

# BUSINESS FRANKSTON

promoting prosperity

## 'Images of Frankston City' Launch

Leading realtors in the Frankston area are partnering Frankston City Council in a unique program showcasing to potential homebuyers the beauty of the bayside city.



The second stage of its 'Images of Frankston City' campaign was launched on 20 June with representatives of leading real estate agencies in attendance.

Real estate agents are being provided with CD-ROMs containing a series of high-quality images of the top spots of Frankston and surrounding districts. The range of images includes beach scenes, parks, historic homes and community facilities.

A series of 'Images of Frankston City' postcards can be viewed on the Frankston City Web site at [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

Having chosen their favorite image, residents can attach their personal messages to friends to send with the post card.

## Latest News

Frankston City Council wishes Economic Development Manager Stephen Chapple every success in his new role at Baw Baw Shire Council.



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

JULY 2003

## BUSINESS CONFIDENCE SURVEY JUNE 2003

Frankston's very positive business outlook continues. Here are the results of the latest business confidence survey conducted by telephone poll in Frankston.

Almost half of the respondents had been previously interviewed and had agreed to take part in our bi-annual Business Confidence survey.

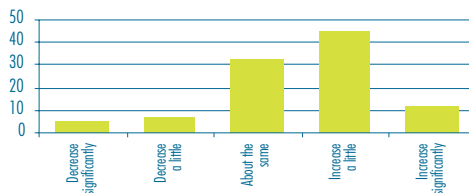
The majority of respondents (45%) were from the Manufacturing industry, while 25% were businesses from the Retail sector.

The data collection agency gained responses from all areas of the municipality, with a focus on the main business/industry areas of Frankston, Seaford and Carrum Downs. A good level of response was also gained from Langwarrin, with almost 12% of responses coming from that area.

### Business Growth Expectations

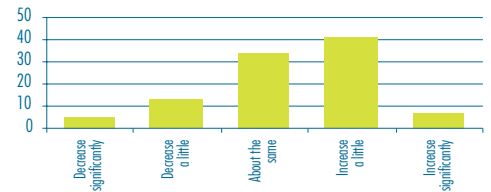
More than 56% of respondents expect their business to increase over the next 12 months. This is an increase of over 5% since December 2002.

However, 11% of respondents expect their business to decrease over the next 12 months, 5% less than the previous survey. One third of the respondents expected their business to remain about the same.



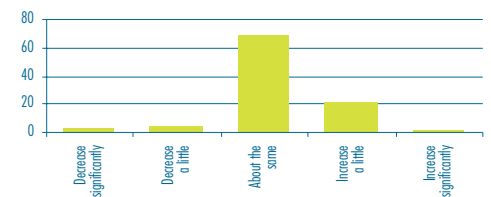
### Profit Expectations

Almost 50% of respondents expect their profit to increase over the next 12 months, which is an increase of 3.7% since the last survey. The percentage of businesses expecting their profit to decrease over the next 12 months stood at 18%. This is a better result, down from 21.5% since December 2002 (see next graph).



### Expected Changes to Staff Numbers

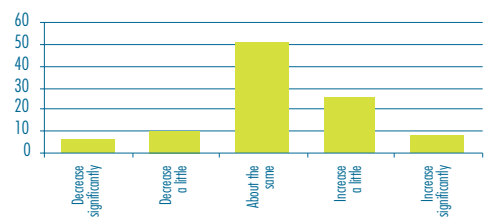
Almost 23% of businesses surveyed expect their staff numbers to increase over the next 12 months. This is an increase of over 6% since the last survey. Only 8% of respondents expected their staff numbers to decrease over the next 12 months. This is a positive move of 5.5% since December 2002. Almost 70% of respondents expect their staff numbers to remain about the same.



### Expected Changes to Investment Spending

More than one third of respondents expect their investment spending to increase over the next 12 months. This is an increase of over 6% since December 2002, while 15% of respondents expected their investment spending to decrease.

Half of the respondents expected their investment spending to remain about the same.



The full report is available to the public by request. Please phone 'business frankston' on **9784 1888** to arrange an appointment.

Business Frankston Hotline 9784 1888

## FOR YOUR DIARY

If you missed any of our Business Connect Breakfast Seminars make sure that you don't miss this one!

Wednesday, **24 September 2003**  
 7:00am to 9:00am

'Resistance is Useless' marketing seminar with international business guru **Geoff Burch**, United Kingdom.

For bookings phone the Frankston Arts Centre on 9784 1060.

## FRANKSTON BUSINESSES ONLINE

### Promote Your Business Free

To register your business, simply log on to [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au) under Business Frankston.

## STAFF NEWS

Congratulations to Jenny Hynes on her new appointment at the Melbourne Royal Botanic Gardens as Marketing Officer.

