

## promoting prosperity

### Latest News



Frankston Business Chamber **membership drive**, please go to [www.frankstonchamber.com.au](http://www.frankstonchamber.com.au)

### For Your Diary

Business Connect Breakfast Seminar Series

Wednesday **5 June 2003**  
7.00am - 9.00am

**'TAX MAGIC'** with **Peter Switzer**, financial expert from Sydney, and **'How to Grow Your Business'** case study with **Tan Le**, co-founder of the corporate technology company **SASme Pty Ltd**.

Wednesday **24 September 2003**  
7.00am - 9.00am

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

For bookings call the Frankston Arts Centre on **9784 1060**.

### Frankston Businesses Online

Use local products and services, **Shop Frankston**. Log onto [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au) **now**.

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



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

## SPECIAL EDITION APRIL 2003

### WELCOME

In this edition of Promoting Prosperity we acknowledge local award winners and feature several sustainable and recycling businesses in Frankston.

### BUSINESS AWARDS

The 2002 Frankston and Peninsula Business Awards category winners from Frankston announced on 4 March 2003 are:

Export > **Roma Food Products**, Carrum Downs

Manufacturing > **Linpac Rotational Mouldings Pty Ltd**, Carrum Downs

Retail Category B > **Lisa's Lacies**, Seaford

Service Industry Category A > **Karingal Veterinary Hospital**, Karingal

Service Industry Category B > **Showtime Attractions Pty Ltd**, Seaford

Chairman's Award > **Nutech Paints Pty Ltd**, Seaford

Congratulations to all nominees and category winners!

### Company Profile

#### SHOWTIME ATTRACTIONS PTY LTD

##### The overall Frankston and Peninsula Business Award Winner for 2002

Showtime Attractions Pty Ltd was formed in 1995 by Keith Brown and Gill Holder, providing quality licensed entertainment to major shopping centres and festivals. They combined their extensive backgrounds from within the entertainment industry to cater to needs both locally and nationally.

At that time the business operated from a home-based office in Patterson Lakes. Business took off immediately and the fresh approach to entertainment was welcomed with open arms. Within a short period pressure grew to expand the walls and a new office/factory was opened in Seaford.

In 1997, an association was developed with Cadbury formulating a National contract to develop, market and provide entertainment through the use of the key Cadbury Promotional Characters (namely Freddo Frog and Caramello Koala). Following the successful launch of the Cadbury Story Block Chocolate range, full production stage shows were entertaining family audiences Australia-wide.

In addition to providing major shopping centre chains with entertainment, Showtime also maintains an important arm in it's business offering complete event management services.

**Showtime Attractions** is located at 2/13 Peninsula Boulevard in Seaford.

For further information, please call Andrew McPherson on 9785 7700.



## promoting prosperity

### Letters to the Editor

Dear Editor

After 20 years as CEO of **Sigtec Pty Ltd**, I admit, with some trepidation I have decided to retire effective 28 March 2003.

I am delighted to announce that after a lengthy selection process, **Mr Steven Moustakas** is the new CEO of Sigtec. Steven comes extremely well qualified and experienced to continue and enhance the development of Sigtec and the services we provide to our customers.

For me, I have enjoyed immensely the challenge of leading a company from the start to a **world leader** in its field. In this process it has been a privilege to know and work with so many fine people as customers, suppliers, partners, advisors and of course employees of Sigtec over the 20 years since the company's inception.

I want to thank everybody for the support you have given me and Sigtec. I am certain that under Steven Moustakas, Sigtec will continue to earn your confidence and ongoing support.

I fully intend to remain closely associated with Sigtec in an ongoing advisory capacity.

With my many thanks, appreciation and best wishes to you all.

**John Barber**

Former CEO Sigtec Pty Ltd

### Company Profile REPEAT PRODUCTS

Frankston City recyclable matter has contributed to the creation of 100% recycled plastic products. Mark Jacobsen from Repeat Products said: 'Council was continuing to encourage residents to recycle and by buying recycled products made from recycled materials Council was further demonstrating the importance to residents the value of recycling their waste.'

The recycled plastic products are manufactured here in Victoria and distributed from the Langwarrin office. The recycled product material comes from HDPE plastic recovered from plastic milk bottles recycled from kerbside collections undertaken by the residents across the City each week.

'By recycling plastic waste we reduce the need to use more fossil fuels and also have a major impact on the environment by reducing landfill' Mr Jacobsen said. A unique range of 100% recycled products is on display in Langwarrin, including outdoor picnic settings, benches, signage, letter boxes, totems, bollards and jetty planks, just to name a few.



Frankston City Council along with many schools and public in the area have purchased many items made from 100% recycled products, which has helped to develop an environmentally sustainable culture in areas that the products are now proudly displayed in.

