



COUNTRY ROAD GROUP IS A 5 STAR WINNER
FURNITURE & STORAGE SOLUTIONS AT INTRASPAC
AND MORE.....

Wyndham City Wynning Business Newsletter

Autumn 2017

WELCOME



Entries for the 23rd annual Wyndham Business Awards are now open with a number of exciting new categories.

In keeping with our changing economy and the changing world, as well as the need for businesses to adapt whilst protecting our fragile planet, we have introduced the Sustainability Award and the Innovation Award.

And with our future very much in the hands of our young people we will be recognising the contribution to business by a person aged between 18 and 30 years in the awarding of the Young Entrepreneur of the Year Award.

With approximately 45% of Wyndham businesses operating in the services sector we have divided our service awards into three separate categories: professional, personal and trade services.

Mindful that businesses have limited time and balancing that with the need to have a sound understanding of a business, we have streamlined the entry process to an online form. Word limitations apply to each response with all entries judged on quality, rather than quantity.

Every year we uncover businesses that may have previously enjoyed a low profile but who are doing extraordinary things.

Further feedback from all entrants constantly tells us that the experience of entering alone provides a timely opportunity for a review of business operations and future planning.

I would encourage everyone to consider entering and/or nominating a business or individual for consideration.

Full details are on Council's website.

Best regards,

Daryl Wilson
Manager Economic Growth

IN THIS ISSUE

- 3 Country Road Group
- 4 IntraSpace
- 5 Visitor Economy
- 6 Major Events

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Country Road Group is a **5 STAR WINNER**

There's a story behind the five sheep that graze on the additional 10 acres next to Country Road Group's new distribution centre in Truganina.

In fact, there's a lot to learn about Country Road Group, one of Australia's largest specialist fashion retailers. For starters, they operate five iconic brands - Country Road, Mimco, Politix, Trenery and Witchery - and last year they won the Transport and Storage category of the Wyndham Business Awards and were a Wyndham Business of the Year finalist.

In 2015, Country Road Group consolidated their two existing third-party operated distribution centres in Melbourne's West into one central facility in Truganina.

"As the business expanded, we decided to run our own logistics operation that will allow for further growth and the increase in online sales", said Zippy Magdich, National Distribution Centre Manager.

"The site at Permas Way suited the business being close to transport links and the availability of an extra 10 acres for construction and future growth", he added.

In the meantime, Zippy Magdich bought five sheep to keep the grass down on the additional 10 acres.

"We had to install additional fencing and build a shed for my new Green Team but they are proving very productive", he said.

The distribution centre was the first industrial facility in Victoria to receive a '5 Star Green Star' rating from the Green Building Council of Australia.

Many sustainability initiatives are in place at the distribution centre. For example solar panels produce more than 20% of the energy required to run the facility and the majority of supplier cartons are reused.

"We also have 100,000 litre water tanks to reduce water use from the mains and other initiatives like 25% of premium car space positions allocated to small vehicles", said Zippy Magdich.

All aspects of OHS and overall employee wellbeing were considered in the design of the Australian distribution centre. For example: additional insulation was mandated to ensure a more temperate work environment, natural lighting was highlighted, ergonomically designed picking stations and a high quality and health-orientated on-site canteen were included.

As a business it is quite a rare opportunity to have designed a facility, its systems and operational features from scratch with sustainability as a core objective. We are raising the bar in terms of industry standards - we know this is something that our customers and our employees want and expect.
Zippy Magdich

When phase two of the centre is developed, and the sheep no longer graze next door, it is expected to be large enough to meet potential business needs well into the future.

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Furniture & Storage Solutions at **INTRASPACE**



If you attend the Wyndham Business Awards presentation evening at the Encore Events Centre this year, chances are you will be sitting on a chair supplied by IntraSpace.

This Werribee based family business provides a diverse range of furniture and storage solution projects ranging from large scale office fit outs to renovations.

Since starting in Werribee 14 years ago, IntraSpace has provided storage solutions to organisations across Australia and overseas.

“We also do a lot of local projects”, said Jeffrey Morren, Managing Director.

“We supplied 1000 chairs for the Encore Events Centre, we’ve done fit outs for Aquapulse and provided shelving and furniture for local libraries as well as Suzanne Cory High School”, he said.

IntraSpace’s expertise has caught the attention of clients as far afield as East Timor. After seeing their website, the Ministry of Finance in East Timor contacted IntraSpace about remodelling their archive facility.

“The Minister herself phoned us one morning when she was in Australia. By the afternoon we’d arranged for her to visit a large hospital we’d recently fitted out”, said Jeffrey Morren.

Subsequently, IntraSpace submitted a successful bid and flew their installers to East Timor to complete the \$500K project in two weeks.

In the last two to three years, IntraSpace has partnered with numerous builders and hospitals to assist them design and install the latest and compliant storage solutions.

For example, at the new Bendigo Hospital, IntraSpace consulted extensively with the project team, hospital and OHS staff to ensure that the new shelving met strict hospital accreditation standards.

The company’s work with hospitals has resulted in IntraSpace having a nationwide presence, with projects from Perth Children’s Hospital in the west to the large Sunshine Coast University Hospital on the east coast.

