



WYNNING BUSINESS

NEWSLETTER

WINTER 2021



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

WELCOME TO THE WINTER EDITION OF WYNNING BUSINESS.

The end of May and early June has been a very frustrating time for the local community. I know many in the small business community are particularly impacted with the State Government's most recent circuit breaker lockdown.

Small businesses have rightly called for support from both the State and Commonwealth and I want to encourage you to ensure your business is receiving all the support available to you.

The State Government has announced in excess of \$460 million to support small and medium-sized businesses, including sole traders. The grants will provide \$5,000 for both employing and non-employing business in sectors impacted by the lockdown. For Licenses Hospitality Venues, this amount will be \$7,000 per eligible business. More information for both grants can be found on the business.vic.gov.au webpage.

In early June the Commonwealth Government announced that they would support workers who've had their hours of work and income significantly affected due to the lockdown. Eligible workers will receive up to \$500 per week for losing 20 hours or more of work, and \$325 per week for losing under 20 hours per week. Please encourage your workforce who meet this test to make contact with Services Australia on 180 22 66 or visit the Services Australia website.

As a Council we have continued to promote the importance of spending local, both in terms of the economic support in the short-term, and also the employment benefit for our local residents working in local businesses. The Council wants to see businesses survive this lockdown and be around for the community in the months and years ahead.

Warm Regards,

Natalie Walker
Chief Executive Officer (Acting)
Wyndham City Council

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EVER WONDERED WHERE CARDBOARD TUBES ARE MADE?



Right here in Wyndham is the answer thanks to P&G Paper Tubes. Located in Agosta Drive, Laverton North this business impresses far beyond simply being a manufacturer – and that in itself is no mean feat.

It is well known that Australian manufacturing has significantly changed in recent decades with many products that were traditionally made locally, now made overseas. Clothing, footwear, cars, furniture, technology – you name it – most consumer goods that we regularly purchase are not Australian Made. However, P&G Paper Tubes is bucking the trend.

P&G specialises in producing quality spiral wound cardboard tubes and cores, at competitive prices and offers a fast turnaround. Servicing the domestic market, the business prides itself on producing a quality Australian Made product.

The cardboard tubes and cores are made from 100% recycled fibreboard and are used by a variety of industries including companies that produce and convert carpet, paper, fabric, plastic and labels to name just a few. The business also produces mailing tubes.

P&G uses different grades of paper materials with varying strengths and thicknesses allowing the business to customize each job individually. The manufacturing facility allows the business to identify and monitor strength requirements and moisture levels.

The business was acquired by visionary, Doug Abdiel, in 2017. Doug, a highly driven individual, took on P&G with the view to establishing a social enterprise. Having witnessed firsthand the plight of individuals in war torn countries, Doug aims to help assimilate newly arrived refugees and asylum seekers into Australia by providing an initial employment opportunity.

A remarkable individual, Doug in his 'spare time' is a Major in the United States Marine Corp and is Google's Head of Asia-Pacific Partnerships and Platforms Deals, Incentives and Pricing.

He is also Non Executive Director and Chairman of the P&G Board.

The staff at P&G are relatively new to Australia and face barriers to employment on a number of fronts including language, literacy, skills and an understanding of the framework in which we operate. P&G provides its staff with training to not only equip them with employable skills but also to provide education in language, numeracy and matters such as bank accounts, superannuation and tax file numbers.

Essentially Doug aims for P&G to have a revolving door where individuals start with the business, skill up, and then leave having found employment within other enterprises making way for another person to join the P&G team. The outcome is transformative for the individuals involved and by osmosis, their respective families.

Doug isn't involved in the day to day operations of the business leaving that to Operations Manager, Adam Ho, who is continually looking for ways to grow and strengthen the business. Adam is acutely aware of the competitive environment P&G operate in and embraces innovation as a way to stay ahead of the pack.

Of note:

- The business has employed 26 people in the area over the last four years, and an additional 30 across Australia working on other projects.
- The non-profit arm generously makes available training funding to support other organisations seeking to employ refugees and asylum seekers. **P&G Purpose Training Funding**
- Likewise online multi-lingual **Free Safety Training**

Well done to Doug, Adam and the team at P&G Paper Tubes. Setting the standard on a number of fronts and one to watch!

