

wyndhamcity



WYNNING BUSINESS
NEWSLETTER

SPRING 2020



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to the Spring edition of the Wyndham Business Newsletter.

I'm writing this article at a time when we are enduring an extended lock down for many businesses and residents across Wyndham. We are seeing a steady reduction in the daily case numbers and we have seen the Melbourne average move under 50 over the 14-day average.

We are also seeing regional Victoria show us where we as a community can get if we stay the distance. Regional Victoria is commencing the reopening process, which will allow business to expand trade and open up new services for residents.

This is where I know many Wyndham businesses want to be. We will get there; we just need to stay the course together.

In recent weeks we have also seen a very comprehensive package of support announced by the Victorian Government for businesses. As a Council we have been in active engagement with the Victorian Government to ensure we can work with our business community to leverage these programs. I would encourage you to reach out to our Economic Development team to discuss what assistance is available for you. There is also more information available later in this publication.

In early September I attended and spoke at the National Growth Areas Alliance forum on the impact of COVID-19 in growth communities. The impact is stark. In Wyndham we know that our local business community is going to need significant support in the months ahead, ensuring we are working with you and Commonwealth and State Governments to rebuild your businesses.

From the outset of the pandemic, Wyndham Council has sought to support local business through our WynLocal

package, ensuring that our support augments the support being provided by Commonwealth and State Governments.

As a Council we have also been focussed on supporting the community during this time.

In relation to Council services, since March we have adjusted service, including:

- Our libraries have increased their online offer, seeing a 300% increase in visits to Council websites;
- Our Arts and Culture curated program has moved online to keep the community occupied;
- Council has established the Wyndham Together website to ensure the community has a central point to keep active and engaged;
- Council established a Community Kitchen to support those most in need, the service is now providing over 1000 meals per week;
- Maternal Child Health Services and Kindergarten Services have moved online, ensuring the communities youngest residents are supported; and
- Our Business Support team has been expanded to ensure we are reaching out to the local business community and assisting with linking them to support available across all three levels of Government.

Together we will rebuild after the pandemic and I look forward to working with you in the months ahead.

Regards,
Kelly Grigsby
Chief Executive Officer

For any questions about the articles in this publication or business support contact the Economic Growth Unit at Wyndham City.

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SPOTLIGHT ON CDC VICTORIA...MOVING WYNDHAM'S COMMUNITY

Opening the doors to its purpose-built facility in 2017, CDC Victoria impresses with its support for the local community. Recently Wyndham City's Economic Growth Coordinator, Lesley Rogan, caught up with the business Chief Executive Officer, Jeff Wilson to learn more about CDC.

Can you give me a snapshot of the services CDC provide please?

CDC Victoria provides essential bus transport and charter bus services in the local communities of Victoria – across the Western, Eastern and Northern suburbs of Melbourne, the Greater Cities of Ballarat and Geelong, and Mildura.

We operate over 600 buses and coaches out of eight bus depots and two satellite depots in Victoria, with its largest operation and head office based in Truganina, Victoria.

Most importantly, we see our role is to link people, places and communities.

Can you expand a bit on why your head office is located in Wyndham?

In 2009, CDC acquired the Kefford Corporation's group of Victorian bus companies. With an expanding workforce and the need for larger premises, we consolidated depots.

CDC's Wyndham journey began in December 2017 with the resultant new depot located in Prosperity Street, Truganina. The site was chosen as it was operationally well-positioned and ideally located to take advantage of the opportunities for growth in this vibrant community. The purpose-built facility was designed to consolidate two bus depots into one and provide state of the art maintenance facilities to the business.

The Wyndham depot houses CDC Victoria's main shared upholstery department, signage centre, an operational customer control centre (OCC), and a head office with roles in human resource, marketing, logistics and planning, charter, customer engagement and many more.

The depot was built for growth with the potential to accommodate many more buses and employees to meet the community's future transport needs.

How long has CDC been in operation?

CDC Victoria is a subsidiary of ComfortDelGro Corporation Australia, owned by ComfortDelGro Corporation Limited, one of the world's largest land transportation companies. CDC has operated services in Victoria for 11 years, acquiring the Kefford Corporation's group of Victorian bus companies in 2009 and expanding with the subsequent purchase of Tullamarine and Mildura operations.





CDC relocated the business to Wyndham in December 2017, with the new depot officially opened by the Minister for Public Transport at that time, the Hon. Minister Jacinta Allan on 20th March 2018.

