mainstream's facilities are supported by an advanced selective breeding program conducted in the world's largest Barramundi hatchery. Mainstream's mission is to become the world's leading provider of recirculating aquaculture food products.

CEO, Boris Musa says receiving an Australian Government grant was a "pivotal moment" for Mainstream.

"We had secured some external funding but we had not been successful in obtaining the amount required to execute on our commercialisation strategy. We received a level of funding from the Government that allowed us to execute the strategy in its entirety. The centrepiece for that was the development and successful commissioning of the hatchery, which has now been executed."

Mainstream Aquaculture has also received a Business Evaluation through one of the



Boris Musa, CEO, Mainstream Aquaculture

programme's expert Business Advisers and is currently undertaking a project supported by a Business Growth Grant.

[Accelerating Commercialisation](#) helps businesses, entrepreneurs and researchers address key challenges in the commercialisation pathway of bringing novel products, processes and service to the market.

[Business Management](#) provides advice and facilitation services to improve business capabilities and networks.

The Entrepreneurs' Programme is part of the Australian Government's new [National Innovation and Science Agenda \(NISA\)](#) which is designed to boost business capability, enable innovation and embrace new ideas.

NISA acknowledges that technology is changing the way business is done around the world and aims to help Australian businesses harness new sources of growth to deliver the next age of economic prosperity in Australia.



For more information about the National Innovation & Science Agenda visit innovation.gov.au

For more information about government programmes, grants and assistance for your business visit business.gov.au or call the contact centre on 13 28 46



Australian Government
Department of Industry,
Innovation and Science

Business

business.gov.au
13 28 46
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Wyndham Business Awards 2016

ENTRIES OPEN 18 MARCH

Wyndham City encourages all businesses and individuals to consider entering the 2016 Wyndham Business Awards.

With awards in 16 categories including Tourism & Hospitality, Manufacture, Service, Retail, Home Based, Not for Profit, Franchise, Transport & Storage and New & Emerging there is a category for every Wyndham business.

The Wyndham Business Awards celebrate their 22nd year in 2016. Since 1995 many different sized businesses from all industry sectors have enjoyed the benefits of participating in the Awards.

Some have used the Wyndham Business Awards as a platform to enter well known and larger award programs such as the Export Awards and Telstra Awards and subsequently achieved national recognition for their business excellence.

Other businesses simply find the process of entering beneficial as it provides them with the opportunity to review and reflect on their operations for the previous 12 months and acknowledge the efforts of their staff.

Whatever the reason for entering, the Wyndham Business Awards are well supported by the Wyndham business community and have grown to be one of

the largest Award programs in Victoria. They have helped identify that Wyndham is home to some inspirational and prodigious businesses and individuals.

The current Business of the Year, ebm-papst A&NZ, is a leader in the development, manufacture and distribution of energy efficient fans and motors. Ebm-papst's continued commitment to improving environmentally sustainable practices is reflected in their development of an innovative ventilation system for the Australian poultry market called AgriCool.

Another jewel in the crown is the current Business Person of the Year, Boris Musa from Mainstream Aquaculture. As Chief Executive Officer Boris leads a team of dedicated staff who are delivering a strategic plan to grow Mainstream Aquaculture into a major industry leading, international company, whose foundation is built on producing the world's best Barramundi product.

Several hundred guests will attend the Awards Presentation Evening which will be held on Friday 26 August 2016 at Encore Events Centre and is a great opportunity to connect with your local business community.

You can enter the 2016 Wyndham Business Awards from 18 March at: www.wyndham.vic.gov.au/businessawards.

More information: businessawards@wyndham.vic.gov.au



MAJOR SPONSOR ANNOUNCED!

Williams Landing proudly developed by Cedar Woods has once again joined forces with Wyndham City and the Wyndham business community, as the Major Sponsor for the 2016 Wyndham Business Awards. This partnership builds upon their previous relationship with the Awards in 2014 as Silver Sponsor and 2015 as Major Sponsor.

The Major Sponsorship arrangement is a demonstration of Cedar Woods' commitment to the local community which, importantly, includes the business community.

Cedar Woods has a proud history of creating award winning communities in Australia and has won numerous accolades for design and environmental excellence. Their flagship development, Williams Landing is open for business with retail, high quality office space, apartment living and its own train station already in place with much more to come.

We welcome Williams Landing proudly developed by Cedar Woods as the 2016 Major Sponsor of the Wyndham Business Awards.



Australian Made Campaign

GOOD FOR BUSINESS

Wyndham City will join forces with the Australian Made Campaign this year to help drive support for the local manufacturing industry.

Manufacturers within Wyndham employ more people than any other sector and are vital to the local economy. As an Australian Made Campaign Supporter, Council will be promoting investment in the local community and encouraging local businesses to market their products more effectively through new tools.

Wyndham City's Portfolio Holder for Economic Development, Cr Intaj Khan said manufacturing is one of the key drivers of Wyndham's local economy employing 14% of the City's workforce with the capacity to significantly increase in the future.

“Having local manufacturers here in Wyndham benefits our local economy and wider community by bringing in local jobs for our residents.”

“It is important that we help support Australian-made products as they not only help boost our economy but also we can be sure that these products have been made to meet our high Australian standards.”

“Wyndham City fully supports the Australian Made Campaign and will continue to work with our local businesses to help promote and market these products to our local communities,” Cr Khan said.

Australian Made Campaign Chief Executive, Ian Harrison, said country-of-origin branding could play an important role in helping local manufacturers drive sales.

“We are proud to see the Australian Made, Australian Grown certification trade mark displayed prominently on a wide range of goods manufactured in Wyndham, but many businesses are yet to capitalise on the opportunity country-of-origin branding represents,” Mr Harrison said.

“We look forward to working with Wyndham City and the Economic Development team to help inform and educate.”

For manufacturers wanting to find out if products are eligible to carry the Australian Made, Australian Grown logo, or for residents who want to support Australian Made, visit www.australianmade.com.au.



For more information about current Wyndham City Council economic development initiatives, visit the Business and Investment page at: www.wyndham.vic.gov.au/business.



Councillor Intaj Khan and Wyndham City's Business & Industry Development Officer, Tanya Eggins