With their sought after specialist knowledge in health and education, the business continues to expand but they have no plans to leave their Werribee base.

“Late last year we moved a couple of streets into much larger and very modern premises at Gerves Drive.

“The new site will allow us to grow further and we expect to put on more staff. A few years ago we had five employees and now we have 14, the majority of whom live locally.”
Jeffrey Morren

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Enticing. Exciting. Events.



Wyndham is fortunate to have a diverse offering of event spaces from the majestic Werribee Park Mansion through to open spaces such as Presidents Park and the Werribee Racecourse.

Over the past decade the number, quality and breadth of events held in Wyndham has grown significantly, positioning Wyndham as an events destination.

The Economic Growth Unit recognises the importance of events being held in the municipality not only for their economic impact but also for their contribution to the “life” of the City.

Over summer, Wyndham City sponsored two major events: So Frenchy, So Chic and The National Clydesdale & Heavy Horse Heritage Festival.

Greater Melbourne Destination Management Visitor Plan

Economists are projecting strong growth in the Victorian visitor economy. To capitalise on this growth, Destination Melbourne is developing an overarching strategic Destination Management Visitor Plan for Greater Melbourne.

The plan will provide clear recommendations on how Greater Melbourne can improve its competitive visitor position and increase its visitor economy in the next five to ten years.

Sub-regional plans will include evaluation of key visitor markets, the visitor journey, visitor experiences, key strengths, pain points, new product opportunities and recommendations on how to grow the visitor economy for the participating councils within that region.

Collaboration the path to achievement

The Werribee Park Tourism Precinct - Economic Contribution Study, released in mid-2016, identified the \$224 million that the Precinct contributes to the Victorian visitor economy.

The report was a successful collaboration between private tourism business, industry groups, local and state government and highlighted how much the Werribee Park Precinct can grow to meet its full potential.

Better Airport Connections - just the beginning

Avalon Airport is now connected better than ever before, with SkyBus operating services to Melbourne CBD and a drop off and pick-up service via Werribee City Centre.

Skybus has operated services to and from Melbourne’s Tullamarine Airport for more than 35 years and will now meet all departing and arriving flights at Avalon Airport.

The award winning bus service will offer customers free Wi-Fi on board, a free hotel shuttle service in Melbourne CBD and, most importantly, promise a regular and reliable service.



Business Events



Industry Roundtable

Enabling Innovation

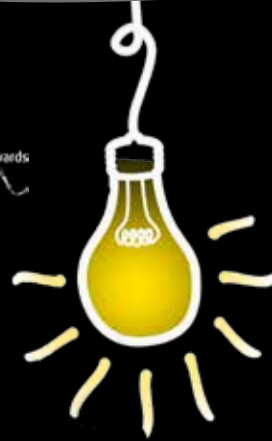
Wyndham City's Economic Growth Unit recently facilitated a successful Industry Roundtable focussed on Enabling Innovation.

Businesses were asked what does innovation mean or look like for their enterprise? How can we encourage innovation? How can Council assist?

Wyndham leaders from a cross section of industry sectors including education, research, manufacture, professional services and tourism contributed to the thought provoking discussion. Councillors Barlow and Villagonzalo were also present along with Kate Roffey, Director City Economy, Innovation and Liveability.

Several themes emerged from the discussion:

- Continuous improvement suggestions should be encouraged from all levels of an organisation
- Innovation is seen as a management style and collaboration is vital
- Working smarter and more creatively adds value to the business



2017 Wyndham Business Awards launched!

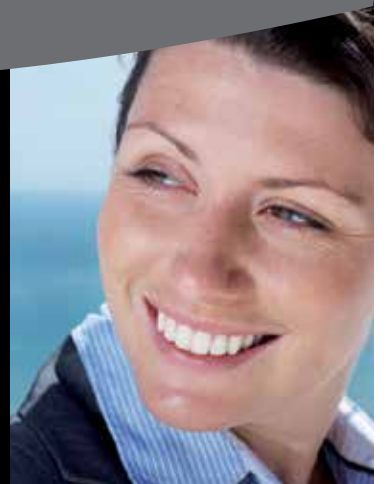
More than 100 guests attended a business luncheon on 24 May at the Civic Centre to launch the 2017 Wyndham Business Awards.

Guest speaker, Professor Bruce Wilson, Director, European Union Centre at RMIT, gave an engaging and thought provoking presentation. The Award Categories this year are:

- Home Based
- Logistics
- Manufacture
- New And Emerging
- Personal Services
- Professional Services
- Retail
- Tourism And Hospitality
- Trade And Other Services
- Innovation Award
- Sustainability Award
- Business Person of the Year
- Young Entrepreneur of the Year
- Mayoral Award

Business of the Year will be determined by the entire judging panel from the category winners.

More information:
www.wyndham.vic.gov.au/businessawards



Local businesswomen celebrate International Women's Day

International Women's Day on 8 March provided the perfect occasion for Wyndham City's latest "Women in Business Luncheon".

Two special guest speakers Anne Barker, Chair of LeadWest and Dr Karen Davies, owner of Direct Vet Services spoke about their careers and emphasised the importance of women believing in themselves.

The next "Women in Business Luncheon" will be held on Thursday 26 October.

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