We know that staff are pivotal to any business's success. As an expanding business how many staff do you employ?

CDC Victoria strives to be an employer of choice, with our 1,100 employees reflecting the local communities that we serve.

As of 2020, CDC Wyndham depot employs 316 staff including over 250 bus drivers, 20 mechanics that includes 3 apprentices, and 46 administrative roles. It is expected that these numbers will continue to grow as our services expand to connect the growing Wyndham population.

You are highly visible and well entrenched in the Wyndham community. Can you expand on CDC's ethos in terms of sustainability and community involvement?

As providers of essential public and private transport services, CDC takes pride in providing a unique offering by being an economic, community-driven social asset to every community in which we do business.

Sustainability

To minimise CDC's carbon footprint of our operations and commence the journey of understanding electric operations across our workforce, CDC has made an investment to supply 50 low emission hybrid buses (hybrids) as part of our Melbourne public contracted services. Many of these cleaner buses are currently being

used on the Wyndham bus network. By 2022, hybrids will represent over a quarter of the buses connecting Wyndham's bus network.

These hybrids deliver 30% of fuel savings, and effectively reduced CO2 output by 285 tonnes, (or 30% CO2 reduction compared to a non-hybrid vehicle). Noise is significantly reduced by more than 20% whilst hybrids are driving at lower speeds, thus lowering the noise pollution when travelling in busy café stripes and residential areas.

On top of this, CDC Victoria has partnered with other bus-industry partners in a long-term project aimed at 'Delivering a Greener West'. This project is part of a wider 10-year Rejuvenation plan run by Parks Victoria which aims to beautify parklands around the Werribee River precinct, to create a sustainable eco-system and make it more viable for the community to use.

The 'Delivering a Greener West' project will contribute to rejuvenating a 25,000 square metre plot of Werribee River Parklands, and CDC is proud to have joint funded 5,350 plants and trees, along with providing employee volunteers on planting days to create a sustainable ecosystem along the Werribee River parklands.

Giving back to the community

Over the last 3 years, CDC has also invested over \$1 million dollars into giving back to the communities we serve via our community and staff engagement strategy. We are proud community sponsors of Western Chances, the Western Bulldogs, Werribee Football Club, the Victorian Maori Wardens, and Parks Victoria.

CDC Victoria
www.cdcvictoria.com.au



STARKIDS AIMS TO MAKE EVERY KID FEEL LIKE A STAR

When Point Cook resident Nisha Ambwani took her toddler for a haircut, they both found the experience stressful. She said there was nothing to keep her young son Ethan entertained, the cape was uncomfortable for him, the chairs too big and the strong smell of chemicals was overpowering.

But the experience changed Nisha's life as it was then that she decided to start a hair salon specifically for young children.

Nisha grew up in an entrepreneurial family and with her passion to start a business, she began to research her idea. Nisha found that there are very few child friendly hair salons in Australia, yet they are comparatively common overseas.

On a trip to Dubai she checked out child friendly salons and was inspired by what they offered.

"The experience I had there with my kids was completely delightful. It provided me inspiration and further strengthened my resolve to bring into reality, a salon and spa designed just for kids" she said.

Fast forward and Nisha will be ready to open 'StarKids Salon & Spa' in Sanctuary Lakes Shopping Centre once the fit out is completed and restrictions are eased.

"StarKids will provide a range of salon services for children including stylish haircuts and hairstyles, first haircut with personalised certificates, hair art, braiding and curling," she said.

"Spa services will include mini-manicures, mini-pedicures, mini-makeup, nail art, pamper packages and spa parties" added Nisha.

In the meantime, Nisha has launched the StarKids online store. The store offers a range of children's hair and skin care products, all of which are 100 per cent non-toxic.

The business also supports the "Hair with Heart" program under which people donate their hair to help make wigs for sick children with hair loss.

Like other Wyndham business operators, Nisha is looking forward to getting back to business. In her words "StarKids will make sure every kid feels like a star".

