

BUSINESS FRANKSTON

promoting prosperity

MAJOR BUSINESS AWARD WINNER

NUTECH PAINT

Before winning the top award at the Frankston and Mornington Peninsula Business Awards, Nutech Paint Pty Ltd was the region's best-kept secret. The business started in 1972 and over the past 15 years, its sales have grown by 1100 per cent.

Nutech's extensive research and development has produced many new and innovative paints. Its TileFlex 2000® paint, enhanced with Dupont Teflon®, is the Australian market leader because it has greater water repellency and gloss and a surface which stays cleaner and lasts longer than conventional roof paints, proven by CSIRO testing.

Nutech recently developed a new Liquid Floor Art™ paint that will revolutionise kitchen splash backs and has many commercial applications.

Nutech manufactures and sells paint for houses, driveways, factories, roofs, metal, tennis courts and swimming pools, as well as waterproof membranes, paint stripper and texture and render coatings.

READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

If you are looking for fresh and innovative ideas, then **BUSINESS BREAKTHROUGH** is for you!

Business Breakthrough is a dynamic business development program for successful small and medium enterprises that are ready to grow. Supported by a mentor, you will develop a growth strategy to take your business to the next level. For further information and an application form, phone Darko Popovski on 9784 1888 or e-mail business@frankston.vic.gov.au



www.frankston.vic.gov.au

Special Edition JULY 2004

OUR STRATEGIC DIRECTIONS COUNCIL PLAN 2004-2008

Frankston City Council recently adopted the Council Plan 2004-2008, which is the key strategic document guiding Council's planning, development, allocation of resources and delivery of services. **Theme 2** of the plan is **ECONOMIC SUSTAINABILITY** and the goal is **to develop a strong image of greater Frankston as a prosperous and thriving regional capital on the bay**. It includes the following key activity areas and aims:

Economic and Business Development

- Develop and reinforce Frankston City's role as the major commercial and business focal point of the south eastern region
- Attract clean and sustainable industries that provide a stable and long-term employment base
- Attract more government services to improve employment opportunities and access to services
- Improve the long-term viability of local business, recreational, tourist and community centres

Promotion and Marketing

- Promote a vibrant, positive image of Frankston

Learning City

- Facilitate the development of education to encourage co-operation between the education and business sectors in Frankston
- Promote Frankston as a centre with outstanding educational opportunities to attract families, resources and research funding
- Advocate for the provision of emerging technology infrastructure to this community and its businesses

Tourism and the Foreshore

- Enhance the reputation of Frankston in the leisure, culture and tourism market place
- Pursue development of improved, exciting and environmentally-sound safe boating facilities
- Develop and maintain the foreshore for the usage and enjoyment of residents and visitors

SUSTAINABILITY @ WORK

TIME POOR? STILL WANT TO BE ENERGY SMART?

Frankston City Council is inviting local businesses to participate in an exclusive Business Energy Efficiency Program. This program is a **free** service designed to help businesses identify and implement a variety of energy efficiency opportunities to reduce consumption, save money and improve service delivery.

THE PROGRAM INCLUDES:

- A review of energy use in your facility
- An energy efficiency workshop
- A walk-through energy audit by field experts to identify the most cost-effective opportunities to reduce energy consumption
- A tailored report providing you with a financial case to implement opportunities
- Seed funding to help implement energy efficient measures
- Recognition through the print media, **BUSINESS FRANKSTON** and Council's Web site highlighting your achievements in the program.

Recommendations focus on proven, cost-effective technological changes making life easier for staff and clients. Common examples include:

- Installing energy-efficient lighting controls and lamps
- Installation of lock-out thermostats for air-conditioning systems
- Controlling plant start-stop time.

JOIN THE PROGRAM

The program has limited spaces available. For further details or to register your interest, phone Council's Sustainable Resource Officer on 9784 1006 or e-mail environment@frankston.vic.gov.au

This project is proudly supported by Frankston City Council, the Department of Sustainability and Environment and the Australian Greenhouse Office in partnership with the City of Charles Sturt.

