

BUSINESS FRANKSTON

promoting prosperity

JUNE 2002

Your Economic Development Team

- > **Stephen Chapple**
Economic Development Manager
- > **Darko Popovski**
Business and Industry Development Officer
- > **Maxine Sando**
Events and Tourism Coordinator
- > **Jenny Hynes**
Events and Tourism Support Officer
- > **Donna Waixel**
Executive Support

NEWS FLASH!

- > The Frankston Chamber of Commerce and Industry recently elected Mr Peter Mackenzie as their new President. You can contact Peter on 9783 6732 or email to petmack@bigpond.com.au
- > Get ready to nominate for the Peninsula Business Awards 2002. For nomination forms see the Leader Newspaper. The nominations close on 5 July 2002. For further information call Business Frankston on 9784 1888.

BUSINESS UPDATE

New Projects

> Online Business Directory

Frankston City Council has recently commissioned Intuitus Consulting to develop Frankston's first Online Business Directory. Your business is now invited to participate in this exciting business initiative. All businesses, from micro and home-based businesses to larger corporations are encouraged to participate. Entry is free.

Businesses will be able to enter and alter their own information online via a password-protected site. The online facility will be available by mid-July. If you already have a web site, a link will be provided at no cost.

Businesses that don't have access to the Internet will be provided with forms to complete. You can register your business now by using our Fax Back form which can be obtained by ringing Business Frankston on 9784 1888.

This is a great opportunity to promote your business to the local community and the world!

> StreetLife Funding – 'b-challenge'

Frankston City Council and the Frankston Chamber of Commerce and Industry was recently awarded a grant of \$20,000 per year over two years to implement the 'Frankston Business Growth and Marketing Project b-challenge'. The project aims to:

- Increase the viability and success of the Frankston small business community;
- Encourage repeat business and exceptional customer service;
- Reposition and build on Frankston's unique strengths and opportunities.

The project area will cover Seaford, Carrum Downs, Frankston Central Activities District, South Frankston, Frankston North, Karingal, Skye and Langwarrin.

A project team consisting of representatives from various stakeholder groups is being formed and will commence the consultation and planning process.

> New Frankston Tourism and Marketing Strategy

Mr Bruce Billson MP (Federal Member for Dunkley) announced that Frankston City Council had been allocated \$63,800 from the Federal Government to develop a tourism and marketing strategy for Frankston, on 9 May 2002.

Frankston City will pursue a tourism and marketing strategy focused on taking full advantage of our magnificent region.

Tourism stakeholders in Frankston and the wider region will be encouraged to participate in formulating the new strategy.

> Seaford Industrial Renewal Project

Recently the Victorian State Government, through its 'Living Regions Living Suburbs Program' agreed to contribute funding towards a new project designed to assist small-to-medium enterprises to:

- Undertake more effective marketing and promotions;
- Improve customer access and services; and,
- Improve the supply capabilities of enterprises in the Seaford Industrial Estate.

The project has commenced and involves almost 60 businesses, Frankston City Council, and Street Ryan and Associates.

> Frankston Safe Boat Harbour

Community submissions on the Planning Scheme Amendment C15 closed mid-April 2002. Frankston City Council is currently considering a report on the submissions received. Council recently agreed to appoint an Independent Panel to consider the submissions and make a recommendation to Council.

Independent market research commissioned by Council during April 2002 indicated strong community support, with 79.9% of respondents supporting a Safe Boat Harbour including a comprehensive leisure facility, with 88.9% of respondents saying they would use the facility if it was located in Frankston City.

For more information, research findings, questions and answers, and photos, please visit www.frankston.vic.gov.au



www.frankston.vic.gov.au

Business Frankston Hotline 9784 1888

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For Your Diary ...

2002 Business Connect Seminar Series

Your business is invited to attend this year's exciting and challenging business connect breakfast seminar series:

- > 19 SEPTEMBER 2002
- > 20 NOVEMBER 2002

Details to be advised.

For bookings call the Frankston Arts Centre Box Office on **9784 1060**

'EXPAND OR EXPIRE' Distribution Training Program with Trainex Systems

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Frankston City Council's – 'business frankston' in conjunction with Trainex Systems is organising a practical workshop on how to continually grow and expand your distribution.

'Expand or Expire' is specifically designed around expanding your business through imagination and initiative, with every idea either at low or no cost to implement.

The workshop is being offered to Frankston businesses through a special arrangement for only \$280 (plus GST) for each company (up to three people). Call Business Frankston on 9784 1888 to register.

SCORESBY FREEWAY AND RUTHERFORD ROAD ON-RAMP UPDATE

The Federal and Victorian State governments have collectively announced contributions of almost \$1 billion to construct the Scoresby Freeway.

