

BUSINESS FRANKSTON

promoting prosperity

JUNE 2005

FOR YOUR DIARY

E-BUSINESS WORKSHOP

> 3 AUGUST 2005

E-BUSINESS with Craig Reardon, from 'The Plant'.

Craig Reardon has been assisting Victorian businesses with their online plans, strategies and web sites since 1995.

As a result of his work in innovative Internet solutions, Craig is in high demand to speak on e-business to Australia's small business community.

BUSINESS CONNECT BREAKFAST

> 7 SEPTEMBER 2005

SOCIAL TRENDS AND LEADERSHIP seminar with **Mark McCrindle**.

Mark McCrindle, MA, BSc. (Psychology), QPMR, is one of Australia's foremost social researchers. He extensively researches 'new generations' and accurately tracks emerging trends.

By taking the social pulse of the nation, he is able to analyse the constant changes and communicate the implications these will have on your business.

MICRO & HOME BUSINESS A VITAL SEGMENT OF OUR ECONOMY

Recent figures released from the Australian Bureau of Statistics show that 1,660,000 or 12.85% of Australia's complete working population is working for (or is the owner of) a small, micro or home-based business. More than two-thirds of all businesses in Australia are run from home.

This is a significant increase in the total number of small, micro and home businesses operating throughout Australia, up from only 1,591,500 in 2003.

Without so many M/HBB (Micro or Home Based Businesses) in operation today, Australia would certainly not be enjoying the current level of economic prosperity. The fact this number is growing so rapidly will only improve the country's economic situation further.

In Frankston there are more than 3500 Micro or Home Based Businesses, with more being established every week. More than 85% of all businesses in the South-East Region are considered to be Micro or Small Businesses.

The Micro and Home Business Network is inviting all Small and Home-Based businesses across Australia to nominate for the **2005 BarterCard Micro and Home Business Awards**. There are seven main categories and eighth special categories to choose from, so whatever business you are in, there is sure to be a category to suit you.

If you know of a Micro or Home Business that deserves recognition, encourage them to go to the web site and enter the Awards. Entries close Monday 1st August 2005.

SOURCE: MICRO AND HOME BUSINESS NETWORK
www.mbn.com.au

WORKING FROM HOME WHAT YOU NEED TO KNOW

Home Based Businesses (HBB) account for a significant proportion of businesses in Frankston. If you operate a home-based business, or are considering setting one up, there are a number of questions you should ask yourself:

Is home the best place for my business?

Running a business from home is a great way to get started – the rent is low; there are tax advantages; you don't have to commute; and it allows great flexibility in the way you run your business.

However, many HBBs grow too big for the backyard, and end up imposing unreasonable demands on your home, your neighbours and your personal life.

There are benefits to be gained from renting or buying specialised premises made to support your business, as well as the professional impression you convey to your clients.

Make sure you know when it's time to move your business out of home.

Do I need a planning permit?

Frankston City Council has a number of guidelines for you to determine whether or not you can operate a business from home without a Planning Permit.

You can obtain a '**Home Occupation**' advisory sheet from the Town Planning Department to self-assess whether or not you will need a permit, or if you should consider an alternative location for your business.

Contact **TOWN PLANNING** for a copy of the Home Occupation advisory sheet on 9784 1888.

If you are considering setting up a small business, at home or elsewhere, please contact **BUSINESS FRANKSTON** for information and support.



www.frankston.vic.gov.au

BUSINESS FRANKSTON HOTLINE 9784 1888

COUNCIL SERVICES NOW AT CARRUM DOWNS LIBRARY

Frankston City Council has opened a service point at the Carrum Downs library. The new "shop" provides residents with access to most of the services offered at existing customer service outlets from the comfort and convenience of their local library.

Services include:

- Rates payments
- Pet registrations and payments
- Requests and payments for green bins and recycling bins
- Requests for disabled parking
- Waste collection calendars
- Parking infringement payments
- Kindergarten enrolments
- Immunisation day information
- Asset Protection Insurance applications

There are now three Council "Shops" located throughout the municipality:

- **Carrum Downs Library**
 203 Lyrebird Drive, Carrum Downs
 Phone: 9782 0418
- **Langwarrin Shop**
 Shop 6, Gateway Shopping Village,
 Langwarrin
 Phone: 9775 5122
- **Seaford Shop**
 120 Nepean Highway, Seaford
 Phone: 9784 1838

EDUCATION STRATEGY

Frankston City Council has commissioned the development of an Education Strategy as an important step to bring to life its Council Plan commitment of Frankston becoming a "Learning City".