For more information

www.pgpapertubes.com.au

FUNDS UPDATE

At the Ordinary Council Meeting of 25 May 2021, Council formally endorsed the distribution of a total of \$450,000 in business grants under two separate programs.

The Small Business Entrepreneurship and Innovation Fund, initiated for the first time will be made available annually to all eligible local small businesses.

With the aim of enabling entrepreneurship, innovation and accelerated business growth the fund is divided into two streams; with Stream 1 available to start-ups and early stage companies and Stream 2 available to small businesses which have been established for more than two years.

Assessed on a competitive basis through the adoption of a weighted assessment criteria, twenty-nine local enterprises received funding grants ranging from \$2,000 to \$10,000. These payments were made available to each successful applicant on following the signing of a legal funding agreement which set out instalments subject to the recipient demonstrating project progression and final delivery.

Similarly the Manufacturing and Primary Producer Development and Expansion Fund was underpinned by a robust application and accountability process. This fund is a once off being part of Council's broader WynLocal Economic Support Package in response to COVID19.

There have been significant shifts in the local, national and international economies as we respond to COVID19 and the commentary around the need to support and re-energise Australia's manufacturing and primary production sector has been a constant. For Wyndham these sectors account for 11% of the City's employment base and a very substantial 24.4% of the City's economic output which is far more than any other sector. Supporting the development of new technologies, research and development activity and diversifying export capability are all critical for not only the sector but more broadly Wyndham's economic prosperity.

If your business missed out on these opportunities then we suggest that you keep abreast of what's happening by keeping your eye on opportunities at a local, state and federal level by subscribing to and regularly checking the Economic Growth Unit's monthly e-newsletter, *Business Matters In Wyndham*.

Program recipients:

Small Business & Entrepreneurship Fund:

Stream 1:

Beantalking, Swan Veterinary Care, Miss Mary Jewellery, Wyndham Review, Yumiie Homefood Marketplace, Automotive Care, Be the Brewster, Bouj Lash & Brow Clinic, Kristine Real International, Sweet as a Daisy, Inner Outer, Soterius, ITMAN, OMM Label, Mr Kloud

Stream 2:

Deborah Dickson Coaching, Perfect Party Supplies, Rollys Rolls, ConnectAuz, Security Concepts, Neevista, R Square Consulting, HiCom Accounting, Pixosoft, Nightollie, Business Addicts, Cat Napping Suburban Retreat, Transition Sports, 3ARK

Manufacturing and Primary Producer Development and Expansion Fund

Avweld Australia, Velisha Farms, Mainstream Aquaculture, P&G Papertubes, TransHume, Tollman, Shadowfax, Nature's Dairy, Future Tech Windows and Doors, ProviCo Rural

HOPHEADS

The Suburban Craft Beer Shop

Hopheads is a hybrid bottle store and bar and it has what the owners believe to be one of the most robust ranges of beer anywhere in Australia. At their Point Cook store, they have a 10 tap system that constantly rotates giving customers something new and exciting from some 300-500 beer options, each time they visit the store.

David Gatt recently spoke to HopHeads' owners - Adrian Chong and Wai Lee - to get a better understanding of the journey the business went through. HopHeads was established six years ago at a time when the Point Cook area did not have a craft beer culture. This market has grown considerably, and though still considered as a niche market, it has now gained mainstream traction and acceptance. "When we opened the Point Cook store, there were not that many bars or pubs that didn't have an attached pokies venue." The increasing population of Point Cook and its surrounding suburbs with its ever-changing demographics kept the business on its feet.

Adrian and Wai are local Point Cook residents while most of their staff and business partners live in the Wyndham municipality. Living and working in the same suburb was an attractive proposition when they setup the business. That community centric approach is still a dominant feature of the business through which they have made numerous friends, people who "we want to help where we can when we can. We enjoy being the focal points of our respective communities - the social hubs". The business was adamant in employing the right team which through its diversity combined both the agility and resilience required to succeed. "It is very much like a family.

We try to foster a culture of mutual respect and open discussion, and we work extremely hard at being an inclusive business."

