

BUSINESS FRANKSTON

promoting prosperity

DECEMBER 2002

Business Fast Track

Need assistance with Council inquiries, permits or simply don't know which department to contact? Call us on 9784 1888. We might be able to save you time and money.

Business Visitation Program

If you want to organise for Council's Economic Development officers and/or the Mayor to visit your business, please call Donna Waixel on 9784 1888 to register your interest.

Business Online Directory

Take advantage of this great opportunity to promote your business. Please go to www.frankston.vic.au under Business Frankston and update or register your business. A total of 5,500 local business have registered already!

For your diary

Business Connect Breakfast Seminar Series 2003

Wednesday 5 March 2003
7.15am - 9.00am

Wednesday 5 June 2003
7.15am - 9.00am

Wednesday 24 September 2003
7.15am - 9.00am

For further details please call **'business frankston'** hotline 9784 1888 or e-mail business@frankston.vic.gov.au

'BUSINESS FRANKSTON' FEATURING SOME OF OUR BEST

In this edition of Promoting Prosperity we feature a number of Frankston businesses in different industries, size and types of business such as exporter, non-profit organisation, home based business, mobile business, sustainable/recycling business and others. We have much to be proud of!

Thank you to those businesses who were surveyed and offered suggestions on how we could improve this business newsletter.

SEASONS GREETINGS

On behalf of Council's Economic Development Unit, our compliments of the season are extended to you and your employees
Best wishes for a prosperous 2003

Home-Based Business

THE MAGIC LANTERN COMPANY

Have you ever considered running a business from home? Computers and good communications certainly makes it possible but does theory translate into practice?

After a few years of operation in East Melbourne, The Magic Lantern Company became home-based (in Frankston) in 1989 and has been that way ever since. Well set up and using the latest technology it provides Graphic Design, Illustration and Web Design services to a wide range of clients. The SOHO concept may not be possible for everyone but in this instance it works well.

To discover more about what The Magic Lantern Company can offer your organisation in terms of corporate communications visit the web site at www.tmlc.com.au or contact Richard Howell on 9789 8523.

Export Business ROMA FOOD PRODUCTS

Roma Food Products the manufacturer of ORGRAN, has been recognised for its achievements after demonstrating excellent growth in both domestic and export markets.

The company's most recent achievements include:

- The 2002 Frankston and Mornington Peninsula Award in Export and Manufacturing categories
- The Certificate of Manufacturing Excellence awarded by the Victorian Government
- An induction into the Victorian Manufacturing Hall of Fame
- The Governor of Victoria Export Award in 1998 and 2001, and Commendee in 2002
- Finalists in the prestigious Telstra and Victorian Government Small Business Awards
- Roma Foods have received numerous awards at the Sydney Royal Fine Food Show
- Recognition in the BRW 100 Fastest Growing Private Companies for the past four years

Roma Foods are extremely proud to be recognised within the local Frankston and Mornington Peninsula community. The company is working towards investing up to \$9 million, and expanding the production plant to 80,000 square feet. From the central hub of Carrum Downs, Roma Foods exports to 29 countries worldwide.



www.frankston.vic.gov.au

Business Frankston Hotline 9784 1888

frankston north
langwarrin
carrum downs
skye
frankston
seaford
frankston south

BUSINESS FRANKSTON

promoting prosperity

Did you know?

That 'Business Frankston' provides assistance and advice for existing small and growing businesses, new start-ups and NEIS participants.

Some of the services we provide:

- Information and referral
- Business visits
- Business growth programs
- Regular communication
- Networking opportunities
- Informal business meetings
- Marketing advice

ENTREPRENEURSHIP Sensis GEM Australia

The Global Entrepreneurial Monitor report (GEM), is an annual global study into the effects of entrepreneurial activity on economic prosperity. Essential reading for every business > www.gemaustralia.com.au

PULSE AWARDS 2002 Dart's Scores Again

Frankston based Dart's Gourmet Meats is the overall winner of the 2002 Peninsula Business Award – congratulations.

BUSINESS INFORMATION Business Entry Point

Business Information Where and When You Need It > www.business.gov.au

Non-Profit Organisation MENZIES INC

Menzies has been providing welfare services to children since 1865. Today, Menzies is a leading provider of high quality care for young people (up to 18 years) and their families living in Frankston and on the Mornington Peninsula, through:

Six family group homes – providing medium-long term care for 24 young people unable to live with their own families.

One emergency home – providing short-term care and/or assessment for four young people unable to live with their own families.

