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ALL WINNERS INSIDE...

# Wyndham City Wynning Business Newsletter

Spring 2016

# WELCOME



Somebody once said that the only constant in life is change.

In showcasing business excellence in Wyndham, the 2016 Business Awards highlighted the changing landscape of a broader business community that is being driven by significant growth in the services sector.

With less time on their hands, consumers are looking to businesses that offer convenience and cost benefit advantages. More and more people are becoming time poor and entrepreneurs are tapping into a rich vein of consumer demand through the establishment of innovative and commercially sustainable service offerings.

At the other end of the industry sector spectrum, manufacturing businesses need to adopt innovative and cost efficient practices to firstly survive and then to thrive. With this in mind everyone should take great pride in this year's Business of the Year, Encore Tissue. Commencing operations in 2003 with a staff of nine, the family operated company now employs in excess of ninety with 80% of the workforce Wyndham City residents.

Previously I have mentioned the fact that there has been substantial growth in businesses operated by women. This was no better demonstrated than by three of the four finalists in the Wyndham Business Person of the Year being outstanding women of our business community.

As with any awards program it was unfortunate that not all finalists could be declared winners.

Regards,

Daryl Wilson  
Manager Economic Development

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Wyndham Business Awards Presentation Night





# Encore Tissue is the BUSINESS OF THE YEAR 2016

**A family company which last year contributed \$20 million to the local economy has won the prestigious Business of the Year award for 2016.**

National Sales and Marketing Manager, Jeff Paull, received the award on behalf of Encore Tissue.

"This is a tremendous honour for us," Jeff said. "For the last 20 years, I've seen the Business of the Year signs up when I'm driving and dreamed that Encore Tissue would be on them one day - and now we are".

Encore Tissue, based in Laverton North, manufactures toilet tissue and paper towels using 100% recycled materials.

The company is committed to sourcing from Australian suppliers and where possible engages local companies to provide goods and services.

**"Our company philosophy is to manufacture quality products and ensure we are an environmentally, socially and economically responsible corporate citizen, said Jeff."**

Encore Tissue is now the fourth largest toilet paper manufacturer in Australia since winning major tenders for Aldi and Coles.

The business has expanded its production facility in Wyndham as sales have grown more than any other Australian paper tissue producer every year for the past decade.

Jeff credited the family owned and operated company structure as an important element of Encore Tissue's success.

"Encore's owners, the Holckner Family, have been in the industry for more than 30 years and being a family business decisions get made quickly. To succeed you have to be nimble in this environment and able to react swiftly to market changes and opportunities".

He also paid tribute to the company's 98 staff, most of whom live locally.

"We wouldn't be where we are today without our staff. They are a great bunch of people and go that extra mile to ensure our business goals are met", Jeff said.

**Three other finalists were shortlisted as Business of the Year: Country Road Group Logistics, Midas Service Centre Werribee and Wyndham Veterinary Clinic**

Encore Tissue also won the Manufacture Medium-Large category.



# Dr Karen Davies BUSINESS PERSON OF THE YEAR 2016



**This year's Business Person of the Year goes to local veterinarian Dr Karen Davies, owner and operator of Direct Vet Services.**

Karen established her business in 2010 with the aim of running a successful local and independent veterinary practice.

After studying at Werribee High School she completed her veterinary science degree at the University of Melbourne in 1991, the first local to do so.

In November 2010 Karen and her partner Brett built and opened their current premises in Wallace Avenue, Point Cook to accommodate the new business.

Now the business employs seven staff and Karen is keen to give back to the Wyndham community which she does in many ways.

"I am afforded a great business on the basis of the pets in our community, however not all of those pets are afforded the same so where I can I think it is important to give back", she said.

Direct Vet Services provides pro bono and at cost services to community based pet groups and donated \$80,000 to animal shelters in the last 12 months.

In addition, the business offers student placements, supports work experience programs, provides pet care advice via Facebook, sponsors community based foster care groups and the Werribee Football Club among other community support initiatives.

"Development of children within the community and giving back opportunities that were afforded to me in my teenage years are personally important", said Karen.

"I experience a great sense of pride each time another of our certificate students graduate, knowing that you have set that person on the way to what will be the rest of their lives", she added.

Karen is also closely involved in the Wyndham business community

participating in business networking group Wyndham BizNet as well as other local business training and networking events.

In accepting the Business Person of the Year Award, Karen says it is important not to be afraid to try new things.

"Be brave and have confidence in your staff and your business. If you love what you do and give your staff the opportunity to invest in the business as if it was their own, then success will follow".