Having a good understanding of the business model, providing a great customer service and being agile enough to grasp and seize opportunities that align the way were key drivers leading this business to grow flourish despite the Covid-19 pandemic. Infact, through its resilience and well supported by the local community, Hopheads opened its third store in Yarraville midway through the pandemic. This marked the third store after setting up shop in Altona two years ago. And as to plans going forward? The owners are keen to improve their online presence besides the possibility of expanding the brick and mortar footprint.

Adrian also highly commended the introduction of the pop-up park established in the SoHo Village in Point Cook. The store has been contributing to a lot of its entertainment at the park. He is looking forward that for the pop-up park initiative to continue being active and used even after this pandemic is over. "We need to ensure that we have more active outdoor spaces to keep the park active and usable which can be enjoyed by everyone."

For more information
visiophheads.com.au



Hopheads
Here for beer.



2021-2022 VICTORIAN STATE BUDGET HIGHLIGHTS

Recently the Victorian Budget for 2021-22 was announced by the Victorian Treasurer, Tim Pallas and has delivered on some important projects for Wyndham.

Key gains include transport infrastructure with work starting on planning Westlink - Ison Road rail overpass bridge, additional capacity on the Wyndham Vale rail line, an upgrade to the dangerous intersection at Derrimut and Boundary Roads, and additional bus routes in Tarneit North. Five new schools will be constructed, and land acquired for another four. We have also seen gains for health and community services with ongoing funding for housing support, employment and youth programs, and expansion of emergency facilities at Werribee Mercy Hospital and funding for construction of the Point Cook Community Hospital.

Some of the Budget Wins for Wyndham include;

Wyndham Westlink - \$14m for the construction of a bridge over the Geelong-Melbourne rail line to connect Ison Road through Wyndham West and the Princes Freeway corridor. There is also funding to develop a business case for upgrades to the Werribee Main Road/Princes Freeway interchange.

Western Rail Plan - \$93.6m for capacity improvements to Wyndham Vale and Melton rail corridors to enable the future operation of higher capacity trains, including 9 car VLocity trains. Funding is also provided to undertake development work for a new commuter train, as a future replacement for the existing classic fleet currently operating on regional lines.

Road Upgrades - \$2 million to upgrade and signalise the Derrimut Road and Boundary Road intersection in Tarneit.

Bus services - Tarneit North was included in announcements of new or extended bus routes.

Primary and Secondary Education

Construction funding for five schools, to open in 2023 and 2024

- Holyoake Parade Primary School in Manor Lakes - 2023
- Riverdale East Primary School in Tarneit - 2023
- Tarneit Mission House in Tarneit - 2023
- Lollypop Creek Primary in Werribee - 2023
- Truganina North Secondary College in Truganina - 2024. This will be the first stage of a new two-campus secondary school opening in 2024, which will accommodate 2,200 students once complete.

Land acquisition for four new schools in Wyndham and school upgrades for Alamanda College, Tarneit Senior College and Manor Lakes P-12 College.

Werribee Mercy Hospital - funding is provided for service and capital planning to determine the future requirements of adult emergency departments at Werribee Mercy Hospital.

Point Cook Community Hospital - funding for construction.

Some Budget misses;

The **WIFP** is a significant precinct that would include a rail terminal for transfers between trains and trucks, and co-located freight and logistics activities. The preferred site for the State Government is in Truganina, adjacent to industrial areas in Wyndham. However, no direct funding has been announced as part of the State Budget. The Council will continue supporting the Melton City Council and other western region councils to advocate for the securing the State Government's commitment to the site in Truganina.

2021-2022 FEDERAL BUDGET HIGHLIGHTS

The following are some of the Budget wins which Wyndham City secured through its submissions and previous advocacy.

Guaranteeing Universal Access to Preschool - Ongoing funding for 4-year-old kindergarten/ preschool for 15 hours per week per child subject to states and territories agreeing to federal reforms. This would achieve the current aim of the I Love Kinder campaign which Wyndham City has led nationally since 2017.

Werribee Irrigation Modernisation - \$11.0 million for Stage 4 & 5 Werribee Irrigation District Modernisation. This will replace an inefficient channel-based irrigation network to reduce water losses and improve reliability.

