

BUSINESS FRANKSTON

promoting prosperity

SEPTEMBER 2001



Frankston
The Premier City on the Bay

NEWSFLASH!

On 22 August at The Palladium, Crown Towers, emailbackup's carboncopy initiative was announced as the Yellow Pages 2001 Victorian State Award 'Business Ideas' Winner ! Congratulations.

ON-LINE INDUSTRIAL LAND REGISTER

The recently developed South East Melbourne's first on-line Industrial Land Register provides details on size, location, availability of services, previous usage and where known, contact details.

The register can be accessed through a number of websites.

www.investinmelbourne.mdb.asn.au
www.wpacc.com.au
www.marketmap.com.au



www.frankston.vic.gov.au

FRANKSTON HAS THE BEST IDEAS

Local Business Named State Finalist

A Frankston-based company – emailbackup has been selected as a State Finalist in the Yellow Pages® Business Ideas Grants, for their world first service carboncopy.

One of only five finalists from more than 200 applicants across the state, the directors of emailbackup were thrilled when notified early last week of carboncopy's selection.

Mr Rowan Ogier, a director of emailbackup said: "This proves to us small companies in suburban areas such as Frankston can have an impact in the market place".

He described carboncopy as a service that automatically protects your intellectual property from the inherent risks of e-mail. "It is a completely new way of thinking in the use of e-mail in the business form" said Mr Ogier.

Carboncopy is principally the idea of Mr Ogier, a local resident for over 35 years. As a quality assurance professional from the consulting engineering industry, he has personally experienced the difficulties of exchange of data by e-mail and saw the need to make e-mail less reliant on the recipient.

Mr Ogier believes emailbackup benefits industries such as printing, architecture, law and finance, where important business attachments are regularly sent with e-mail.

Emailbackup is a quality assurance company that uses the Internet as a tool, to put order and security into paperless communication. The directors focus on servicing small-to-medium traditional businesses via new technology techniques. For further information please call 1300 555 513.

'BUSINESS FRANKSTON' ROUND TABLES

Progress Report

In March this year, Frankston City Council introduced a new initiative, the 'business frankston industry round table'. The concept of a business round table aims to:

- Provide industry specific workshops;
- Bring together local businesses, industries & Council;
- Address specific industry issues; and
- Promote networking with each other.

To date, three breakfast 'business frankston industry round table' meetings have occurred.

- Manufacturing (March 2001);
- Retail (May 2001) and;
- Service Clubs and Community Based Organisations (July 2001).

Each focussed on a specific industry sector, with a cross-section of businesses represented. The industry presentations and discussions have been frank, open and very valuable. Not only does the round table provide the participants with an opportunity to discuss 'real' issues, it also provides Council with valuable local knowledge and an opportunity to pro-actively address, where appropriate, local issues.

For example, an outcome of the manufacturing round table has resulted in Council pursuing road access and signage issues in the Carrum Downs industrial estate area. A meeting with affected businesses was held in August to discuss these issues.

A further two breakfast 'business frankston industry round table' meetings are planned for this year. For further information contact Stephen Chapple, Economic Development Manager on 9784 1888.

Business Frankston Hotline 9784 1888

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TENDER FACILITATION PROJECT

"Winning ways to winning business" is an interactive and 'hands-on' workshop program for small-to-medium sized businesses who wish to develop practical experience in applying for government or private sector tenders. The program will be conducted in October 2001. Bookings are essential. To register, please phone Darko Popovski on 9784 1888.

2001 BUSINESS AWARDS

Frankston City Council is supporting and sponsoring two local business awards during 2001. They are:

- Frankston and Mornington Peninsula Awards, to be held 26 February 2002 and conducted by The Frankston and Peninsula Awards Committee;
- Leader Newspapers / Pulse Business Awards 2001, to be held September and October 2001, conducted by Leader Newspapers.

Both awards continue to strengthen their reputation amongst the business sector. Further information can be obtained from Stephen Chapple, telephone 9784 1888.

COMPANY PROFILE

ABC Cutting Services, based in Carrum Downs, are a contract cutting business that has been servicing the manufacturing industry for many years. ABC Cutting Services offers a complete Water Jet, Laser, Router and Laser Engraving service. They cater to both smaller companies during their development stages right through to large-scale production of many thousands of parts.

Using the latest high-tech software, ABC Cutting Services are able to scan smaller parts for reproduction, maximise yield or "nest" larger parts, utilising as much of the material being cut. The company has 10,000 square feet of factory space and an efficient racking and stock system. ABC Cutting Services is ISO 9002 Certified. For further information call John Crewdson on 9775 1025.

BUSINESS INFORMATION AT YOUR FINGERTIPS...

Frankston and Melbourne's South East Profile 2001

The first edition of 'business frankston' regional community and economic profile is now available. Melbourne's South East Profile 2001 is a snapshot of statistical information compiled from a range of sources. Included in the Profile are the latest figures on:

- Population
- Labour force
- Education
- Residential development
- House prices
- Investment

Many companies have purchased the CD ROM and have found the information invaluable for planning.

The cost for the Melbourne's South East Profile 2001 is \$25.00 (including GST) for a CD ROM. To discuss the benefits of the information or to order please call Darko Popovski or Donna Waixel on 9784 1888.

FACTS & FIGURES

BREP Findings

The Business Retention and Expansion Program (BREP) was developed over the past 15 years in North America and Europe, and was recently piloted in Melbourne's South Eastern suburbs.

Co-ordinated by South East Development, the program included a series of face-to-face business interviews, using a proven questionnaire, to pinpoint business needs, concerns and development plans.