BUSINESS FRANKSTON HOTLINE 9784 1888

FOR YOUR DIARY

31 July 2004

Gala Dinner, jointly presented with the Frankston Business Chamber. Master of Ceremonies will be Australia's leading corporate physician, Dr Scott Williams – a man who proves that laughter really is the best medicine.

For bookings, phone the Arts Centre on 9784 1060.

17 August 2004

Monash University Breakfast Seminar with Professor Richard Larkins

LINKING THE UNIVERSITY WITH THE BUSINESS AND EDUCATION COMMUNITIES

For further details and bookings, phone Narelle Krueger on 9904 4074 or e-mail narelle.krueger@buseco.monash.edu.au

1 September 2004

Family Business breakfast seminar with Jason Lea, Managing Director of Darrell Lea Chocolate.

For bookings, phone the Arts Centre on 9784 1060.

BUSINESS FRANKSTON SERVICE DESK

Business enquiries hotline **9784 1888**

FRANKSTON ONLINE BUSINESS DIRECTORY

www.frankston.vic.gov.au

YOUR FEEDBACK

Promoting Prosperity is the Frankston City Council newsletter for the business community in Frankston.

We would like to know your views of the publication and we welcome and appreciate your opinion.

Please e-mail your comments to business@frankston.vic.gov.au

LEARNING CITY

DOING BUSINESS @ YOUR LIBRARY™

The **Frankston Library Service** has more than 900 resources that can help prospective or established business owners and professionals maximise their business potential.

The library's online catalogue search facility allows you to browse the library's business resource section, reserve publications and audio visual material. There is also an online database facility, providing access to extensive reference information and full text articles. For further information, visit

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



CAMPUS UPDATE

Monash Peninsula Campus – a local centre of excellence for higher degrees

Most Mornington Peninsula residents are aware of the local campus of Monash University. Many would also know that the Faculty of Business and Economics has a strong presence and a thriving undergraduate program. However, the campus' outstanding research record has remained a well-guarded secret, until now.

The Business and Economics staff produced 45 refereed academic articles in 2003. They have also won faculty, university and nationally-competitive research grants. However, it is the campus' phenomenal track record in supervising doctoral candidates that is arguably its most impressive achievement to date.

Over the past 10 years, 20 PhD students have been successfully supervised to complete their doctorates by Peninsula staff. Former head of faculty Professor Bill Schroder has supervised 14 of these. Professor James Sarros supervised six PhDs during his years at Peninsula.

Among the current staff, associate professors Ron Edwards (current Head) and Sonja Petrovic-Lazarevic are supervising 10 and seven doctoral students respectively. New staff member Professor Mike Ewing has already supervised one student to completion and currently has four PhD and three DBA students in various stages of progress. So the trend seems set to continue.

SUSTAINABILITY @ WORK

SEIFA – UNLOCKING THE MYSTERY OF STATISTICS

One of the major products developed out of the 2001 ABS Census data was **SEIFA** – the Socio-Economic Indexes for Areas. SEIFA provides a numerical index comparing areas of advantage and disadvantage based on socio-economic well-being. Socio-economic well-being is measured by such things as residents' education, income and occupational status.

SEIFA data is summarised into four indices:

- Index of Advantage/Disadvantage
- Index of Disadvantage
- Index of Economic Resources
- Index of Education and Occupation

High SEIFA values indicate degrees of advantage and low values reveal disadvantage. This information is a powerful tool for identifying a new business location, research, grant applications, community planning and service delivery.

SEIFA data for Frankston City shows that the municipality is not homogeneous. For instance, the Index of Economic Resources shows relatively high advantage in Frankston South with a score of 1056. The Frankston average is 996 and the national average is 1000. Frankston North has the lowest level of economic resources with an index score of 894.

Frankston Central has an above average level of disadvantage (index score of 939), the neighbourhood has an above average index score of 971 for education and occupation, compared to Frankston City as a whole, which has a score of 959. Seaford and Karingal have very similar index scores across all four SEIFA indices.