Frankston City Council believes the Rutherford Road on-ramp northbound to the Mornington Peninsula Freeway is a stand alone project and should be built during the construction of the Scoresby Freeway. Council will continue to lobby the State Government seeking a funding commitment to construct this on-ramp as soon as possible.

Council is continuing its discussions with the State government in relation to the connectivity of the Scoresby Freeway and the Carrum Downs / Seaford industrial estates. We will continue to update you on our progress.

ARE YOU A CONTRACTOR OR CONSULTANT?

Recent changes to tax laws may affect some contractors and consultants who work in areas such as finance, insurance, building, transport, health, education, mining or the telecommunications industry.

Tony Sullivan, Tax Office Assistant Commissioner, says only people who earn 'personal services' income may be affected. "Personal services income comes from someone's labour or skill. If you are earning personal services income you may be affected by the new laws," Mr Sullivan explained. "People earning personal services income may be operating as a sole trader, a partnership, a company or a trust," he said.

An example of someone who would be affected by the new laws would be an IT contractor who: receives all of their income from one client; works in their clients' offices; and gets paid an hourly rate. Several tests determine whether contractors will be affected by the new laws. The primary test is the 'results test'. People can self-assess against this test.

If you are affected by the new laws you will not be able to claim certain tax deductions such as for payments to a spouse or relative for administrative work; and you will be required to pay personal income tax (PAYG) rates on any personal services income you earn.

You can visit the Tax Office web site for more information at www.taxreform.ato.gov.au (go to business tax reform) or for instant help over the phone call 1300 137 619.

WORKSHOP

Marketing Group Program for the Recycling Industry, 3RC Business Centre JULY 2002

A Marketing Group Program is planned for the recycling industry auspiced and organised by the Economic Development Unit – Frankston City Council. The Department of Innovation, Industry and Regional Development will provide the subsidy for the program. The venue will be the 3RC Business Centre in Carrum Downs. This is the only opportunity for 2002 to be involved in hands-on marketing workshops. For further details or to register your expressions of interest, please call 'business frankston' on 9784 1888.

FRANKSTON CITY COUNCIL HEALTH OFFICE SERVICES FOR LOCAL BUSINESS

Council's Environmental Health Officers are known for their role working with Food Businesses, but they also work with a broad range of other businesses to ensure high standards are maintained and health is protected. These businesses include:

Hairdressers and Beauty Therapists, Tattooists and Body Piercers, and Acupuncturists. Services provided to these businesses include:

- Written information on best practice cleaning and disinfection practices;
- Assistance in choosing and upgrading autoclaves and sterilising equipment;
- Advice on training courses and training providers;
- Information on Hepatitis B vaccination for staff.

In addition, inspection and advice services are provided to Accommodation Businesses and Caravan Parks as well as:

- Assessment of Emergency Management Plans;
- Water testing of swimming and spa pools.

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



Life Saving Club under construction



The new development

> Frankston Life Saving Club Redevelopment

Council gave its conditional approval to enter into a lease with Delroy Ho for the operation of the Lifesaving Club restaurant on 18 April 2002. Mr Ho has extensive hospitality experience and has operated many restaurants in Frankston and around Australia. The cuisine proposed for the Life Saving Club restaurant is a combination of Eastern and Western fare, with an emphasis on seafood.

The redevelopment of the Frankston Life Saving Club building is currently being carried out on Council's behalf by McGinley and Partners and it will cost in excess of \$1.7 million with more than \$600,000 being for the fit-out of the restaurant. The works are progressing well and currently include the internal demolition, excavations and underpinning of the footings. The expected completion date for the project is early October and currently on schedule thanks to some fine weather.

The redeveloped building will provide an exciting new home for the Frankston Life Saving Club and one of three proposed beach side restaurant facilities.

CITY PLANNING

> Pier Forecourt Restaurant

The development and operation of the Pier Forecourt Restaurant site is currently under negotiation with the preferred developer. The location of the 250 seat Pier Forecourt Restaurant on the foreshore adjacent to the Pier will create a vibrant, attractive and safe beachside area for Frankston City. This precinct will further enhance the foreshore and develop the area as the place to visit as a tourist or day-tripper destination.

> Transit City Project

Transit Cities is a program about creating safe, vibrant and accessible communities that are centred around public transport. It will help link people to services, to opportunities and to each other by putting a seamless transport network at their doorstep.

The Frankston Transit City project will look at enhancing links between the railway station, Chisholm TAFE, central activities district and foreshore. As well as identifying opportunities for higher-density residential development, the project will help create a public transport gateway for Frankston.

An Urban Design Framework is underway to investigate how the railway station can be better linked with the city centre, to create a thriving community. The \$118,500 study is being funded jointly by the State Government and Frankston City Council. It will focus on the area around the railway interchange as well as the zone between Nepean Highway and Kananook Creek.

