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Wyndham City

Wynning Business Newsletter

Winter 2016

WELCOME



The Economic Development Unit recently conducted another one of our regular Women in Business Forums which comprised a mix of professional development and networking.

The 100 women in attendance was clearly a demonstration that forums of this nature are in demand.

It got me thinking about how the business entrepreneurial landscape has changed in more recent times. Following some research utilising my old friend "Doctor Google", I came across the following national statistics which confirmed my thinking:

- In the past twenty years there has been a 27% increase in businesses operated by males but this has been blitzed by a 46% increase in businesses operated by women over the same period;
- In 2011, one in six business start-ups were founded by women and by 2014 one in four business start-ups were founded by women.

This represents a dramatic shift in the business landscape in a relatively short period of time and we have seen a very clear demonstration of this change in Wyndham City with this year's Business Awards' entrants.

Whilst I am writing this article well before the award's judging process commences, I am very confident that come the night of the gala presentation evening, Wyndham women will be well represented as we celebrate business excellence. Tickets for the presentation evening are now on sale - phone Amy Gilbert on 8734 5416 for details.

Whilst many will be aware that Council delivers an annual calendar of business training, I would also like to make special mention of an upcoming breakfast forum in August as part of the Victorian Small Business Festival.

The "Gov 4 U" seminar will be presented by both Federal and State agencies with the aim of providing an overview of support services and grant opportunities. This is one not to be missed and with limited places now is the time to book at www.wyndham.vic.gov.au/businesstraining.

Regards,

Daryl Wilson
Manager Economic Development



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CONTACT

For more information on doing business in Wyndham, please contact:

Economic Development Unit
Wyndham City

 03 9742 0788

 business@wyndham.vic.gov.au

 wyndham.vic.gov.au/business

Werribee law firm offers SMALL BUSINESS EXPERTISE

A local law firm which specialises in helping small businesses is continuing to expand to help local enterprises with specialist solutions.

Callea Pearce Lawyers opened in Werribee in 2009 and now employs 22 staff in its Werribee and Melton offices.

Senior Lawyer Shayne Bedford says that the company's size allows them to employ lawyers with specific expertise.

"We have lawyers with specialist knowledge in business and commercial law, which is our main focus, as well as expertise in other areas including employment law, town planning, conveyancing, wills, estates and family law".

Callea Pearce Lawyers is currently reviewing their processes and systems to ensure clients always get the best service possible. This includes redeveloping their website to include explanatory videos and other online tools to make it easier for clients to access information.

Callea Pearce Lawyers particularly focuses on assisting small business and stresses the importance of new business owners getting it right from the outset.

It's so important that businesses work out what's best for their situation and establish the most appropriate structure when they start up.

"We can help people understand the differences between operating as a sole trader or as a company, for example", Shayne said.

Business structures were one of the topics Callea Pearce Lawyers spoke about when they presented to local businesses at Wyndham City Council in April.



Shayne Bedford presents to businesses at Wyndham City Council



Sam Fullwood gets her hair cut off to raise funds for the Cancer Council

"Being selected to present as part of Council's business training program gave us the opportunity to speak directly with local business owners and possibly help them avoid legal problems", Shayne said.

Callea Pearce Lawyers is involved in the local community in a number of other ways sponsoring events such as the Rotary Fun Run, the Werribee District Football Club and Relay for Life. For example, conveyancing executive Sam Fullwood recently helped raise \$10,000 for the Cancer Council by allowing a local barista to cut off her long blonde hair.

Callea Pearce Lawyers
Ballan House, 1 Duncans Road, Werribee
Ph: 8742 6162
www.calleapearce.com.au

Free business training at WYNDHAM CITY

Take advantage of a range of free business training opportunities at Wyndham City Council.

In August, Wyndham City is participating in the Victorian Small Business Festival. Events include the "Gov 4U" breakfast session on 10 August where you can find out all about grants and government assistance.

Later in the year, due to popular demand, Council is again holding training sessions on how to boost your business with social media and search engine optimisation.