Frankston City Council has commissioned a comprehensive report, titled **SEIFA Data Analysis for Frankston City** analysing the data and various indices. The report can be downloaded from www.frankston.vic.gov.au

For further information about the SEIFA report or Council's demographic data, phone Joanne Birkett on 9784 1938.

CITY NEWS

FIRED UP FRANKSTON

I have been fortunate enough to meet many business people during the past few months. Their feedback reveals a renewed confidence in the local business community which many put down to the pace of development in the Central Activities District and around Frankston.

The City definitely has its share of successful businesses, which was evidenced by the haul of trophies taken away from the recent Frankston and Mornington Peninsula Business Awards.

We hope more "quiet achievers" will nominate for next year's awards to keep the silverware coming!

Congratulations also to Australian Arrow, Carrum Downs, which was recently declared worldwide "Supplier of the Year" by General Motors. This is an outstanding achievement as there are almost 10,000 GM suppliers around the globe.

Plans for a Safe Boat Harbour are still bubbling along and we will ask for expressions of interest from private developers later this year. We have received hundreds of enquiries regarding the project and expect a very positive response once advertised.

Don't forget the inaugural Gala Dinner on 31 July at Frankston Arts Centre. This is set to become a major event on Frankston's social calendar.

Garry Warren
Manager Economic Development

SUNDAY MARKET

Frankston Sunday Market was relocated in March from the North of Beach Street car park to the "Sherlock and Hay" car park next to Blockbuster Video in Young Street.

The market operates from 8:00am to 1:00pm and attracts some 100 stallholders selling merchandise ranging from home-grown produce, gourmet preserves, arts and crafts and furnishings to plants, fresh flowers and traditional trash and treasure. The popular community event attracts hundreds of customers, rain hail or shine.

Interested stallholders should phone Graham Jackson on 9462 1520.

FRANKSTON BUSINESSES SHINE AGAIN

The following businesses are the regional award winners announced during the FRANKSTON AND MORNINGTON PENINSULA BUSINESS AWARDS Gala Dinner at Mornington Racecourse:

EXPORT

Roma Food Products

MANUFACTURING

Nutech Paint Pty Ltd

RETAIL

The Athletes Foot
Anny's Manufacturing Jewellers
Colour Collections

SERVICE INDUSTRY

Showtime Attractions
Nepean Waste Management

SUSTAINABLE BUSINESS

Australian Arrow Pty Ltd

OUTSTANDING INNOVATION AWARD

CDS Technologies Pty Ltd

HALL OF FAME AWARDS

(businesses that have won the same category for three consecutive years)

Roma Food Products

HIGHLY COMMENDED

The Spice Club
Olivers Hill Beachside B&B
SkillsPlus Inc
McClelland Gallery + Sculpture Park

MAJOR WINNER FOR 2004

NUTECH PAINT PTY LTD

Congratulations to all winners.

LATEST NEWS

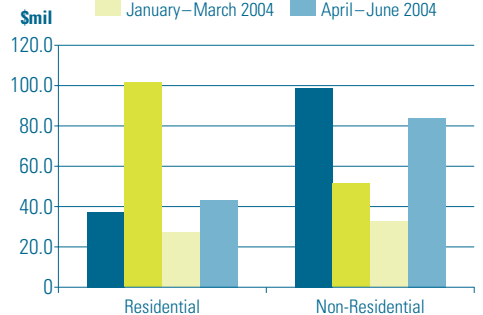
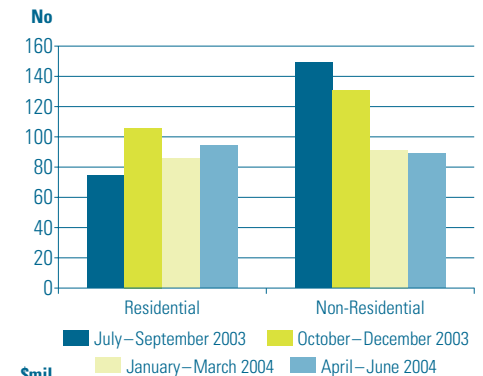
TELSTRA BUSINESS AWARDS

The winner of the 2004 Telstra and Australian Government Small Business Awards is **Made In The Shade Umbrellas**, of Seaford. The other two finalists from Seaford and Carrum Downs were Market Line Property Valuations and Roma Food Products. Congratulations.