Frankston BREP findings summary:

- The survey targeted the manufacturing, retail and tourism sectors (141 businesses)
- Most of the manufacturing businesses surveyed produced metal product or machinery and equipment
- 35% of businesses in the sample had been established between 2 and 5 years
- 30% of businesses had been established for more than 10 years
- 79% of businesses employed 10 or fewer people
- 30% of manufacturers reported exporting
- 40% of businesses had reported growth in sales over the previous 12 months
- Most businesses tending to recruit were in the manufacturing sector
- Most skill shortages were identified in trades and sales areas
- Most businesses use computers
- Businesses tended to detail the advantages of their local area and business environment often citing the advantages of living and working in the area and its natural environment. Advantages cited included customer base of the area, the infrastructure, the lack of competition, access to suppliers and low costs.

For further information or a copy of the full report, please call Darko Popovski on 9784 1889.

CITY PLANNING

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The New Bulky Goods Precinct

SUSTAINABILITY@WORK

Mark Batty Environmental Coordinator
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CITY PLANNING

Bulky Goods Precinct

Frankston City has a significant regional influence for the southern-eastern suburbs of Melbourne and the Mornington Peninsula. The Municipal Strategic Statement identifies that Frankston City is a regional focus for shopping, employment, professional and administrative services.

Frankston City can support a considerable floor area for Bulky Goods retailing use. A strategy of the Municipal Strategic Statement is to encourage key uses such as bulky goods retailing, with the preferred location being in, adjacent to, or close to the Central Activity District (CAD) to provide employment and economic development opportunities for residents and businesses in the region.

Currently it is estimated that approximately \$100 million of escape expenditure within this growing sector was being lost to the City. It is intended therefore that Frankston establishes a regional focus for Bulky Goods retailing.

In 2000 Council approved 23,000 square metres of Bulky Goods retail floor space at the intersection of Cranbourne Road and McMahons Road, Frankston.

Works on the site are expected to be completed by the end of this year.

Beauty Park Lake Construction

Major improvement works have now commenced to transform Beauty Park into one of the most significant landmark features of the City and provide the community with an exceptional leisure experience.

The first stage of works has now been completed, and includes the creation of a circular feature lake with an associated dry creek bed. Other completed works comprise the construction of a portion of the Port Phillip Bay Trail, soft landscaping features and the establishment of lawns and garden beds.

Along with the ongoing transformation of the Foreshore, Frankston is continuing to enhance its tourism product.

SUSTAINABILITY@WORK

Plumbers for Climate Protection

Frankston City Council, as a member of the Cities for Climate Protection™ (CCP) Program, is hosting a series of 'Green Plumber' training workshops in September.

Plumbers who are interested in assisting customers with reducing energy costs around the home whilst having the added benefit of improving the environment have shown their commitment to the project by signing up to the first series of workshops. So far the project has received an enormous response with all workshops being fully booked out in the first few weeks.

The information presented at the workshops will improve the understanding of plumbers of the energy conservation and greenhouse gas impacts of heating and cooling appliances and hot water services. In particular, the workshops will cover topics such as; greenhouse gas emissions, sustainability, greenhouse effects on the environment, customer service, energy star ratings, and new and approved appliances related to climate protection.

The outcome of the project will eventually be the emergence of the accredited Green Plumber. The Master Plumbers and Mechanical Services Association of Australia (MPMSAA) will acknowledge the Green Plumber by promoting the initiatives of the project through an exclusive web-site listing and other referral lists accessed by MPMSAA, local government, industry and the community.

If you would like to know more about the workshops or how to become a Green Plumber, please contact MPMSAA by telephone on 9329 9622, or for information relating to the Council's CCP Program please contact the Environmental Projects Officer on 9784 1006.

TOURISM NEWS!

Copies of the new Frankston on the Bay Visitor Guide are now available. If you would like a quantity to handout to your customers please call Jenny Hynes on 9784 1763.

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



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Exciting Promotional Opportunities are Available for Your Business!

Do you want to promote your business name, logo and message to thousands of members of the community and attract new customers whilst being involved in activities that contribute to community pride?

Innovative promotional opportunities are available for the following upcoming events:

Pets 'n Chips - Pet Fair and Microchipping Day

Samuel Sherlock Reserve, Frankston
 October 28, 2001

- Product give-aways, showbags, prizes
- In-kind sponsorship in return for goods and or services
- Exhibition space to sell and or promote your goods and services
- Volunteer services (eg video recording of the event, market research or MC.)

Frankston's Christmas Festival Of Lights

(Formerly Dolphin City Christmas Festival)
 November 30 – December 1, 2001

- Christmas decorations (eg donations of balloons, flags, and other Christmas decorations and paraphernalia to be given out to the many children who attend the Festival.)

- Product Give-aways. Does your business own a costume character? Cross-promote your business by having a character hand out product samples and vouchers at the event.
- Pre-festival packages. Design "buy one, get one free" offers and complimentary samples for people attending the event.

What's On Brochure & Advertising

September 2001 – April 2002

Associate your business with the widely read bi-monthly What's On In Frankston brochure and the weekly What's On ad in all Independent Newspapers. Your business could feature on the What's On brochure, distributed to 50,000 local households, businesses and tourist outlets as well as on Council's What's On Web pages.

Other Events

There are also sponsorship and promotional opportunities available for the following events:

- Sea Festival at Frankston - January 11-13, 2001
- Australia Day After Dark Festivities - January 26, 2001
- Frankston International Guitar Festival - March 24- 26, 2001

If you would like to discuss any of the above opportunities, please call Maxine Sando, Events Frankston, on 9784 1988.



Frankston's Christmas Festival of Lights



Australia Day After Dark Festivities