Frankston City's Economic Development Unit welcomes **Amber Myers** as Events and Tourism Officer. Amber comes to the role with a range of skills, including marketing and event management, having recently developed the Solair Wedding Expo. She worked with the organisers of Vision Australia's annual Easter Egg Hunt and Sand Sculpting Championships during her employment at Arthur's Seat Maze. Amber can be contacted on 9784 1763.

## ENQUIRIES

For further details on any articles in this newsletter, or about our business services, please phone the 'business frankston' hotline 9784 1888 or e-mail [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

## COMPANY PROFILE

### CDS Pty Ltd

Frankston Mayor Cr Cathy Wilson and two Frankston City economic development officers recently had the pleasure of meeting the staff of **CDS Pty Ltd** in Hartnett Drive, Seaford.

A previous winner of **Frankston and Peninsula Awards** in 2002 and 2001, CDS is a success story in the making.

**CDS Pty Ltd** is a Frankston company applying ongoing innovation to conserve valuable water for the expanding needs of a growing world.

On the driest continent, in a world where clean water is a diminishing resource, communities recognise that past attitudes are no longer appropriate. Continual pollution of waterways is unacceptable, discharge regulations are becoming tighter and water re-use is becoming more widely accepted. New technologies are emerging to meet these higher standards of water management and CDS continues to be represented among them.

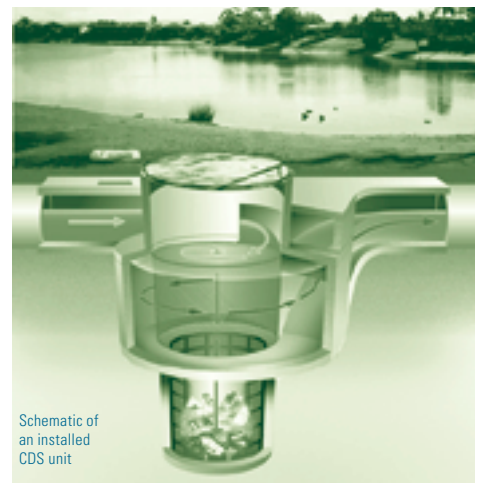
In 1994, a company called **CDS Technologies** was formed to commercialise an innovative way of separating solids from liquids by screening at high flowrates without blocking the screen. This technology - invented by two drainage contractors from the Peninsula - called 'continuous deflective separation'. It has many different applications. The first and most widely recognised is as a gross pollutant trap. It is an innovative screening device for stormwater, as it removes virtually all pollutants (down to match-head size) from the water.

With funding from the Natural Heritage Trust and Victorian Stormwater Action Program, many councils throughout Victoria have installed CDS gross pollutant traps on drains previously discharging polluted stormwater into Port Phillip. CDS units are installed at a number of prestigious project sites including the Olympic Homebush Bay site in Sydney, Port Melbourne Docklands Redevelopment, Albert Park Grand Prix circuit, and many other locations.

Next is a device that removes all visible material down to 1mm from sewage, or from flows containing sewage. This product originally targeted sewer overflows but is also applicable to primary screening in sewage treatment plants and many other industrial separation processes.

A large Research and Development Start Grant enabled CDS to learn how to adapt basic technology to different applications. More recently, CDS developed an entirely new separator that can clarify raw sewage, delivering a clear liquid stream in very short time. Field trials at Mornington and Ocean Grove have helped develop technology that could change the way sewage is managed in the future and also an active role in water reuse projects worldwide.

In 1995 the company had five employees and had sold one unit at Rosebud. Today it has over 150 employees distributed between Australia, the United Kingdom and the United States. It has sold and installed 2,200 stormwater units worldwide. With products addressing the problem of stormwater pollution all over the world, hardly a week passes without CDS being approached by companies wanting to represent it overseas. CDS coverage now includes licensees in Italy, Japan, Malaysia, New Zealand, Singapore and South Korea.



Schematic of an installed CDS unit

In the United States, recognition of the value of the CDS technology has been building since 1996 and the company recently opened its 10th office there. Unit sales have been made in many states and the number grows rapidly. CDS also acquired a British water treatment company **Copa Ltd**. The United Kingdom market continues to grow, driven by the Environmental Authority. Water authorities are obliged to control sewer overflows in their regions and trials of the CDS sewer overflow product should commence soon.

## Passionate about your new business?

Starting your own business can be one of the most exciting ventures you can ever undertake. But setting up your own business also comes with many choices and decisions that you may have never had to deal with before.

That's why Telstra has developed tailored services as well as a special pack, designed to make starting your own business less confusing and less time consuming for you.

For your FREE Business Starters Pack, visit [www.telstra.com.au/starters/bec](http://www.telstra.com.au/starters/bec)



'business frankston' is the only Business Enterprise Centre in Melbourne's South East. For further information on the Business Enterprise Centres network go to [www.becnvic.com](http://www.becnvic.com)

## GRAFFITI MANAGEMENT PROGRAM

Frankston City Council has implemented a Graffiti Removal Program, aimed at cleaning up the City. The initial priority is for Frankston's Central Activities District.