"Our Place" – an early intervention, supported residential program for homeless adolescents. Emphasis is placed on independent living skills and strengthening family and community links.

A rental home – If young people are successful in this home, then Menzies provides references and advocates on their behalf with agents and landlords.

Scholarships Program – Menzies, businesses and individuals sponsor scholarships to assist financially disadvantaged young people participate in post-secondary education. Each scholarship is valued at \$3,000 per year for the duration of the young person's course.

If you would like to know more about Menzies or make a donation, please telephone **9784 9700**.

B-Challenge Business Growth Project STREETLIFE

The Frankston Business Growth and Marketing 'b-challenge' project is a joint initiative of the Victorian Government StreetLife Program, the Frankston City Council and the Frankston Chamber of Commerce and Industry. The newly appointed coordinator for the project is Mr Allan Gurr and he can be contacted on 9784 1887.



Big Business

LINPAC ROTATIONAL MOULDINGS PTY LTD

LINPAC PROMOTES WATER CONSERVATION

LINPAC Rotational Mouldings employs over 100 people at its busy Carrum Downs site. The company manufactures a large range of plastic products including underground cable jointing pits, materials handling products, flotation products, and increasingly, environmental management products. Water storage tanks from 340 litres to 25,000 litres are manufactured at the Carrum Downs site, with larger tanks up to 45,000 litres being moulded at LINPAC's Wagga Wagga factory.

LINPAC designers and engineers are currently developing water storage systems that will enable households to utilise both rainwater and mains pressure water in fully automated systems for use in washing machines, toilets and gardens.

LINPAC's commitment to providing innovative and cost-effective environmental solutions were recognised recently by the Green Plumbers who gave the 2002 Best Environmental Product award to the LINPAC Solution 1 rainwater toilet flushing system.



Update

Food Businesses Prepare For New Food Safety Requirements

Food businesses are busy preparing their Food Safety Program for submission to Council by 1 January 2003. The program is a document that indicates the steps that the business proprietor and staff take to ensure all food sold is safe. A template document has been prepared by the State Government to assist businesses and this can be downloaded from the Food Safety Victoria website at www.foodsafety.vic.gov.au under 'templates'.

Each food business must nominate a Food Safety Supervisor. This is the person at the business who has the responsibility of supervising food handling, providing training, and ensuring the Food Safety Program is being followed. This person needs to receive further training for a Food Safety Supervisor from a registered training organisation. A list of such organisations is available from the website indicated above. Further training to be undertaken by the Food Safety Supervisor must be completed as soon as possible as the requirement also applies as at 1 January 2003.

If you would like further information please contact one of Council's Environmental Health Officers on 9784 1931.

Sustainable Business BATMANS INSULATING SERVICES PTY LTD

Battmans Insulation located in Carrum Downs is an Australian family-owned Insulation Manufacturing Company, which employs 20 local staff members.

At Battmans Insulation, the management and the staff are extremely proud of the fact that they've helped to save our environment by manufacturing a 'Five Star Energy 100% Recycled All Natural Cellulose Fibre Insulation'.

To date, Battmans has probably recycled an amount of paper equivalent to filling the capacity of the entire MCG.

Battmans products produce less greenhouse gas emissions to be made, something which puts the company in focus with the objectives of the Kyoto Protocol, the world's attempt to have all countries reduce their greenhouse gas emissions and provide a sustainable future for our planet.

Battmans Insulation is now the first Five Star Energy Rated, GreenSmart Insulation Company within Australia.

Recycling and energy saving are no longer just catch phrases, they are fast becoming a way of life for all of us, both the consumer and manufacturer.

As a consumer you may not even notice the difference, but law will require new houses to be designed with energy saving features from 1 January 2003. This means lower energy bills for the consumer and ultimately the continued support of the sustainability of our planet and environment.

If you want to know more about where the Building Industry is going or the requirements of the Five Star Energy (First-Rate) Program, please call Battmans Insulation on 9775 0460.

Sustainability@Work BUYING GREEN 2003 NATIONAL CONFERENCE

Green or environmentally preferred purchasing is becoming an issue of growing importance for many organisations and businesses. By adopting green purchasing that gives preference to recycled, greenhouse friendly and environmentally preferred products and services, organisations can demonstrate their environmental commitment, provide a competitive edge to their business and save money.

