

BUSINESS FRANKSTON

promoting prosperity

NOVEMBER 2003

LATEST NEWS

MAJOR SUSTAINABILITY SEMINAR WITH WORLD AUTHORITY DAVID SUZUKI 2 MARCH 2004

Sustainable Development is the topic for the next Business Connect Seminar at Frankston Arts Centre.

The Chair of the David Suzuki Foundation, **David T. Suzuki PhD**, is an award-winning scientist, environmentalist and broadcaster. **Dr Suzuki** has received consistently high acclaim for his 30 years of award-winning work in explaining the complexities of science in a simple and compelling way.

He has received numerous awards for his work, including a UNESCO prize for science, a United Nations Environment Program medal, and the Order of Canada as well as 15 honorary doctorates from universities in Canada, the United States and Australia. The author of more than 30 books, **Dr Suzuki** is recognised as a world leader in sustainable ecology.

Don't miss this opportunity to meet **Dr Suzuki** at his only Melbourne engagement.

Register your interest by e-mailing your details to business@frankston.vic.gov.au

YOUR FEEDBACK

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



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WELCOME

Hello and welcome to the November edition of the newsletter "Promoting Prosperity". I have recently joined the Frankston City Council as Manager of the Economic Development Unit and am looking forward to working with the community in developing Frankston as a vibrant and safe place to live, work and play.

Having spent the past 20 years in sales, marketing and general management in private industry, I am acutely aware of the issues facing business today and hope that we can assist you to grow your existing business or establish a new business within Frankston City.

The Economic Development Unit consists of four separate areas:

- Business Frankston
- Tourism Frankston
- Events Frankston
- Destination Frankston

The unit works closely with the Frankston Business Chamber in providing a wide range of services and in facilitating business growth. The next six months will see a dramatic increase in our activity with the launch of the new Tourism Strategy, the start of the summer events season and the commencement of construction of the Central Park redevelopment, **Bayside Entertainment**.

I look forward to meeting you at some of these events!

Garry Warren

PROJECT UPDATE

Since starting with the Economic Development Unit in September, I have had the pleasure of working with Peter Mackenzie and his team at the Frankston Business Chamber. Under the banner of the Victorian State Government's "StreetLife" program, we have been working to expand the Chamber's membership and are pleased to report that numbers are growing rapidly.

There are over 9,000 businesses in Frankston, all of which would benefit from Chamber membership. Its services include regular

COMPANY PROFILE

MADE IN THE SHADE

Made in the Shade (Aust) Pty Ltd is a Seaford company, manufacturing and marketing high-quality outdoor umbrellas to the world.

Established in 1979, with humble beginnings in a Mt Eliza backyard, what started out as a lifestyle change for its owners has become a thriving business.

The large umbrella concept originated in the market places of Italy many decades ago, and some changes to the design and materials have customised it to our Australian climate and way of life.

Exporting to luxury resorts, golf clubs, marinas, schools and restaurants around the world, **Made in the Shade** has earned its reputation for high quality.

Specialising in timber and canvas market umbrellas, and manufacturing entirely in Australia, the focus is on quality and service. Even 20-year-old umbrellas in need of repair or refurbishment are given the same attention and care as new umbrellas.

The Best Umbrellas Under the Sun are Made in the Shade.

www.made-in-the-shade.com.au

networking meetings, Business Breakfast Seminars with leading business speakers, lobbying, Internet services, training and mentoring programs and other opportunities.

If you are interested in adding your voice to Frankston's premier business organisation, please contact us on 9784 1888 or e-mail business@frankston.vic.gov.au

Garry Warren

FRANKSTON BUSINESS CHAMBER



BUSINESS FRANKSTON HOTLINE 9784 1888

GOOD ACCESS IS GOOD BUSINESS

Frankston City Council has purchased several books in the series "Good Access is Good Business".

These books explain how businesses can provide better access for people with a range of disabilities. They include information on legal requirements and suggest simple cost-effective ways of improving access for those with vision impairment, hearing loss, and mobility disabilities. Checklists are included to help businesses conduct a self-evaluation.

Titles as at July 2003 are:

- "How to Provide Better Access to Tourism Services, Facilities and Venues"
- "How to Provide Better Access to Retail Outlets"
- "How to Provide Better Access to Cafes and Restaurants"

The publications are available at Frankston Library. More titles in this series will be purchased as they become available.

Further information can be obtained by contacting Social Planning Officer Glenis Crocker on 9784 1967.

FRANKSTON ONLINE BUSINESS DIRECTORY

www.frankston.vic.gov.au

COMPANY PROFILE CHOCOLATE GROVE

The **Chocolate Grove** was established in 1989 by George Ellison to manufacture chocolate-coated and chocolate-moulded products for the Australian market. The company set up its manufacturing facility in Carrum Downs.

Chocolate Grove achieved immediate success with its vast product selection, which was taken up by the major retail chains.