Expansion and Extension of the Local Jobs Program - \$213 million for the expansion and extension of this program to 51 regions until June 2025. Wyndham is a member of the Local Jobs Program and this funding will help progress employment initiatives in Wyndham.

Melbourne Intermodal Freight Terminal - up to \$2.0 billion for the Melbourne Intermodal Terminal, subject to an equivalent contribution to be provided by the Victorian Government, to be located at either Truganina or Beveridge.

Outer Metropolitan Ring - \$10m for a detailed business case for the Outer Metropolitan Ring/E6 Corridor.

Some Budget Misses

Enhanced Employment Services - no continuation of federal funding for these programs under the Regional Employment Trials.

There was no federal funding for the **Western Rail Plan and new Regional Rail Link stations, Westlink / Ison Road Bridge** nor mention of the **North and West Melbourne City Deal** development process.

Other budget outcomes

As part of the Federal response to the COVID-19 pandemic, an additional \$1.0 billion to fund further **Local Roads and Community Infrastructure**. An additional \$1.0 billion over 12 months has been committed towards the **Road Safety program**. As part of the **Strategic Local Government Asset Assessment Project** Phase 2, there is a \$12 million funding for an increase in the knowledge of local government road managers on the capacity of local government road assets. The federal government has also provided an investment towards **mental health, aged care** and **women**.

LONG ISLAND HOMES

Enriching the Lives and Homes



Long Island Homes is a specialist builder of new homes located in Point Cook. Craig Delaney, CEO of the Company, started this business back in 2007 from their Sneydes Location. The business has always kept the same focus in that it provides clients with more than just “out of the box” solutions that are typically associated with volume-built homes. Long Island homes feels that the innovation aspect of their design is what differentiates them from competition. They employ specialists to provide environmental designs with outstanding quality regardless of whether it's to take into account window selections, lighting or insulation. These designs include numerous options that range from open voids, versatile butler's pantries and expansive indoor/outdoor living. They also offer a range of façade options for homes ranging from Contemporary right through to Hampton styles.

Long Island's strategic focus has always been to deliver homes in the western suburbs of Melbourne and Geelong and is committed to solely servicing these building zones as it feels that the western suburbs are certainly an ever-growing corridor driving job creation and long-term prosperity. Moreover, the abundance of open land within Wyndham allows for new areas to be designed while balancing the needs of both commercial and residential residents. According to Craig, “Wyndham City has a sound track record of listening to its corporate citizens when it comes to the business needs, which we find very refreshing.”

In 14 years, the company has grown from 6 people in a garage to now employing a 40-strong workforce – most of whom are from the western suburbs of Melbourne. According to Craig, the



team consists of Terrific Long Islanders who are passionate about their work with a big focus on handing over wonderful family homes purpose built to meet customers' needs. Having the right team in place is not enough, Craig says. Creating the right culture is equally important for him. He was always keen on striking a balance between having robust business processes and keeping the family dimension of a smaller firm very much alive. He believes that this balance is the main secret of the success the Company has had so far.

Having their display homes and designs recognised by the Master Builders Association of Victoria with the prestigious ‘Best Display’ award for 6 years in a row certainly demonstrates the superiority of this builder's innovation practices which the customer can view around the western suburbs including in Tarneit, Aintree, and Geelong.

Looking on towards the future, Craig and his team are continuing to design their houses to take advantage of future technologies and market trends, such as “dual living”, assisted age care and reunited families. Long Island Homes plans to be more targeted in its approach to social media and make the best use of technology to enable even better interaction and optimisation of processes. This is to engage better with the customer and provide them with a seamless experience while committing to keep improving on what they do... enriching their customers' lives.

For more information
www.longislandhomes.com.au

Cr Mia Shaw and Western United Football Reps
at Werribee Race Day



Lesley Rogan with Emma Maycock - Practice
Manager at CSCG with their Office Dog



Cr Mia Shaw, Michael Barlow, Coach, Werribee
Football Club and Barbara McLure, CEO,
Committee for Wyndham



Economic Growth Team with All Green Nursery



Participants at the Work Less & Achieve More
Training Session by Brad Regan



Lesley Rogan at P&G Paper Tubes



Mayor Cr Adele Hegedich with All Green Nursery



P&G Paper Tubes - Mayor Cr Adele Hegedich
and Adam Ho