Consulting group Sinclair Knight Merz (SKM) was commissioned to undertake research and develop a draft strategy in 2004. This draft strategy has been presented to Council and is now available for public comment.

A Public Meeting was held in May to discuss the draft strategy. Following the receipt of public submissions, the strategy will then be modified and action items prioritised and assigned to relevant groups for action before being submitted to Council for adoption.

One of the key elements of the Strategy involves strengthening the links between local business and educational institutions, including schools, Chisholm TAFE and Monash University. The business community is a key player in the development of Frankston as an outstanding City to live, and learn. By helping ensure that the needs of local businesses are met with targeted education campaigns Council is working to achieve its vision of Frankston as an "outstanding City on the Bay".

For a copy of the draft Education Strategy, visit www.frankston.vic.gov.au and click on the "Education Strategy" link.

EMERGING ATHLETES

COUNCIL SEEKS SPONSORS FOR NEW SPORTS STAR PROGRAM



Haylee Reddaway has been named a member of the Australian team for the 2005 World Championships in Montreal.

Frankston City Council is seeking local businesses to become involved as sponsors in a new funding program aimed at financially supporting talented junior athletes in the municipality.

Through its new **Emerging Athletes** program, Council aims to financially support sports people under 18 years of age competing at State level or above. The Emerging Athletes concept is the result of Frankston City Council's 2003 Sports Development Strategy which highlighted a need for Council to work in collaboration with the corporate community to develop a support scheme as a contribution toward the development of the municipality's successful athletes.

The program is supported by the Frankston Independent News which will be doing feature articles each month on the nominees and their sponsors. At the conclusion of the program in June 2006, a panel of judges will select one nominee from each month to be the Emerging Athlete for that particular sport. Ultimately those 12 selected athletes will receive funding of \$500 from Frankston City Council and an additional \$500 from the participating sponsor.

Athlete nominations began on Monday, 2 May 2005, and conclude on Thursday 30 June, 2005. Sponsorships are to be coordinated on a first-come first-served basis.

To register an interest in sponsorship, or to receive an athlete nomination form, please contact Frankston City Council's Recreation Development Officer **Cam Roberts** on **9784 1945** or via e-mail at cam.roberts@frankston.vic.gov.au

NEW PRODUCT

AUSTRALIAN BUSINESS CALENDAR

A local business has developed a great new tool to help you organise your time.

The Australian Business Calendar includes a Business Information Guide as well as important dates for your business.

The Calendar shows all important dates for lodgement of Activity Statements, Payroll and Superannuation – all clearly marked and colour coded in a 14-month financial year calendar.

You also get information about contact points for award wages, WorkCover, ATO, training centres, OH&S, and an A – Z list of State and Federal agencies and authorities.

For more information, go to www.austbusinesscalendar.com.au

FRANKSTON ONLINE BUSINESS DIRECTORY

www.businessfrankston.com.au

With over 5000 local businesses registered, this is the first place you should look for business supplies. If you're not registered, contact Business Frankston.

YOUR FEEDBACK

PROMOTING PROSPERITY is the Frankston City Council newsletter for the business community in Frankston.

We would like to know what you think of it and we welcome and appreciate your opinion.

Please phone the **BUSINESS FRANKSTON** hotline on 9784 1888 or e-mail your comments to business@frankston.vic.gov.au

SMALL BUSINESS ADVICE GET C.A.S.H.E.D. FOR SUCCESS

Entrepreneur Dick Smith had a clear formula for success when he started his first business: CASHED. It's a collection of simple business rules that you may want to apply to your business.

Communicate

It is incredibly important for a business owner to communicate effectively. Every time you speak to a client, supplier or employee there is a possibility of misunderstanding, and every misunderstanding costs you money.

Ask

Ask the advice of others, and adapt their strategies for successes to suit your business. People love to be asked.

Simple

Use common sense and keep everything simple.

Honesty

You've got to surround yourself with other capable people, and you need to be completely honest with them. If you don't tell them the truth, why should they tell you?

Enthusiasm

You must be enthusiastic if you want to convince people to do business with you. You must believe in your product or service, and convey that belief to your customers.

Discipline

You have to work incredibly hard, especially in the early days – 80 to 90 hours a week. But you must have a goal for that work to be effective.

Don't work that hard forever. Take the time to evaluate your work, and that of your staff, to see how much value it adds to your business. Be prepared to cut out the fun stuff that doesn't make you money.

What formula do you follow to achieve success?

