



# WYNNING BUSINESS NEWSLETTER

AUTUMN 2021



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

WELCOME TO THE LATEST EDITION OF WYNNING BUSINESS.

Inside this edition you'll find a number of articles demonstrating the innovative thinking supporting businesses to rebuild or diversify as we transition into a new COVID-19 normal.

With the vaccine now rolling out, like you I'm looking forward to a much steadier year, including one with less rules governing how we can get out into the community, including supporting local businesses.

I know many of you were very disappointed with the short lock down in February, particularly at a time when businesses were starting to find their feet after a tough 2020. I'm hopeful that the recent circuit breaker lock-down is the last one we will see and that we can trust our contact tracing system in the future, along with the benefits of a significant number of our vulnerable community being vaccinated.

The Victorian Government has announced a business support package as a result of the recent circuit breaker shut down and I'd encourage you to find out if you're eligible to receive support. The \$143 million package includes a Melbourne Travel Voucher scheme, as a Council we will work very hard to attract visitors to Wyndham and encourage them to spend locally.

This will be my last contribution to this publication as CEO. I've resigned as Wyndham CEO to take up a new role as CEO of Hobart City Council from May 10. I've enjoyed my time at Wyndham and know that I leave the City in a good position to combat and grow post the COVID-19 pandemic.

The team at Council will continue to be available to assist and support you and I encourage you to reach out and make use of Wyndham's Economic Growth team.

Kind Regards,

**Kelly Grigsby**  
**Chief Executive Officer**  
**Wyndham City Council**

For any questions about the articles in this publication or business support  
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# FROM LITTLE THINGS, BIG THINGS GROW!



When Salvatore and Gianna Fragapane decided to emigrate from Italy to Australia, they sought a place which would provide opportunity and security to raise a family. They found both in Wyndham and established their home on Old Geelong Road, Hoppers Crossing.

Not long after settling, they demonstrated their entrepreneurial flair and started a backyard business in 1979 where they sold a few varieties of indoor plants to the Simms supermarket chain.

And things flourished - cast forward 42 years and today that backyard business is known as All Green Nursery and Garden Supplies selling over 150 varieties of plants.

Salvatore's son Romeo joined the business full-time in 1985 having been a successful market gardener in the Werribee South intensive agriculture precinct. Romeo's drive, passion and vision saw the diversification of the business and the introduction of the garden supplies channel. At this time the business was a one soil, one bark and one truck operation to cater for deliveries. Romeo's natural rapport and affinity with the residents and businesses in Wyndham enabled strong relationships to be formed and for the business to enjoy sustained growth.

Subsequently in 2006, Romeo and his wife, Linda, purchased All Green Nursery and Garden Supplies and continued to grow the enterprise which now proudly boasts over 80 employees and a transport fleet of over 25 trucks to service its customer base, supplying not only plants, but also landscaping and building supplies.



There are several key ingredients to this recipe of success:

## **Think People**

All Green place a strong emphasis on staff development and wellbeing. Even though the business is now a large enterprise it has never lost its 'family' culture. The Fragapane family place importance on staff training and have a wide range of roles within the organisation including Leadership, Business Development, Horticulture and Retail/Customer service, among many others. All Green has recently partnered with The Gordon TAFE to provide accredited horticulture training courses for its staff.

## **Think Customers**

Many relationships fostered in the early stages continue today and are highly valued by the team at All Green, some customers having been loyal customers for almost 40 years. Of course, new faces are a daily occurrence and warmly welcomed by the team.

## **Think Local**

Embedded in Wyndham, All Green Nursery and Garden Supplies proudly support a number of local initiatives through sponsorships, supply chains and also by employing local people.

[www.allgreen.com.au](http://www.allgreen.com.au)



# WYNNNOVATION 2021



## WYNNnovation Summit

The popular WYNNnovation Summit shifted to a virtual experience this year with a focus on the theme of Regeneration.

Hosted across two half days, the Summit featured an array of Australia's finest business speakers and shined a spotlight on four of Wyndham's local businesses highlighting how they have adapted to the challenges of a global pandemic.

Day one featured local business owner Jessica Cleary from Hopscotch & Harmony Psychology, Adam Ferrier one of Australis's leading consumer psychologists and disruptive strategy specialist Holly Ransom.