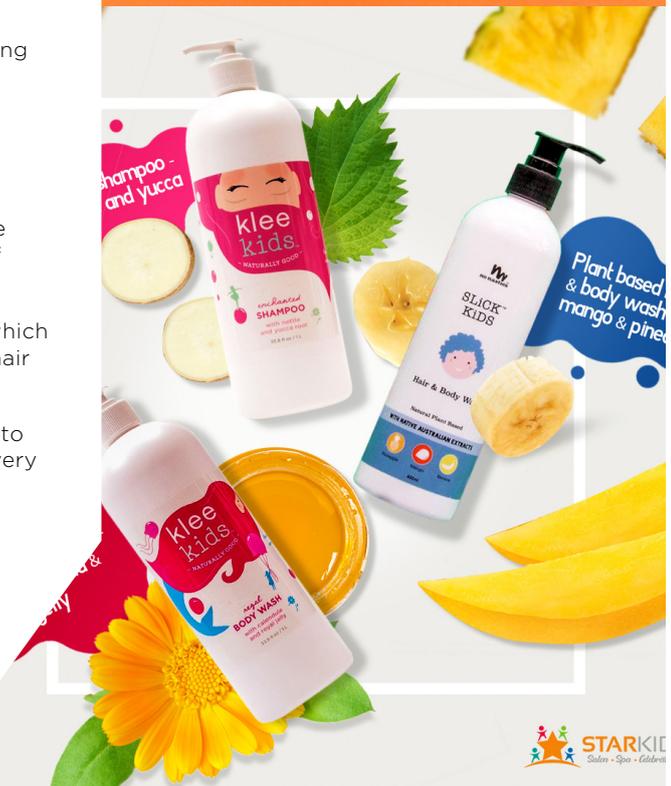
StarKids Salon & Spa

www.starkss.com.au

contact@starkss.com.au

<https://www.facebook.com/starkss.com.au/>

<https://instagram.com/starkidssalonspa?igshid=15suvmv21grhl>



MANUFACTURING IS ALIVE AND WELL IN WYNDHAM... INTRODUCING STARSUB

Located in the Hoppers Crossing Old Geelong Road Precinct, Starsub manufactures dye sublimated clothing supplying many sports disciplines and schools with their uniform needs. Additionally, the business has supplied well-known brands such as Kookaburra, Cotton On, Canterbury, AFL and 120 other resellers across Australia. Exporting to both New Zealand the UK, Starsub is passionate about supporting the local economy and source their fabric from a knitting mill located in Spotswood - with the fabric manufactured daily. The high quality of the Australian-made fabric affords a two-year warranty on the finished product which is far superior to most competitors. Notably, fabrics used are independently certified carcinogen free.

As a small manufacturer, being 'agile' is core to their business. A recent great example is when AFL identity, Wayne Carey, misplaced his EJ Whitten Coaches Polo and needed a replacement 12 hours out from his television commitment. Starsub worked through the night to ensure Wayne was wearing the new polo in time for his 9am press commitment that morning.

Having its own highly skilled design team, customers work with Starsub to get the desired look prior to production at no extra charge. No cliched house style or template look!

All three founders have been involved in local sports and saw first-hand the challenges clubs face sourcing quality apparel. With thousands of Wyndham residents involved in local sports, the founders saw an opportunity and hence Starsub was born in July 2012 with the first order of a dozen basketball singlets for Deakin University commencing production. From producing 2,000 garments in its first six months, the business is now the second largest sports apparel manufacturer in Australia. For the first five years the business was predominantly a wholesaler, however, with the collapse of a large importer, Starsub moved to supplying the likes of the Western Region Football League and others.



Starsub takes pride in supporting 'local' with all ten of its staff Wyndham residents.

COVID19 took its toll on Starsub stating "we were only able to keep the doors open thanks to Government stimulus via Jobkeeper". Through adversity comes creativity and with the Victorian Government's announcement of mandatory face masks, Starsub promptly pivoted into mask production. Designed by the Starsub team, to date over 40,000 masks have been produced for notable organisations such as the Victorian Ambulance Union, Channel 9, Coles and the City of Port Phillip to name a few. Furthermore, recognising the current demands on Australia Post and to ensure excellent customer service, Starsub have been personally delivering mask orders throughout metropolitan Melbourne and Geelong.

Investment in Research and Development is also an ingredient to this business's success with others from industry coming to Hoppers Crossing from a range of destinations, including international, to see the business's operations.

Supporting 'local' and exhibiting a social responsibility is part of Starsub's DNA. All ten of the staff at Hoppers Crossing were raised and educated in Wyndham. Sponsorship of many local sports organisations, schools and businesses is commonplace. Starsub has also worked alongside Breast Cancer Network Australia and the EJ Whitten Foundation.

