

# BUSINESS FRANKSTON

promoting prosperity

NOVEMBER 2004

## FOR YOUR DIARY

### BUSINESS CONNECT BREAKFAST SEMINAR SERIES

#### ■ 2 MARCH 2005

**SHOESTRING MARKETING** with Don Keady, a marketing guru and sales and management specialist. Don is the CEO of The Australian Institute of Sales, Marketing and Management. He is a speaking professional, not a professional speaker.

#### ■ 12 MAY 2005

**FEDERAL BUDGET** with Professor John Freebairn, financial expert and regular Federal Budget commentator.

The seminar is jointly presented by **BUSINESS FRANKSTON** and Monash University, Peninsula Campus.



#### ■ 7 SEPTEMBER 2005

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

Mark is a star performer and Australia's foremost futurist.



## SEAFORD INDUSTRIAL PARK STREETLIFE PROJECT

This project is a joint initiative of the Victorian Government StreetLife Program, Frankston City Council and industrial park businesses.

The Seaford Industrial Park consists of two distinctive areas:

1. Seaford Industrial Park West – Wells Road Precinct, including Martha Street, Miles Grove and Wise Avenue.
2. Seaford Industrial Park East – Hartnett Drive Precinct, including Heversham Drive, Cumberland Drive, Peninsula Boulevard, Hi-Tech Place, Sir Laurence Drive and Apsley Place.

The project's four key objectives are to:

- Develop a visionary plan for the estate
- Develop a code of conduct for businesses
- Undertake business and investment attraction
- Investigate the feasibility of a business acceleration facility for the Industrial Park.

The project will include the development of information materials such as economic data, Industrial Park Web site, information booklet and a contact tracking system for investment and new business queries. Project ambassadors and business champions will be appointed to assist in promoting the project.

Project Officer Anne Warner can be contacted on 9784 1887 or e-mail [anne.warner@frankston.vic.gov.au](mailto:anne.warner@frankston.vic.gov.au)

For further information or to register your interest to participate in this exciting project, please phone **BUSINESS FRANKSTON** on 9784 1888 or e-mail [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

## SUSTAINABILITY @ WORK

### CARING FOR THE ENVIRONMENT

#### FOOT STREET PLASTIC BAG FREE CAMPAIGN

The Foot Street shopping strip is poised to become Frankston's first environmentally friendly retail area by trialling plastic bag-free packaging. From 1 April 2005, Foot Street Traders are aiming to no longer give plastic bags to customers.

Recently, the traders from Foot Street formed a working group consisting of:

- Foot Street Pharmacy
- Jenny's Fruit & Vegetables
- Peter's Fish and Chips
- Foot Street Bakery
- Dart's Butcher and Deli
- Foot Street Newsagency

The campaign will start in January 2005 with posters and media releases advising the public that Foot Street is going plastic bag-free. During the campaign all traders will remind customers each time they make purchases that from 1 April 2005, no more plastic bags will be given.

As part of the campaign, traders will give free reusable bags from selected shops. Reusable bags sporting a Foot Street logo will be available for purchase for \$1. For those customers who find it hard to break the plastic bag habit, paper bag alternatives will be available.

Each week for the first nine weeks of the campaign, a different shop in Foot Street will offer a bounty of free purchases to a lucky shopper who returns with their reusable bag.

Frankston City Council's Environmental Department will purchase 5,000 reusable bags with slogans printed on them. The bags will be distributed to the shops and available for purchase. Funds from sales will be used to purchase more reusable bags.

For further details, phone Alison Winn on 9784 1768 or e-mail [alison.winn@frankston.vic.gov.au](mailto:alison.winn@frankston.vic.gov.au)



[www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

**BUSINESS FRANKSTON HOTLINE 9784 1888**

## BUSINESS FRANKSTON SERVICE DESK

Business enquiries hotline **9784 1888**

## FRANKSTON ONLINE BUSINESS DIRECTORY

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

## 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](mailto:business@frankston.vic.gov.au)

## INTELLECTUAL PROPERTY (IP) TIPS FOR YOUR BUSINESS

### Did you know that:

- A company or business name registration is not the same as a trade mark?
- Your business won't automatically own new ideas, developments, documents or programs created by your contractors?
- Once you tell others about your new product or invention, it may be too late to protect it from being copied by your competitors?

### What to do about protecting your IP

- Make a list of all your IP or, if you are unsure, seek professional assistance with this task.
- Clarify your legal rights and what you need to do to fully protect your IP – not only in Australia but in any other countries in which you intend to do business.
- Make sure you are not infringing on anyone else's Intellectual Property.

For further information about IP, phone Mary-Ann van Ballekom, IP Partner at White Cleland Lawyers, on 9783 2323.

**WHITE CLELAND**  
LAWYERS, CONSULTANTS & NOTARIES

## BUSINESS PROFILE

Frankston's largest law firm, White Cleland, is celebrating 50 years in business in 2004.

White Cleland has 40 staff, providing a full range of legal services to local companies, small businesses and individuals. It's invaluable for Frankston's businesses to have access to the legal skills and resources offered by this long-standing and successful firm, whose client base also includes federal and state government departments, public companies and financial institutions.