BUSINESS PROFILE

- PACE HEALTH MANAGEMENT -

PACE Health Management is an innovative organisation focused on providing a higher quality of life through exercise, lifestyle awareness and well-being. In operation since 1998, the PACE studio is responsible for helping more than 120 individuals and small groups each week reach their health and fitness goals.

The team at PACE understand that every body is different, and all their trainers are tertiary qualified and specialise in tailoring programs to suit the needs of the individual. Their diverse range of clients includes WorkCover patients and individuals with injury. As a leader in the field, their broad range of expertise includes personal training, injury rehabilitation, Pilates, massage and sports conditioning.

As a respected part of the allied health community, PACE works in close partnership with local physiotherapists, chiropractors and doctors. This ensures that the service PACE provides complements and enhances the treatment being prescribed by specialists, thereby ensuring the best results for clients.

PACE is also heavily involved in providing local businesses with "life balance" programs for their staff. This type of Corporate Conditioning has been proven to increase staff morale and retention. Any type and size of organisation can benefit from these programs!

For more information on the PACE range of services, or to speak to one of their highly qualified trainers, please contact the Studio on 9770 6770 or visit them at 8 Davey St, Frankston.



INTERESTED IN PROFILING YOUR BUSINESS?

Contact Business Frankston on 9784 1888

FESTIVAL OF LIGHTS

A NICHE DRIVEN MARKETING OPPORTUNITY

Frankston City Council invites a limited number of businesses to participate in the 2005 Christmas Festival of Lights on 26 November.

With crowds in excess of 15,000, as well as television, radio and print media coverage what better reason to employ a cost effective marketing tool whilst celebrating the wonderful spirit of the community.

Whatever your objective(s), Frankston Events will tailor a package to strategically address and deliver your business needs.

“Our Company is delighted with our exposure at the Frankston Christmas Festival. We have been a sponsor for a number of years and feel the return on our investment is excellent and look forward to being involved for many years to come.”

Grant Booker – Director,
 Nepean Waste

FURTHER INFORMATION

Nicola Albery, Events Officer

Phone: 9784 1968

E-mail:

nicola.albery@frankston.vic.gov.au

or visit

www.frankston.vic.gov.au

(Events and Leisure page)



Frankston City Council

PO Box 490 Frankston
 Victoria Australia 3199

Telephone: 03 9784 1888

Facsimile: 03 9781 3117

www.frankston.vic.gov.au

FRANKSTON TOURISM INC.

GET INVOLVED AND REAP THE BENEFITS!

It's that time of the year again when membership fees to the local tourism authority, Frankston Tourism Inc. are due and no doubt, one wonders – is it value for money?

We at Frankston Tourism Inc. believe it is! For \$75, members received in 2004/05:

- The very popular Frankston Touring Map – 100,000 were printed and are still being distributed throughout Frankston, Mornington Peninsula, Melbourne and regional Victoria. Each member received a FREE listing and brief description (usually valued at minimum \$50 per entry)
- Six networking functions – Cube 37, Frankston International Motel, Sages Cottage and Children's Farm, The Spice Club, Mulberry Hill, and Moonlit Sanctuary – where members were treated to fine food and wine, the chance to meet new contacts and learn more about what's on offer in Frankston (usually valued at minimum \$20 per head – \$120)
- The Annual General Meeting and Christmas Function at McClelland Gallery+Sculpture Park. Each member had the opportunity to comment on the future plans of the Association and enjoy the superb environs and taste sensations that McClelland Gallery+Sculpture Park has to offer (valued at \$25 per head)
- The opportunity to participate on sub committees (how can we put a value on your input?)
- Monthly Minutes of the Executive Committee Meetings (priceless!)

For 2005-2006, Frankston Tourism will continue to offer value for money for the same annual fee of \$75. Benefits will include:

- Invitations to at least six networking functions
- Opportunity to host a networking function
- Free listing on Frankston Tourism's dedicated website www.visitfrankston.com (this will become available very shortly)
- Minutes of all Executive Committee Meetings
- Opportunity to join the Committee and get involved!
- Eligibility to join Mornington Peninsula Tourism Inc. in order to participate in Tourism Victoria's current campaign push for the Mornington Peninsula.

And....above all....to see the opening of the much anticipated Frankston Visitor Information Centre – summer 2005/06.

If you are not a member and would like to join and or at least learn more about the benefits of joining Frankston Tourism Inc., please contact Maxine Sando, Tourism & Events Co ordinator at Frankston City Council on 9784 1988.