Ownership of the business changed in March 2002. The new owners continue to supply Australian-made high-quality chocolate products, with macadamia as a major ingredient. The company undertakes extensive research into market needs and developing new product ranges.

If you are looking for a good quality chocolate-coated macadamia, look no further. **Chocolate Grove** is located at 50 Aster Avenue, Carrum Downs, phone 9775 1888.

BUSINESS AND ROTARY

Business and Rotary have always been closely aligned. The founders of Rotary determined that a club should consist of not more than one representative from each of the trades and professions from the local community. While that principle is no longer rigidly applied, the Rotary Club of today is made up of members of the local business community.

Being a member of your local Rotary Club provides you with an opportunity to network with fellow members from local businesses and to use your skills to help those less fortunate among us.

Rotary is involved in projects, large and small, both local and international. For example, clubs from around the world have made a combined effort to eradicate polio. At the same time, all Clubs continue their activities giving support and help to their local community.

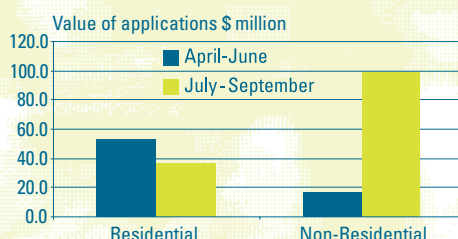
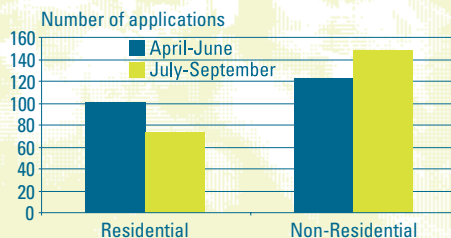
There are five clubs in the Frankston area. Meetings are held weekly and there is one breakfast, one lunch and three evening clubs. If you would like to know more about Rotary, contact **Roy Travis** on 9787 9195 or e-mail travis@sx.com.au

FRANKSTON PLANNING APPLICATIONS 2003

Investment in Frankston continues to grow steadily, evidenced by the number of applications during the last quarter. Interest in both residential and non-residential developments is very strong, making Frankston an even more desirable place.

The planning applications in the April-June quarter totalled 101 for residential, and 122 for non-residential developments. The value of these applications was \$52.8 million for residential and \$16.4 for non-residential developments.

In the July-September quarter the number and the value of non-residential planning applications rose to 149 and \$98.7 million, respectively.



DO YOU NEED EQUITY CAPITAL TO GROW YOUR BUSINESS?

Many firms have benefited from equity investment to grow their business.

An equity capital management group can invest in innovative unlisted businesses to fund expansion into new markets, generational change, acquisitions, new product development, working capital and management buyouts.

Usually, to be eligible for equity investment, businesses should have annual revenue of at least \$5 million and operating earnings of at least \$1 million.

Melbourne-based, independently-owned, **Advent** is one of Australia's oldest and most successful private equity fund managers, having managed over \$250 million, including syndications, since its inception in 1984.

Advent is looking to invest its new \$115 million Advent IV Private Equity Fund and is searching for high-quality investment opportunities. Examples of current and former investees of Advent include Vision Systems, Taverner Hotel Group, Tower Technology, Cochlear, Regency Recordings, Ayers Rock Resort Company, Primary Health Care, Recoil, Gale Pacific, and Sleepmaster.

If you believe that your company would benefit from an equity investment, please phone **Advent** on 9690 9566.

CITY DEVELOPMENTS SEAFORD VILLAGE

Seaford Village Shopping Centre is one of the City's larger strip shopping centres and the first major shopping precinct on Nepean Highway from the north.

The village has been identified as a signature gateway to Frankston in the Council's Tourism Strategy.

Frankston City Council is proposing to upgrade the streetscape to the Nepean Highway frontage including:

- pavement, furniture and signage (identified in the Municipal Streetscape Strategy and the Neighbourhood Shopping Centre Master Plan)
- Consideration to upgrading the drainage of the precinct
- Inclusion of community/public art
- Soft landscaping through the installation of street trees
- Improved street lighting
- Signature gateway elements

Should you like to have a say in the planned Seaford Village improvements, please phone **Rachel Dann** on 9784 1888 or e-mail rachel.dann@frankston.vic.gov.au

HOME-BASED BUSINESS FAX SERVICE

Frankston City Council Shops are offering a fax service to home-based businesses. The costs within Victoria, 1800 or 1300 numbers: \$2.20 for the first page, then .55c per additional page; interstate: \$3.30 for the first page, then .55c per additional page; overseas: \$5.50 for the first page, then \$1.10 per additional page. They offer a fax receiving service for .55c per page, and will hold for customer collection.

These are extremely competitive prices, with GST itemised receipts for taxation purposes.

- **Langwarrin Shop**, Shop 6, Gateway Shopping Village, 230 Cranbourne Road Langwarrin 3910, Phone 9775 5122 Facsimile 9775 5128;
- **Seaford Shop**, 120 Nepean Highway, Seaford 3198, Phone 9784 1838 Facsimile 9784 1738.