Day two featured founder of Carman's fine foods Carolyn Creswell and former CEO of Facebook Australia & NZ Stephen Scheeler.

We asked participants what they most enjoyed about the Summit

*"The speakers were all terrific; and the content of each presentation was interesting and helpful"*

*"Quality of the speakers and the showcasing of local business stories"*

*"I really liked Carolyn Creswell. I think she gave new and growing businesses lots to think about".*

## WYNNnovation Masterclass

Back by popular demand after a stellar keynote presentation at the 2020 WYNNnovation Summit, Michael McQueen returned to WYNNnovation to facilitate the 2021 Masterclass "The Post Crisis Kickstart".

Forty local businesses participated in the half day online session which provided an insight into ways in which businesses can manage a crisis situation and foster a culture of innovation to assist with recovery.

We asked participants what they most enjoyed about the Masterclass:

*"The interactive nature of the session, and ability to chat with other business owners was great."*

*"I love how Michael helps us see the big picture and think more strategically."*

## WYNNnovation Pitch Competition

The annual WYNNnovation pitch competition returned for 2021 taking a number of local businesses through a 4-session program aimed at developing their presentation and pitching skills.

Business owners and entrepreneurs who took part in the sessions worked on establishing their ideal pitches before the grand finale on February 26th where three pitches would win a share in \$7,000 worth of prizemoney.

The final pitch event was held at Encore Events Centre where ten participants took to the microphone to showcase their business/idea/service. Each and every participant demonstrated how much they had grown through the course of the program delivering outstanding presentations making the judges job very difficult.

Congratulations to all participants and to the three winners on the day:

\$5,000 Grand Prize winner-  
Dene Menzel from Branthem Creative

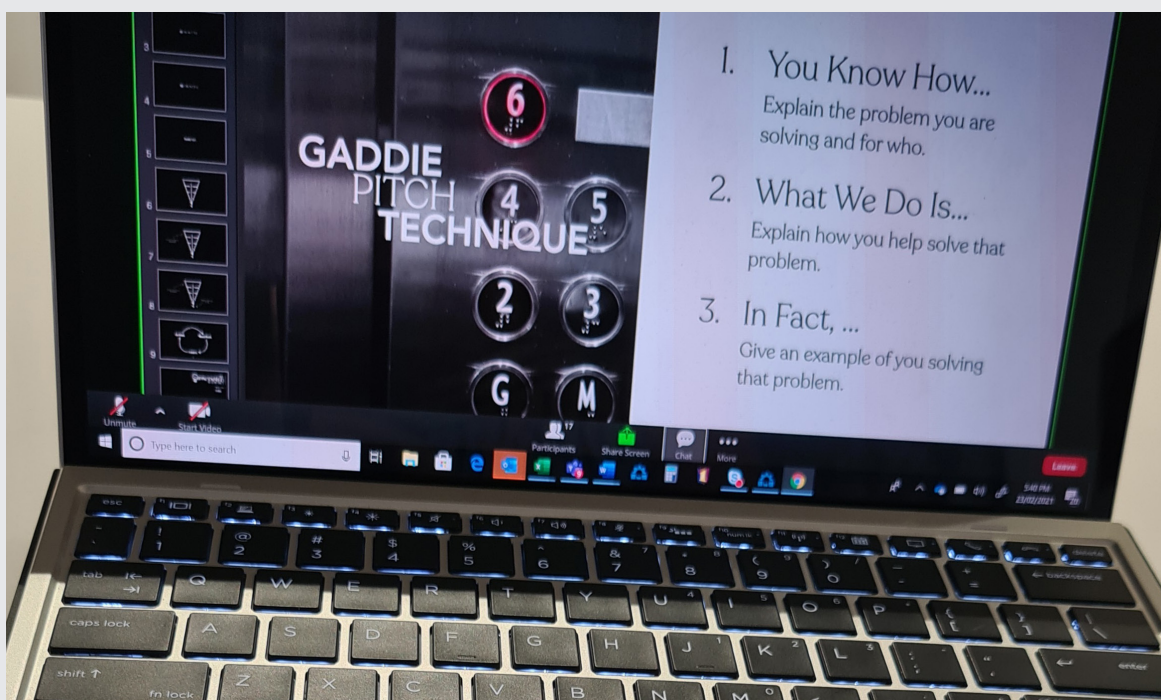
\$1,000 Adaptability winner-  
Julie Doyle from Cocoon Business Solutions

\$1,000 Growth winner-  
Linda Sullivan from Night Ollie.