INVESTMENT UPDATE

FRANKSTON PLANNING APPLICATIONS 2003-2004

The investment growth trend in Frankston continues in 2004, evidenced by the number of applications lodged during the past two quarters. Interest in residential and non-residential developments is equally strong.



Applications in the April-June quarter totalled 94 for residential and 90 for non-residential developments. The value of these applications was \$43.1 million for residential and \$84.0 million for non-residential developments – a total of \$127.1 million.

NEED CASH?

QUANTUM BUSINESS SECURITIES

Frankston-based Quantum Business Securities helps small businesses find equity and debt capital. QBS can help where the business is growing, but where conventional borrowing is difficult to obtain. Another example is where medium-term 'mezzanine' finance is needed in a property development situation.

By using the exemptions that QBS provides, SME's can approach the general public for investment capital - which they are otherwise not permitted to do. For further details, e-mail chatfieldg@qbsecurities.biz

MENTORING PROGRAM

STREETLIFE

B-CHALLENGE PROJECT PARTNERS

This project is a joint initiative of the Victorian Government's StreetLife Program, Frankston City Council and Frankston Business Chamber.



FRANKSTON BUSINESS CHAMBER

SMALL BUSINESS COUNSELLING SERVICE

The Small Business Counselling Service is an independent organisation providing experienced volunteer business counsellors and mentors to Victorian businesses.

For further information, visit www.sbcs.org.au

MENTORING PROGRAM

The counselling-mentoring program attended by Frankston small businesses (see following brief profiles) was an interactive group program addressing a comprehensive range of issues relevant to the business environment, and was designed as an intensive hands-on exercise to:

- Boost and stimulate business growth
- Build business leaders
- Create sustainable businesses
- Develop better business practises.

For further information on this program and future mentoring opportunities in Frankston, phone **BUSINESS FRANKSTON** on 9784 1888.

MENTORING GRADUATES

ALBEST PTY LTD — MR SOLAR RENEWABLE ENERGY SYSTEMS

This modern environmentally-based business was started six years ago by electrical contractor Carlos Ogues. Mr Solar is the only distributor of solar hot water systems in the Frankston area. The business also provides service and equipment for solar street lighting, solar pool heating, design and energy rating and energy-rating consultancy.

DIRECT PLANT AND EQUIPMENT

Seaford business Direct Plant and Equipment repairs, refurbishes, maintains and sells heavy machinery for the excavation, construction and building industries. It plans to import new machines from Japan in the near future.

PERFECT MEDIUM

Owner-operator Indira Kennedy has vast business experience and holds workshops to train staff. Indira also runs one-on-one business coaching counselling sessions. These sessions are for people seeking a career change, or who have recently moved into a new position and need guidance to assist with the transition.

WOLTER STEEL CO PTY LTD

Frankston's Wolter Steel was founded in 1975, providing retail and trade supply of steel and steel-related products. Its current owners bought the business 10 years ago and established a Mornington branch three months ago to service more of the Peninsula. The Mornington branch represents an image change for Wolter Steel, expanding its services as a multi-purpose supplier of steel, mesh and hardware to the building industry.

FRANKSTON INTERNATIONAL MOTEL

Frankston International Motel is a well-located 3.5-star motel, employing about 30 staff. The motel offers deluxe and executive accommodation with 43 rooms (39 with spas), two function rooms for weddings and conferences, a coffee lounge, restaurant-bar and outside catering facilities.

SUPER CHEAP PROMOTIONAL PRODUCTS

Super Cheap Promotional Products is a new business run from the home of sole proprietor Gary Peterson. The business sells promotional and corporate give-away products, by and to larger corporations, organisations and medium-size firms. The business operates at the lower price end of the market through the Frankston-Dandenong corridor and Mornington Peninsula.