The future looks even brighter for Starsub as they are experiencing increased levels of enquiry from sports clubs and organisations who are seeking an Australian made product which is not reliant upon imports and one which supports local jobs and local manufacturing.

Congratulations to the team at Starsub. Onwards and upwards from here.

Starsub
www.starsub.com.au
Ph: 8368 2226





NOT SURE WHAT GOVERNMENT SUPPORT IS AVAILABLE TO YOU?

Use the Victorian Government's 'Business Support Finder' to search what support is available for your circumstances. Answer a few quick questions and you will get a list of federal and Victorian business support initiatives that you may be eligible for.

You can also phone the Business Victoria hotline on 13 22 15 for guidance and to get the latest information on the government's response to COVID-19 and how this impacts your business. This includes current restriction requirements, COVIDSafe Plans and financial support available.

The Business Victoria's website is continually being updated as changes occur:
www.business.vic.gov.au



Think Local First

Wyndham City's Buy Local campaign is in full swing encouraging residents to think local first when making purchases.

The WyndhamOpen directory is a great way for residents to find local businesses who are still operating during the current restrictions. If you are a local business still operating, even in a virtual capacity, you can register on the directory free of charge.

To list your businesses on the WyndhamOpen Directory go to: <https://www.wyndham.vic.gov.au/wyndhamopen>

When posting on social media, include the tags and hashtags below so our social media team can re-share your post.

@wyndhamcityliving
@experiencewyndham
#wyndhamopen
#buylocal

VICTORIAN GOVERNMENT BUSINESS SUPPORT INITIATIVES



Business Recovery and Resilience Mentoring

This program matches small business owners and sole traders with experienced professionals who will help them to adapt their businesses and strategies. Applications are open.

More information:

www.business.vic.gov.au/support-for-your-business/grants-and-assistance/business-support-package/business-recovery-and-resilience-mentoring

Commercial Landlord Hardship Fund

This fund provides grants of up to \$3,000 per tenancy for eligible small commercial landlords who are providing rent relief to their tenants under the Commercial Tenancy Relief Scheme. Applications opened from 21 August 2020 for eight weeks or until funds are exhausted, whichever comes first.

More information:

www.business.vic.gov.au/support-for-your-business/grants-and-assistance/commercial-landlord-hardship-fund

Commercial Tenancy Relief Scheme

Commercial tenants are entitled to rent relief under the Commercial Tenancy Relief Scheme if they occupy premises under an eligible lease, are an SME with an annual turnover under \$50m and are participating in JobKeeper. The Victorian Government has extended the Commercial Tenancy Relief Scheme until 31 December 2020. In addition, free mediation for commercial tenants and landlords is available through the Victorian Small Business Commission.

More information:

www.premier.vic.gov.au/pause-evictions-extended-and-extra-renter-protections



Hospitality Business Grant Program

The Hospitality Business Grant Program provides \$25,000 grants to eligible businesses that have a payroll of \$3-10 million, plus an additional \$5,000 for each additional premises, capped at \$20,000; and a further \$20,000 for those with premises located in the Melbourne CBD.

More information:

<https://www.business.vic.gov.au/support-for-your-business/grants-and-assistance/business-support-package/hospitality-business-grant-program>

For a full list of business support initiatives visit www.business.vic.gov.au

FREE BUSINESS TRAINING

If you've got some spare time, there are many free business training and development opportunities available.



Upskill My Business - Free Online Courses

Topics include: accounting and finance, business basics, business recovery, communication, customer expectations, export, innovation, leadership, marketing, retail, sales, sustainability and technology.

Training providers include: Australian Retailers Association, Deakin University, Fair Work Australia, Global Victoria, La Trobe University, Business Victoria, University of Melbourne and the Victorian Chamber of Commerce & Industry.

More information:

<https://upskill.business.vic.gov.au/>



Melbourne Innovation Centre - Online workshops, resources and mentoring

Melbourne Innovation Centre's free Business Resilience Program aims to assist Victorian small businesses affected by COVID-19 and includes workshops, resources and mentoring. Due to their popularity, mentoring sessions are subject to availability.

More information:

<https://www.melbourneinnovation.com.au/business-resilience-program>



Business Victoria Workshops:

Topics include: starting a business, business planning, commercialising your Idea, taking your business online, selling or succession planning and more.

More information:

<https://www.business.vic.gov.au/events-workshops-and-mentoring/attend-workshops-and-seminars>