Since 1954, White Cleland has also provided support to many local community organisations, including thousands of hours of unpaid service to the community's legal centres, hospitals, educational institutions and charitable bodies.

In 2005, the firm will once again be Principal Partner of the Frankston Arts Centre. For further information, visit [www.whitecleland.com.au](http://www.whitecleland.com.au)

## SUSTAINABILITY @ WORK CARING FOR OUR PEOPLE

### REAL ESTATE INVESTMENTS VERSUS CORPORATE SOCIAL RESPONSIBILITY – HOW DO WE ESTABLISH A FAIR AND EQUITABLE MEDIUM?

The investment world can no longer ignore models of corporate social responsibility when dealing in the real estate sector. Macro issues of ethics and community values play a key role when it comes to resolving the tensions between landlord, tenant and real estate agent. Despite this, real estate or "bricks and mortar" continues to be a popular investment choice for "mums and dads".

Within this continuum, corporate social responsibility is not simply about financial return, it is about sustainable, life-forming decisions which impact on a diverse fold of people.

Historically, meeting the needs and expectations of such a diverse social community can be complicated, especially when discussing the legal rights and responsibilities of all parties, let alone the social obligation angle.

Council's Social Strategy and Planning Department, in conjunction with the Frankston Housing Forum, is seeking expressions of interest from landlords, real estate agents, tenants and other parties interested in registering for future forums and discussion groups, regarding best outcomes for the private rental and investment market. Issues relating to corporate social responsibility, sound financial investment and improving social outcomes for landlords, tenants and agents will be the focus of discussions.

To register your interest, please phone Social Policy Officer Lisa Saint-John on 9784 1851.

## WOMEN'S BUSINESS GROUP

Frankston will have its own women's network in 2005, to be established under the auspices of the Frankston Business Chamber. Membership will be open to all women in the municipality – whether they own their own business, work for a business, work from home, or are currently not in the workforce. The network will offer excellent opportunities to forge contacts and extend skills.

Events will include a range of workshops, training and discussion groups on issues relevant to women in business and in life. Every event will be a networking event! The first meeting is scheduled for 14 February 2005, when the network will be officially named and launched and further details of its 2005 programs announced.

For further enquiries, phone Liz Small on 9775 5959 or e-mail [lizsmall@optusnet.com.au](mailto:lizsmall@optusnet.com.au)

## NETWORKING IS ...

- today's important business skill, strategy and marketing tool
- access to information and individuals that offer assistance
- keeping you current, competitive and motivated
- creating a balance and a bridge between personal and professional activities
- assisting developing aspects of your business and community life
- building trust and credibility to further your customer and friendship base

## MELBOURNE'S SOUTH EAST ECONOMIC DEVELOPMENT STRATEGY LAUNCH

The Hon. John Brumby MP, Minister for Innovation, Industry and Regional Development launched the 'Prosperity For The Next Generation' – A Regional Economic Strategy for Melbourne's South East 2003- 2030 on 28 October 2004 @ Sandhurst Club, Skye.

In an unprecedented demonstration of co-operation and collaboration, 11 councils and three utilities in Melbourne's South East worked together over three years to develop an economic strategy that would build on the strategic advantages of the south east region.

The resulting 30-year strategy outlines for the first time the challenges and opportunities facing South East Melbourne as it strives to maintain its position as one of the premier investment locations in Australia. The strategy focuses on the major infrastructure projects of the region such as the Mitcham-Frankston Freeway, water recycling at Carrum Downs, Central Harbour @ Frankston and the planned Synchrotron as a means to strengthen the economic, social and sustainability framework of the region.

The strategy is a blueprint for the region which houses over one million people and which will contain 42% of the metropolitan population between 10 to 14 years of age over the next 20 years.

The launch was attended by 130 representatives from the 11 councils and major businesses in the region.

Copies of the strategy are available from the Civic Centre, Council's Seaford and Langwarrin shops and Frankston and Carrum Downs Libraries.



## CITY NEWS

### FRANKSTON CENTRAL ACTIVITIES DISTRICT UPDATE

Construction is progressing well on the Bayside Entertainment complex, in Wells Street. The new entertainment, dining and retail venue, incorporating over 400 car parking spaces, includes a 12-screen Australian Multiplex Cinema complex, a 10-lane Strike Bowl Bar, Peninsula Surf, Ha'penny Bridge Irish Pub, Eccoqui Restaurant and others. The venue will open with a street party on 2 December 2004.

Works have started on the extensions to Bayside Shopping Centre on the North of Beach Street car park site sold to CFS Gandel Retail Trust for \$8.2 million in March 2004. The new complex will include a discount department store (Kmart), supermarket (Safeway) and around 55 specialty shops. Part of the complex is scheduled to open in late 2005 with the project expected to be fully completed by early 2006. When complete, the complex will have nearly 1,800 car spaces. Combined, the two projects represent an investment of \$140 million and are expected to create about 1,000 effective full time jobs and attract an extra 800,000 visitors to the CAD annually.