Participant's group photo

# WYNNOVATION 2021 DIGITAL PRESENCE PROGRAM



## WYNNovation Community Classroom- Kickstart Your Retail Digital Presence Program

A new initiative for 2021, this program took 10 local businesses through a 4-session program aimed at building their digital presence. The program has now concluded with all four sessions being held online with facilitators from Victoria University.

Participants heard from a number of keynote speakers throughout the four weeks starting with participants thinking about their entrepreneurial mindset before making their way through the remainder of the program looking at their customers, competitors and the best ways to market their product or service including how to establish and best structure and design a website and online store.

Following the program, participants were given the opportunity to further their experience by taking part in the Victoria University Adopt-a-shop student consultancy program along with further education with VU's Certificate in Entrepreneurial Mindset available later in the year.

**WYNNovation is proudly brought to you by Wyndham City's Economic Growth Team with the generous support of festival major sponsor Victoria University Polytechnic.**

Victoria University (VU) Polytechnic is the proud sponsor of the 2021 WYNNovation Festival.

As Victoria University's vocational education provider, VU Polytechnic offers accredited courses, apprenticeships, traineeships, non-accredited short courses and customised training programs that link closely with industry needs, skills and jobs.

If you are exploring a new career, or wanting to enhance your skills VU Polytechnic offers over 130 courses, that will help you build the skills you need to succeed and achieve your career goals with confidence.

To learn more about what learning looks like at VU Polytechnic and to find the course for you visit [www.vupolytechnic.edu.au](http://www.vupolytechnic.edu.au)



Shivaji Kumar  
Vangapandu

# MR & MRS CLOUD

**Mr & Mrs Cloud is an Australian Wyndham based Education Tech start-up built with a passion for a global audience.**

## The Past

They started their journey in 2018 training professionals globally, specialising in Cloud computing, Artificial Intelligence, Machine Learning, DevOps and software development. Having trained professionals from companies like Google, IBM, British Telecom, Nestle, Foxtel, Telstra, Accenture, ANZ, NAB and Capgemini, Mr and Mrs Cloud established themselves in the industry.

## The Present

Currently focused on teaching 21st century digital skills and technology to children from Grades 1 - 12, Mr and Mrs Cloud strongly believes that teaching children ONLY CODING is a WASTE of time - instead, the focus is in teaching computer science. Learning computer science is not about earning a degree, rather it is about understanding the logic, problem-solving, and resolving problems with creativity. Mr and Mrs Cloud want our children to skill up in two different categories of skills that will thrive in a 2030 society:

- 1) Digital Literacy and computational thinking.
- 2) Human cognitive skills - communication, collaboration and creative problem-solving.

Just as children learn how to write an essay, Mr and Mrs Cloud believes it is important for every 21st century child to have a chance to learn how the internet works or design an app or how future technology works.

Digital literacy and computational thinking are the first steps in solving complex problems in the ever-changing world, and this is what Mr and Mrs Cloud offer in their services to local kids.

## The Vision

The vision which drives Mr and Mrs Cloud is to enable children to be future technology creators and global problem solvers, not just be a future computer user. They want children to be excited about technology and inspire them to create 21st century digital products for global audiences. With a strong belief that ordinary students have extraordinary talents, Mr and Mrs Cloud personalise learning opportunities for everyone.

Mr and Mrs Cloud want to empower children to be:

- Informed digital citizens
- Contributors to digital solutions for problems faced by the world
- Creative communicators and collaborators
- Keen learners, users and ambassadors of computing and digital technologies.
- Able to bring out best of their inherent skills and talent.

About the Founder: A proud Wyndham-based business owner, Shivaji Kumar Vangapandu has embraced teaching as his passion and profession. He has coached 1200+ professionals in the technology space (Cloud/AI/ML/Data Science). Shivaji himself is a continuous learner and a knowledge seeker, and the future fascinates him. Shivaji immerses himself in understanding the current scenario, challenges, potential, and setting up a course for the future accordingly.

[www.mrandmrscloud.com](http://www.mrandmrscloud.com)