The **National Buying Green 2003 Conference and Expo**, to be held in Melbourne on 1 and 2 May 2003, will be the first national event of its kind on green purchasing. It will provide an opportunity to learn from the experiences of a range of organisations that are successfully implementing green purchasing programs, and will include equipment demonstrations, trade exhibits, speaker presentations, workshops, forums, special interest meetings and poster displays.

If you are interested in further information on attending, please contact Mark Mounsey, Frankston City Council on 9784 1888 or e-mail mark.mounsey@frankston.vic.gov.au

Technology business EMAILBACKUP

Emailbackup Pty Ltd received an award for technology development from the Small Business Minister, the Hon. Marsha Thompson MP. Ten Victorian Technology companies have won a trip to UCLA Berkeley, San Francisco, HAAS Business School for a five day Venture Capital program and tour of Silicone Valley and Los Angeles for a Venture Capital Fair. EMAILBACKUP is hoping to secure capital to break into international markets. For further details call 9766 0260.

Mobile Business TREE CREATION

Indoor plant hire and maintenance specialist company, Tree Creation, is a great example of a successful family-owned and operated business in the local community. Tree Creation provides mobile hire and maintenance services to over 100 clients throughout Metropolitan Melbourne and the Mornington Peninsula. Tree Creation has a reputation in the industry for quality and service at the right price.

Owner of Tree Creation, Cathy McKay, says the benefits of indoor plant hire are clear: "Indoor plants provide a beautiful interior environment and our fully trained and qualified staff ensure your plants are always maintained to a high display standard."

"Recently we have been developing the short-term hire aspect of the business to the property market. In the same way vendors rent furniture to give their home a special look, you can hire plants on short-term rental to make a property stand out from the crowd. Not only do plants give a fresh and fragrant feel as potential buyers walk through the property, they can be used to beautify areas which might otherwise not be as appealing," said Ms McKay.

For further information, contact Tree Creation on 9787 0236 or e-mail treecreation@bigpond.com



Frankston City Council

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www.frankston.vic.gov.au

FRANKSTON'S TOURISM STRATEGY

The vision for Frankston's Tourism Strategy is to maximise Frankston's potential as a waterfront city and to facilitate a thriving and vibrant tourism industry that encompasses the following values:

1. Authentic representation of Frankston heritage;
2. Quality experiences that encourage learning and social interaction;
3. Providing fun and enjoyment for residents and visitors;
4. Respect and minimum impact on the natural environment; and,
5. Diverse lifestyle opportunities.

Market research was conducted in October 2002 targeting 100 potential tourists to establish what attractions or features would encourage these people to visit Frankston and to gain an insight of their perceptions of Frankston.

The top five attraction factors were:

1. A catamaran service from Melbourne to Frankston offering day trips to Frankston and return;
2. A marina;
3. A seafood precinct eg. Fisherman's Wharf/ Markets;
4. A marina resort eg. Hotel, cafes, art galleries, promenades; and,
5. A wine and local produce market.

A total of 70% of respondents said that the website was where most of their tourism information was gained followed by 48% from a staffed tourism information centre.

This feedback will assist in planning additional value adding tourism services to the proposed safe harbour as well as identifying the level of tourism demand and viability.

YOUR SHOP FRONT WINDOW COULD BE THE HOOK!

Famous cartoonist, Geoff Hook, will be working with local cartoonists and the Frankston Chamber of Commerce and Industry, to decorate the window fronts of local businesses as part of the upcoming 2003 Frankston International Guitar Festival, 13–16 March.

The window promotion is a way for local businesses to get involved with the Frankston International Guitar Festival through a fun and inexpensive activity. Geoff Hook will also be hiding a picture of a hook in one of the windows which will form the basis for a competition for the public to get involved in.

The cost for interested retailers to be involved is \$100 (plus a contribution towards prizes) subsidised by Frankston City Council. If you are interested in being involved, please call Peter McKenzie on 0411 197 868. This opportunity is available to a limited amount of participants so don't delay!

If you are an artist and interested in attending workshops with Geoff Hook and developing the windows concept, please call Maxine Sando on 9784 1988. Prizes will be awarded to the winner of the "Best Window".

Tourism Business

JETSET TRAVEL FRANKSTON

FRANKSTON TRAVEL Pty. Ltd. opened in 1972 - some 30 years ago!

In 1990 Jetset won the 'Jetset Pursuit of Excellence Award' for Victoria and Tasmania adding dozens of awards since including Top Jetset office in Australia and many for Customer Service.

Please call Jetset on 9783 1334, or email sales@jetsetfrankston.com.au for your next trip! Jetset is located opposite Frankston Station.