The Transit Cities Structure Plan and Development Framework Study are also progressing with the recent display of concepts for various precincts identified across the Central Activities District. The Transit Cities project is investigating opportunities to encourage residential living in the CAD. This month, a public display will detail schemes prepared for the Transit Interchange precinct, created following an architects' workshop in July. Also displayed will be details of a heritage review of the CAD and a review of height controls across the CAD. The business community is encouraged to view these displays and provide feedback to Council. For inclusion on Council's mailing list for Transit Cities project bulletins, phone Allison Wallace on 9784 1941.

For further information on these projects, visit the City Development page at [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au) or phone Frankston City Council's Strategic Planning Co-ordinator, Kevin van Bortel on 9784 1089.

## THANK YOU

**FRANKSTON CITY COUNCIL  
 SINCERELY APPRECIATES THE  
 GENEROUS SUPPORT OF:**

- Showtime Attractions
- Nepean Waste
- Black Tie Catering
- Frankston Standard Leader
- Alinta
- Robert Timms Coffee
- Optus Business Direct
- Infra-Serv and
- Bayside Shopping Centre

Their wonderful contributions gave the community and visitors a chance to enjoy a high quality presentation of traditional Christmas entertainment at the recent Christmas Festival of Lights.

## UPDATE

### VISITOR INFORMATION CENTRE

Frankston City Council recently secured funding from both the state and federal governments for the construction of a Visitor Information Centre to be located next to Sofia on the Pier family restaurant on the Frankston Waterfront. It is scheduled to open in 2005.

### SEA FESTIVAL PROGRAM

**Saturday, 22 January 2005,  
 12 noon to 10:00 pm**

**Sunday, 23 January 2005,  
 10:00 am to 4:00 pm**



### Frankston City Council

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 Victoria Australia 3199

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[www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

## TOURISM FRANKSTON

Local tourism authority **TOURISM FRANKSTON** is almost one year old! In its first year **TOURISM FRANKSTON** has gone from eight paid members in January to 50 in June and currently, the membership sits at 93. This is an extremely positive response from local retailers, accommodation houses, restaurants and hotels, attractions, transport companies, galleries and tourism services. It proves that local business is passionate and keen to promote Frankston as a destination in its own right.

A new touring map was recently released detailing over 100 places of interest in Frankston and surrounding areas. Until the new Visitor Information Centre is constructed, residents and visitors will be able to pick up a copy of the touring map from the Civic Centre, Frankston Library, Frankston Arts Centre and a selection of local businesses. Please phone 9784 1888 for your free copy.

The touring map will initially be distributed throughout Victoria and southern New South Wales as well as to visitor information centres at Federation Square, Mornington and Dromana.

Being a member of **TOURISM FRANKSTON** enables you to network with a variety of local businesses and organisations. Recently, members met at Sages Cottage and Children's Farm, Baxter. Sages Cottage was purchased by Menzies Inc. earlier this year and will play a vital role in changing the lives of children suffering from abuse and family violence. Children involved in Animal Assisted Therapy programs being developed at the farm, will learn how to care for animals and the environment, grow their own food and develop positive relationships with the people around them.

Sages will be open to the public during 2005 on weekends where you can stroll through the gardens, and enjoy picnics or barbecues by the lake as well as interact with Chloe the pig and a range of furry and feathered friends. For further information on Sages Children's Farm phone 9784 9700.

If you have a business or work in a business in Frankston City and would like to know more about the benefits of joining **TOURISM FRANKSTON**, phone Maxine Sando on 9784 1888.

## SEA FESTIVAL 2005

Frankston's major summer event is the Frankston Sea Festival, Saturday 22 January and Sunday 23 January, which attracts local community and visitors from all over Melbourne and Victoria.

It celebrates Frankston's biggest and best natural attribute, the waterfront, and is designed to excite the senses with:

- Multicultural entertainment including Latin American and Brazilian dancing
- Exotic food and a wide range of Victorian wines at Neptune's Table Food & Wine Fair
- Seafood cooking demonstrations and wine appreciation classes
- Two stages of entertainment
- Guitarists from the Frankston International Guitar Festival
- "Come and Try" activities including canoeing, sand sculpting, snorkeling, sailing, scuba for kids, skim boarding, yoga, kite surfing, rod casting
- Extreme sports including bmx and skateboarding
- Environmental displays including touch tanks for children
- An art, craft and produce market over two days
- Emergency services displays and demonstrations
- Art exhibitions
- Rides and amusements
- **A grand fireworks spectacle**

See, touch, feel, learn and taste what the Frankston Sea Festival has to offer.

Frankston City Council greatly appreciates the generous support from platinum sponsor: Australian Arrow – a Yazaki Group Member. Major sponsors are Sandhurst Club, ANZ, Robert Timms, Black Tie Catering, Telstra Countrywide, L J Hooker, Frankston Mitsubishi and Fernwood Women's Fitness Centres.

Come for the weekend and stay at Frankston's motels, B&Bs, apartments or camping ground.

For more information, phone **EVENTS FRANKSTON** on 9784 1888 or visit [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au) under events and leisure.