> Further information

Contact Council's Transportation Planning Coordinator, Kevin van Boxtel on 9784 1880 or visit the Department of Infrastructure's web site at www.doi.vic.gov.au

SUSTAINABILITY@WORK

> Demolition of old Law Courts A Case Study for Best Practice

Frankston City Council has completed the demolition and removal of the derelict Police/Law Courts buildings in Davey Street, Frankston.

The site has been selected by the South Eastern Regional Waste Management Group (SERWMG) as a case study in resource recovery to promote the sustainable use of resources and better management of the disposal of material. Valuable resources such as bricks, concrete and timber will be salvaged and recycled for future construction projects.

Environmental issues will be addressed in a comprehensive site-specific Environmental Management Plan, and all activities undertaken as part of the demolition process will need to comply with a wide range of strict environmental legislative controls and policies.

For more information on how the SERWMG can assist your business, contact their Environmental Education Officer, Randall Brouillette on 0417 351 851.

SUSTAINABILITY@WORK

Mark Batty Environmental Coordinator

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For more information on any of the articles in this newsletter, please call us on 9784 1888 or e-mail to business@frankston.vic.gov.au

> The Thinker Visits Frankston

Frankston City attracts many visitors but none so impressive as Rodin's *The Thinker*.

McClelland Gallery, in Langwarrin, was the home of *The Thinker* and many other works by acclaimed sculptor and artist, Rodin.

The exhibition, *Rodin: A Magnificent Obsession* attracted over 25,000 visitors to the area with many of them travelling from Melbourne and regional Victoria.

McClelland Gallery was the exclusive Melbourne home of the Rodin exhibition from 10 March through to 19 May 2002.

"It was a great coup for the McClelland Gallery to show this incredibly important collection of Rodin's masterworks. It was doubly exciting as it afforded Victorians the opportunity to see our magnificent sculpture park," said Gallery Director, David Bradshaw.

FRANKSTON INTERNATIONAL GUITAR FESTIVAL THE 'BEST EVER'



The Frankston International Guitar Festival after six years of steady growth has established itself as a flagship event for Frankston, said Frankston City Council's Events and Tourism Co-ordinator, Maxine Sando.

"It was the best ever, with over 10,000 people attending the Festival".

Maxine said that the local hotels and accommodation houses had reported excellent attendance over the weekend of the Festival.

"One visitor from Albury had never been to Frankston, commented how great it was - he'd been to the beach, to Rodin and the Guitar Festival," Maxine said.

During the Frankston International Guitar Festival, a local market research company, AusPoll, conducted market research covering many aspects of the Festival.

The market research showed that:

- 70% of respondents came from outside the Frankston municipality;
- 14% of the respondents from outside Frankston municipality stayed in Frankston during the Festival;
- 21% of respondents went to the beach whilst in Frankston;
- 17% went shopping;
- 17% dined at restaurants;
- 17% bought take-away food.

The Frankston International Guitar Festival Committee would like to express their appreciation to the following local companies for their support of the 2002 Festival: Bayside Shopping Centre,

Frankston International Motel, Davey's Bar and Bistro, and the Pier Hotel. There are many opportunities for local businesses, small and large, to get involved in the 2003 Frankston International Guitar Festival. Call 9784 1703 for more details.

BUSINESS PROFILE

Frankston International Motel

The Frankston International Motel is less than one hour's travelling time from Melbourne by car or train. It is a short drive to world class golf courses and wineries, Phillip Island, the Dandenong Ranges, and some of the best surf and safe swimming beaches in Australia.

The motel itself is within five minutes walk of Frankston's beautiful bayside beach, railway station, Arts Centre, cinemas and business and shopping district. For interstate and international guests the Airport Bus will drop off and collect from the front of the motel.

The motel has ample complimentary on-site car parking for both motel guests and patrons using the café, bar and function facilities.

The Frankston International Motel is AAA rated 3 - stars and is a member of Best Western, the world's largest hotel chain. The motel offers fly buy points to all of its patrons and Best Western patrons can redeem their fly buy points for accommodation at this motel or any of over 240 other Best Western Motels throughout Australia.

Taggarts Café and Bar is named after Executive Chef Paul Taggart who has cooked professionally for over 20 years. Paul has won numerous gold medals for his culinary and ice carving skills. Paul has cooked in a variety of venues around the world including opening Planet Hollywood and Melbourne Park as the Executive Chef here in Melbourne. Paul uses his vast experience to create menus to appeal to all tastes. He is passionate about his food and loves mingling with his customers at the end of an evening to get feedback for his next menu creation.

The Frankston International Motel, built almost 20 years ago, is a landmark building in Frankston located between O'Grady Stand and Fletcher Road, Frankston on the Nepean Highway. If you haven't been for a while or if you've never been, it's worth a look just to see what is available right in the heart of Frankston.

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