ENVIRONMENTAL MANAGEMENT PROGRAM BUILDING & CONSTRUCTION INDUSTRY STORMWATER MANAGEMENT PLAN

The Frankston City Council Stormwater Management Plan identified the building and construction industry as a major source of stormwater pollutants entering our waterways.

Frankston City Council saw this as an opportunity in conjunction with local builders to improve current practices on building sites. Council is aiming to achieve this through an environmental education and enforcement program.

With funding from the Victorian Stormwater Action Program, Council is currently developing an education program aimed at increasing knowledge and practices of environmental management processes within the building and construction industry.

The education program will focus on all members of the building and construction industry ranging from architects, builders, contractors and suppliers to associated groups within the industry.

Log onto Frankston City Council's Web site for future developments concerning the progress of the Environmental Management Program.

If you would like to participate in the development of this program, or require further information, please phone Environmental Protection Officer **Julie Bright** on 9784 1984 or e-mail julie.bright@frankston.vic.gov.au

LATEST NEWS TOURISM LAUNCH

The Frankston Tourism Strategy 2003-2006 will be launched by Federal Minister for Small Business and Tourism, The Hon Joe Hockey on 11 November at the newly refurbished Frankston Life Saving Club.

The strategy identifies six major areas for tourism development including infrastructure, tourism product, information services, resources, marketing and the creation of a local tourism authority.

Expressions of Interest are currently being sought by local businesses to join the revamped Frankston Tourism Association. Please contact Maxine Sando on 9784 1988 for further information.

You may think that you may not be in the business of tourism, but did you know that a tourist is simply a visitor from outside your local municipality?

NEW STAFF MEMBER

Frankston City's Economic Development Unit welcomes **Zohar Spatz** as our new Events Officer. Zohar can be contacted on 9784 1968, or e-mail zohar.spatz@frankston.vic.gov.au



Frankston City Council

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COME OUT AND PLAY

It is that time of the year, with finer weather and the return of popular annual events for the whole family to enjoy, as well as opportunities for participation by local businesses.

CHRISTMAS FESTIVAL OF LIGHTS

28 November 2003, 6:00pm to 11:00pm

Presented in association with Vision Australia Foundation

Children's entertainment including Bill & Ben, Shrek, Elmo & Cookie, The Tweenies, Carols by Candlelight, rides, workshops, food stalls, countdown to the lighting of the Christmas tree, foreshore entertainment and fireworks.

REFLECTIONS ON THE LAKE

30 November 2003, 6:30pm to 10:00pm

Family barbecue followed by a memorial service and an opportunity to light a candle at sunset in memory of someone special.

SPONSOR PROFILE NEPEAN WASTE

Nepean Waste began as a cleansing services company in 1992. Since its inception it has been carrying out garbage collection, street/footpath/festival cleansing on behalf of various local government authorities, more specifically Frankston City Council and the Mornington Peninsula Shire.

Nepean Waste has also been contracted by the major facilities companies such as Transfield, Serco and the Road Traffic Authority.

Nepean's history of performance in cleansing services has seen the company maintain strong client ties. Its client base communications strategy has shown longevity in its contract and client retention.

"Nepean Waste is thrilled to be a sponsor of the Fireworks Display at Frankston's forthcoming Christmas Festival of Lights," says Nepean Waste's General Manager, Grant Booker.

For further information phone **Nepean Waste** on 9776 0543.

OUR SPONSORS

Sponsorship, cash and in-kind, is necessary for events to be conducted in a safe and enjoyable manner. **Events Frankston** sincerely thanks the following organisations for their generous support to **Christmas Festival of Lights**:

- Bayside Shopping Centre
- Jasper Concreting
- Nepean Waste
- Showtime Attractions
- Frankston Standard Leader
- Frankston Ministers' Network
- Black Tie Catering
- BHP Steel Limited Westernport Works
- Bunnings
- St. Luke's Anglican Church
- TXU
- Beraldo Coffee
- Mt Eliza Lions
- Frankston Sunrise Rotary
- Frankston North Rotary
- Seaford/Carrum Downs Rotary
- Frankston SES
- Frankston Police

SPONSOR PROFILE JASPER CONCRETING PTY LTD

Starting out as a small company with big expectations, Jasper Concreting has grown over the past 10 years to a business of considerable size. As their workforce increased, so did their reputation as being reliable, delivering high-quality results.

With an excellent safety standard paramount in today's roadside workplace, Jasper Concreting is second to none when carrying out Public Asset Maintenance Services that keep both the members of the community and fellow workers safe.

"To give something back to the community as a major sponsor of this year's Christmas Festival of Lights is both an honour and a privilege. We look forward to this year's celebrations and wish everyone and their families a wonderful Festival" – **The management and staff, Jasper Concreting Pty Ltd.**

For further information phone Jasper Concreting on 9775 5746.