To book and for more information go to:
www.wyndham.vic.gov.au/businessstraining



Chris Humphrey, Alison Morris & Brendon Shakespeare from Crowe Horwath will be presenting "Starting a Business" on 2 August

WYNDHAM BUSINESS GALA EVENT

Presentation evening tickets now on sale



Don't miss out on your opportunity to be part of Wyndham's biggest business networking event of the year.

The 2016 Wyndham Business Award winners will be announced on Friday evening, 26 August at the Encore Events Centre.

Tickets are now on sale for the presentation evening and represent great value. At \$90 per person, your ticket includes pre-dinner drinks, canapés, a delicious two-course meal with beverages, as well as amazing and engaging entertainment. With event numbers capped, it is best to get in early to ensure you don't miss out.

On this special occasion, the Wyndham Business of the Year and the Wyndham Businessperson of the Year will be announced, as well as winners of award categories. These include franchise, home-based, manufacture, retail, service, new and emerging

(for businesses that have been operating for less than two years), tourism & hospitality and transport & storage.

The coveted Wyndham Business of the Year title is determined from the pool of award category winners by an independent panel of 14 judges. ebm-papst A&NZ, a fan manufacturer in Laverton North, was granted this honour last year. The business has continued to enjoy success having recently been inducted into the prestigious Victorian Manufacturing Hall of Fame in recognition of their manufacturing excellence.

Likewise, the Hoppers Crossing based café Corinthians who won the Tourism & Hospitality category in the 2015 Wyndham Business Awards has received other accolades since. Recently, Corinthians was named by The Age Good Food Guide as one of Melbourne's top 50 cafes.

The Wyndham Business Awards are a great opportunity for all businesses and are now in their 22nd year. No matter what your business type or size, whether you are new to business or well established, the Awards have a category to suit. Even if you didn't apply this year, you will have an opportunity to enter the 2017 Awards next March.

The Major Sponsor of the 2016 Wyndham Business Awards is Williams Landing proudly developed by Cedar Woods. This is Williams Landing second consecutive year as Major Sponsor which is testimony to their commitment to business in Wyndham.

A number of Category Sponsors also provide support, all of whom have a long standing relationship with the Awards.



Dr Simon Bradwell, Managing Director, ebm-papst A&NZ, 2015 Wyndham Business Awards - Business of the Year

Thank you to:

- Commonwealth Bank
- Victoria University
- Crowe Horwath
- Wyndham BizNet
- Homestead Financial Group
- Wyndham Star Weekly
- MatchWorks

Thank you also to this year's media partner, **Wyndham Star Weekly**, and to **Encore Events Centre** for their support.

The Wyndham Business Awards are coordinated and presented by Wyndham City's Economic Development Unit.

For more information and to buy your presentation evening ticket contact:

Amy Gilbert
Wyndham City Economic
Development Unit
Ph: 8734 5416
businessawards@wyndham.vic.gov.au
www.wyndham.vic.gov.au/
businessawards



Brothers George & Sarkis Fares, Corinthians, 2015 Wyndham Business Awards – Tourism & Hospitality winner

Business initiative lends a hand to ENTERPRISING MINDS

Tarneit community members will have the opportunity to lead new business ideas and local employment initiatives through the Enterprising Tarneit initiative.

“Enterprising Tarneit aims to create new work opportunities by helping enterprising residents to develop, plan and implement business ideas”, said Cr Intaj Khan, Wyndham City’s Portfolio Holder for Economic Development.

Supported by Wyndham City and delivered in partnership with the Centre for Multicultural Youth and the Scanlon Foundation, Enterprising Tarneit commenced with community workshops on small business generation.

The workshops will be followed by an intensive business start-up program running from July to October 2016. The four-month program includes business skills training, action learning with peers, mentoring and access to networks and business resources.

Tarneit is experiencing unparalleled growth, with the population expected to double to 39,907 people by 2021, increasing the need for local job opportunities.