**Other Business Person of the Year finalists were: Edi De Pellegrin, Sunil Kumar and Amanda Newton.**





# Magnet Fishing Charters MAYORAL AWARD

**Fishing adventure specialists  
are the proud recipients of  
the 2016 Mayoral Award.**

Magnet Fishing Charters operate fishing trips on Port Phillip Bay from Werribee South most months of the year. Each trip caters for up to 10 people.

Owner operators Jason Farrugia and



Julieann DeBrincat are passionate boating and fishing enthusiasts. They started their niche business in 2011 recognising a gap in the market for fishing charters.

"Both Julie and I come from boating and fishing families and owning and running a fishing charter business had been a dream of mine for many years", said Jason.

With tourism an important growth industry for Wyndham, Magnet Fishing Charters provides another bay activity for visitors, as well as locals.

"We want people from all walks of life to enjoy and sample what our glorious bays and ocean have to offer", said Jason.

"We pride ourselves on giving our clients the best possible experience from the moment they ring till the time they leave our boat.



"We also take time to socialise and keep in touch with our clients and keep them coming back to our great area", Jason added.

Jason and Julieann's plans to expand their business will be assisted by the recent purchase of a custom made vessel. The 8.8metre Hydrofield is designed to maximise customer comfort and safety and set a new benchmark for sea worthiness in all conditions.

"We will endeavour to do the area proud", said Jason.



## presentation night



## WYNDHAM BUSINESS AWARDS 2016


# Category Winners



Category	Winning Business
Franchise	Midas Service Centre Werribee
Home Based	Smudge Dog Grooming
Manufacture Medium - Large	Encore Tissue
Manufacture Small	Branded Chocolates and Confectionery
New and Emerging	David McCarthy Plumbing
Not for Profit	Westgate Community Initiatives Group (WCIG)
Retail	Melbourne Fruit and Veg Delivery
Service Medium	Wyndham Veterinary Clinic
Service Micro	Cat Napping Suburban Retreat
Service Small	Negotiis
Service Sole Trader	A Dry Bed
Tourism & Hospitality Medium	Shadowfax Wines
Tourism & Hospitality Small	Priya Indian Cuisine
Transport & Storage	Country Road Group Logistics







From left: Mark Freeman, Architect - Gray Puksand; Graeme Robertson, Regional Project Leader - Department of Education; Sandra McKechnie, Curriculum Development - Victoria University; David Smillie, College Principal - The Grange P-12 College

# WYNDHAM TECH SCHOOL ON TRACK FOR 2018

Planning is underway for the Wyndham Tech School to be constructed and ready for operation in 2018.

The Wyndham Tech School is one of 10 such schools being developed around the state under a key Victorian Government education policy initiative. The Government has committed \$128 million in capital and initial operating costs to establish these schools. Each school will be sited in conjunction with a TAFE or a University.

**The vision for Tech Schools is that they be centres of excellence in the delivery of education and training, using leading edge technology, discovery and innovation to equip students with the knowledge and skills that connect them to their futures.**

The Wyndham Tech School will be located on the Victoria University campus in Werribee. Although called a school, the Wyndham Tech will actually be a

high tech hub accessed by students from surrounding schools.

Building on studies in their home schools, students will visit the Wyndham Tech to extend their studies through project-oriented and design-based activities that focus on science, technology, engineering and maths.

Dr Sandra McKechnie, a Victoria University academic and Chair of the Wyndham Tech School Curriculum Committee said that the Tech is building strong partnerships with local schools, business and industry.

“These partnerships will give students the opportunity to work on ‘real life’ challenges and interact with local industry specialists.

“Students will be empowered to be successful social participants by growing their personal and professional capabilities to prepare them for the changing world of opportunities”, she added.

Eighteen schools in the Wyndham City area have become partners in the project. Through Victoria University as the host, architects have recently been engaged to commence the planning of the new Tech School building.

The architects are working closely with a group of educators across Wyndham to

bring together the concepts of project-oriented design-learning in a high tech environment. These collaborations are expected to result in a facility and program that engages and excites students, teachers and industry alike. The School and its facilities and equipment will also be available for use by the broader community and businesses.

An advisory group, the Wyndham Tech School Committee, will soon be formed to continue the planning process that has, up till now, be undertaken by a representative steering group. The Tech School Committee will oversee the development of the educational program and work to build close relationships with industry partners.

“All in all, the Wyndham Tech School is an exciting venture which will provide new learning opportunities for the young people of Wyndham and help them on their way to future study and training as they prepare for their world of work”, said Graeme Robertson, Regional Tech School Project Leader.

Further information is available from Graeme Robertson, Regional Tech School Project Leader, phone 0409 236 211 or Dr Sandra McKechnie, Victoria University, phone (03) 9919 8067.