Sites include Mt Erin Secondary School (picnic settings and benches), Frankston foreshore (waterways signage and paddle post), Keast Park, Carrum (jetty planks), Kananook Creek (totem signage, benches and seats) and soon to be installed, 15 recycled tables and seats for the athletics track at Ballam Park Frankston.

The products are graffiti-resistant, long-lasting, no painting required, splinter free and termite proof.

The major growth with the company has been put down to the government and public acceptance of 100% recycled products which clearly demonstrates that many future products could be made from recycled material.

For further information call Mark Jacobsen on 8790 8888 or go to [www.repeatproducts.com.au](http://www.repeatproducts.com.au)



## NEW BUSINESS Company Profile

### OPTUS BUSINESS DIRECT

**Optus Business Direct** has arrived in Frankston to help small-to-medium businesses improve their communications by setting up a business office in Beach Street, Frankston to serve the entire Mornington Peninsula.

**Optus Business Direct's** main focus is on offering a total solution proposition, not just mobile phones, meaning that landline telephony, both inbound and outbound and Internet can be provided with a single contact from a local representative.

Recent technology also means that new products can be utilised to add value to your business. A unit that allows competitively priced mobile calls from your landline, providing greater exposure of your services and products through text messaging your customer base and also a product that allows a business to take credit card payments whilst on the road via text messaging.

**Optus Business Direct** can be contacted on 13 10 98.

## Company Profile ENBAG PTY LTD

### Announces Cotton On to the Environment™

#### The cotton shopping ENBAG™

**Enbag Pty Ltd** is an Australian-owned and run company based in Frankston that supplies cotton and jute shopping bags for retailers and consumers throughout Australia. Enbag carries the label **ENBAG™ Cotton On to the Environment™**.

Enbag has been designed and developed with the consumer and retailer in mind for ease of carrying and loading at the check out. Enbag is made from 100 percent natural cotton calico that is washable and reusable. Enbag has many uses as well as shopping, children's book bags, beach bags, lunch bags and the list goes on.

Enbags are very compact and lightweight allowing them to be easily carried in a pocket or handbag but still maintaining a size larger than a normal shopping bag.

**Enbag Pty Ltd** would like every household in Australia to reduce their plastic bag consumption by 50 percent and use cotton or jute bags and also recycling their plastic bags; this would reduce discarded plastic bags in our environment by at least half.

This is a massive sum when you take into consideration that **6.9 billion** plastic bags are used every year in Australia and only 3 percent of them are recycled. This allows the rest to be put into land fill and or our water ways.

So please '**Cotton On to the Environment™**' and reuse or recycle.

For more information on **ENBAG** go to [www.enbag.com.au](http://www.enbag.com.au)

## Sustainability@Work TRAVELSMART BUSINESS

TravelSMART '**Better Ways to Work**' is a government partnership program assisting employers to reduce the financial costs and environmental impacts of staff travel.

It involves State and local governments working with organisations to identify and promote more sustainable travel alternatives such as cycling, walking, car-pooling, or catching public transport.

The program provides organisations with many free services to help them address site traffic and access problems including: on-site consultations, staff commuting maps, staff travel surveys, ongoing expert advice and support, and support from a network of other businesses preparing travel access plans for their workplace.

### Why should your company participate?

Employers are increasingly bearing the costs of traffic congestion. Taking a proactive role in tackling traffic through the program can help businesses with:

- Alleviation of parking problems
- Employee health benefits
- Company image enhancement as an environmentally-aware organisation
- Significant savings in reduced car parking expenses and fleet costs.

For more information on **TravelSMART**, please contact **Rachel Weaver**, Sustainable Resource Officer on **9784 1006** or e-mail to [rachel.weaver@frankston.vic.gov.au](mailto:rachel.weaver@frankston.vic.gov.au)

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<http://guitar.frankston.vic.gov.au>

## ROCKING THE STREETS

### Frankston International Guitar Festival 2003

Would-be guitarists gazed down upon the streets of Frankston during the recent Frankston International Guitar Festival.

Famous cartoonist, Geoff Hook, worked with local artists and the **Frankston Business Chamber**, to decorate the window fronts of local businesses as part of this year's Festival.

A total of 15 shop traders from Frankston volunteered to be '**Local Legends**' by having caricatures of themselves depicting guitarists painted on their shop windows.

Frankston City's Tourism and Events Coordinator **Maxine Sando** said: 'Thank you to all the traders that participated in the Local Legends project for being involved in this year's Frankston International Guitar Festival. It was a fun way for local businesses to be involved and the traders received many positive comments from their customers.'

'I would also like to say a big thank you to Ernie Zeuschner, from **Frankston Signs**, who donated his time to assist the artists with the fine art of sign writing.'



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