Chief Executive Officer of the Centre for Multicultural Youth, Carmel Guerra said boosting the motivation, knowledge and skills of local entrepreneurs would support the creation of new jobs.

“Not only will it help to generate jobs, it will also foster resilience, and increase community awareness and support for local businesses,” Ms Guerra said.

For more information or if you are interested in becoming a business mentor for Enterprising Tarneit contact:

Sofiah Mackay
Project Coordinator
Ph: 0408 106 424
smackay@cmymy.net.au
cmymy.net.au/enterprising-tarneit



Enterprising Tarneit Advisory Group



Enterprising Tarneit Workshop Participants

BIZBUDDYHUB PROVIDES ALTERNATIVE FOR COMMUTERS

“Work in your own postcode” is the concept behind BizBuddyHub founded by Sara Mitchell in 2015.

BizBuddyHub is about providing a collaborative work space for small businesses in the local area and an alternative to the workplace commute.

Free co-working days are currently held at the Saltwater Community Centre, Point Cook (every second Tuesday of the month) and at Western BACE, Melton (every first Tuesday of the month).

Associate BizBuddyHub member, Catherine O'Connor said that BizBuddyHub aims to build an inclusive and strong grass roots community.

“We want to empower our community by creating a network of like-minded members who connect and collaborate around ideas and solutions”, she said.

“Allowing locals to stay local is great for families and the local economy”, Catherine added.

BizBuddyHub offers a range of membership options for local businesspeople to work and collaborate in a local setting, with a monthly fee payable.

To find out more visit www.bizbuddyhub.com.au/ or check out their FaceBook page www.facebook.com/bizbuddyhub/.



A lot is happening in the Wyndham tourism industry!
There has been much activity, new businesses and new faces in the Wyndham tourism industry recently. Here are just a few...

WYNDHAM HARBOUR LAUNCHED

Member for Werribee and State Treasurer, Tim Pallas, officially opened the first stage of Wyndham Harbour Marina at a ribbon cutting ceremony in April. The \$440 million development will eventually have 1000 berths and be the largest marina in Victoria. The development will be of great value to the region and enhance Wyndham's reputation as a tourist destination.

www.wyndhamharbour.com.au



ALL ABOARD THE LITTLE RED TRAIN

Little Red Train is a family friendly train ride located at the picturesque Werribee Park. Since opening in February 2016, locals and tourists have been queuing to take a trip on this popular little attraction. Business owner and operator Mike Phillips says "I have the best office in Melbourne!" Little Red Train operates on Fridays, weekends, public holidays and school holidays.

Ph: 0433 223 557 (Mike)

mike@littleredtrain.com.au

<https://www.facebook.com/littleredtrainAU> www.littleredtrain.com.au

DAY TOURS AND AIRPORT SHUTTLE SERVICE

New local business, Cheap Tours Melbourne, has hit the ground running offering tours to major Victorian attractions and an airport shuttle servicing Wyndham. Their tours include Werribee Open Range Zoo and surrounding attractions, Melbourne Zoo, Healesville Sanctuary, Ballarat, Daylesford and the Bellarine Peninsula/Geelong. One on one personalised tours are also available. Cheap Tour Melbourne's airport shuttle service picks up passengers from the RSL bus shelter in Werribee by appointment 7 days a week. Door to door pick up is available at additional cost. Services available to Tullamarine and Avalon Airports. Seats 9 passengers.

Ph: 0408 257 011 (Rae)

hello@cheaptoursmelbourne.com.au

www.facebook.com/cheaptoursmelbourne www.cheaptoursmelbourne.com.au



GUEST READY PROVIDES AIRBNB ADVICE

Did you know there are over 40 Airbnb properties in Wyndham? Guest Ready, consultants and advisors in Airbnb, support short term accommodation providers. They provide advice on how to become a popular host on Airbnb and improve the visitor experience.

Ph: 0422 262 040 (Jodie)

jodie.willmer@guestready.com.au

www.facebook.com/GuestReadyServices/ www.guestready.com.au