Frankston City Council pays for one third of the removal of graffiti. It provides businesses with experienced contractors who will apply the necessary removal techniques to leave properties looking neat and clean.

Treatments vary depending on the surface. For example, for a brick surface chemicals are used to remove the graffiti, whereas a painted surface requires the use of matching paint which businesses can keep for quick removal of any further graffiti.

Global statistics show that prompt removal of graffiti ensures that the perpetrators soon move on, eventually leaving your business graffiti-free. And as we all know, image is important for the success of your business.

Frankston City Council is giving away **Do It Yourself Kits** for interested businesses. The kit, worth \$20, includes chemicals and protective wear, as well as safety instructions on how to safely remove graffiti from your property.

For more information about Frankston City's graffiti program, or to obtain your free removal kit, please contact Graffiti Management Co-ordinator **Don Bone** on 9770 6284.

## SUSTAINABILITY@WORK GreenGardeners Program

### Industry Workshops

During July, Frankston City Council is hosting the **GreenGardeners** program, delivered in partnership with Sustainable Gardening Australia and Melbourne Water.

The **GreenGardeners** program will provide training and advice to local nursery and landscape industry members on the issues of sustainable gardening practices.

Participants will undergo six hours of training on issues that include sustainable design principles, soil health, plant selection, chemicals and alternatives, and water conservation.

The workshops are offered free to industry participants and are based on the highly successful **GreenPlumbers** program.

The **GreenGardeners** program is an accredited TAFE course, and participants who receive an accreditation will be listed on the exclusive GreenGardeners Web site and be promoted to the general community.

For further information contact the Council's Environment Section on 9784 1888.

### Community Evening

In August, Frankston City Council is hosting a workshop for members of the local community interested in learning more about the **GreenGardeners** program.

Join the Council's environment officers and representatives from Sustainable Gardening Australia and Melbourne Water to discuss issues of sustainable gardening on Thursday, 28 August, 7:00pm to 9:00pm, at Frankston International Hotel, 389 Nepean Highway, Frankston. Bookings are essential. Please phone 9784 1006.

## Company Profile

### Olivers Hill Bed and Breakfast



This Frankston B&B offers luxurious accommodation at scenic Olivers Hill with unparalleled king-size comfort, private balcony and open-air spa and spectacular bay views.

Marvel at Melbourne's city skyline, romantic sunsets and the beautiful beach and boardwalk at the doorstep.

For a rejuvenating and refreshing experience, **Olivers Hill B&B** is resort-style private or business accommodation, where you can enjoy all the attractions of Frankston and Mornington Peninsula in style. For further information phone **Olivers Hill B&B** on 9770 2789 or e-mail [relax@olivershillbb.com.au](mailto:relax@olivershillbb.com.au)



## Frankston City Council

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

## COME AND JOIN THE PARTY!

Are you aware of the enormous opportunities that exist for businesses by being aligned with major events?

Your product or service has the opportunity to be seen and experienced by thousands of residents and visitors to Frankston, both during the event as well as within pre-event promotional campaigns.

Sponsors are being sought to work in partnership with **Events Frankston** during the 2003/04 events season.

Frankston City produces a variety of major events on an annual basis primarily targeting the family market. These include:

- Pets Day Out  
12 October
- Kids Fishing Day  
19 October
- Christmas Festival of Lights  
28-30 November
- Sea Festival Spectacular  
17-18 January
- Australia Day Celebrations  
26 January
- Mayor's Family Picnic  
15 February
- Frankston International Guitar Festival  
19-21 March

Specific details on each event are available from the Council's Web site **What's On** pages at [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

Sponsorships are tailored to meet your organisation's objectives and needs. Sponsorships can be either in kind (in return for products or services) or as an investment into your community.

If you are interested in obtaining more information regarding sponsorship of Frankston's events, please contact Events and Tourism Co-ordinator **Maxine Sando** on 9784 1888.

## POWER UP YOUR BUSINESS WITH A DAY OF GOLF

Getting exposure for your business is the key to success. You have a great opportunity to display your products and services to many local groups at our charity golf day in October.

There will be media coverage and many other opportunities for further exposure through our networks.

Get your banner out on the course by sponsoring a hole, placing signage in the clubrooms, or by offering goods as prizes.

We are seeking major sponsors for the event, including the youth tournament in the morning and a corporate game in the afternoon.

Naming rights are being offered to create an annual event, with perpetual trophies for both tournaments.

Two charities will benefit: **SkillsPlus Inc** and **Menzies Inc**, both based in Frankston and supporting local youth.

The aim is to make this a top-flight annual event that encourages young people to build their skills and self-esteem through golf.

The event is set for Friday, **17 October 2003** at the recently upgraded **Centenary Park Golf Course**.



To register your interest as a sponsor or player, and to obtain a package outlining benefits, please call Darko Popovski on 9784 1889.