SIGN-A-RAMA

Sign-A-Rama is a one-stop shop for all your signage needs in the Frankston area. The recently-established franchise prides itself on quality customer service and on-time delivery. Sign-A-Rama can obtain any type of sign a clients wants, including stamps, menus, fridge magnets, flyers, front windows.

WALSH AND SIMONSEN

Walsh and Simonsen is a conveyancing business run by partners Belinda Simonsen and Christine Walsh. They service the conveyancing needs of Frankston and Peninsula real estate agents, financial advisors and individuals buying property.

MENTORING PROGRAM

MENTORING PROGRAM GRADUATES CONT.

L'OPERA PATISSERIE

L'Opera Patisserie is a café-patisserie situated in Shannon Mall outside Bayside Shopping Centre, in Frankston. L'Opera specialises in coffee, gourmet baguettes and fine cakes plus the sale of specialised food products. It has both dine-in and takeaway facilities, and now has the potential for increased business following a major upgrade of the shopping complex and adjacent car park.

CROWDERS REAL ESTATE CARRUM DOWNS

Crowders Real Estate has operated in Frankston for more than 50 years. The Carrum Downs branch opened in 1995 and is run by the next generation of Crowders, namely, Michael Crowder. The branch started with the sale and management of both retail and commercial properties but in recent years has concentrated on commercial property business. The Carrum Downs branch currently employs six staff.

PLATOS

Platos is the "alternative music store" of Frankston, stocking CDs and DVDs not found in larger mainstream music stores. Local identity Eric Prentice has operated the business since 1985 and also trades in collectible cartoon character toys. The store imports a range of T-shirts displaying the special music themes carried for sale. Platos is a passionate music scene.

URBAN KIDS WEAR

Urban Kids Wear is a specialist retail children's clothing business operating from stores in Frankston and Chelsea. It now displays and sells youth and teenage clothing styles as well as infant and children's clothes. Proprietor Liz Oxenburg has the skills required to select and market children's clothing, and offers a "party plan" program which visits clients at their homes.

ACE PRINTING

Ace Printing has been servicing the municipality's commercial businesses since 1985, supplying stationery, business forms, etc. The business, which has six staff, is consolidating its operation in the competitive printing industry, and looking to expand its strong customer base through personalised, efficient and quality service.

TWO BAYS OFFICE PRODUCTS

Since Don Taylor opened Two Bays Office Products in Frankston nine years ago, the business has grown rapidly. The warehouse-style shop stocks office equipment and supplies to meet the demands of commercial and retail businesses. Being part of the multi-promotional group, Office National, Two Bays has greater buying power, the latest equipment, and better prices and service.

MORGAN PAINTS PTY LTD

This well-established business, trading as Paint Spot in Carrum Downs, sells paint to the residents and tradespeople of the district. The Morgan Group has five Paint Spot outlets, and is independently owned and operated. With growing competition from the large corporate chains, the Paint Spot outlets are maintaining quality service with personalised attention to clients.

HOLLOWS LAWYERS

Hollows Lawyers is an established practice centrally located on the Nepean Highway, Frankston. The practice was originally involved in general legal work, but in the past two years has specialised in high-profile cases.

PENINSULA ACCESS SUPPORT AND TRAINING

PAST is a non-profit organisation established 12 years ago to provide services to local people with disabilities. It operates from a purpose-built building in semi-rural Langwarrin, and CEO Terri Carroll and her trained staff are dedicated to assisting those who need to communicate with others outside their home environment.

OLIVERS HILL BEACHSIDE ACCOMMODATION

This luxury beachside accommodation is located at popular Olivers Hill, Frankston. It has modern facilities with views that will take your breath away. Owners Steve Cassap and Katie Lawson are involved in other businesses (Steve is a sign writer and Katie is an accountant) but have a passion for the tourism industry and have developed purpose-built accommodation with the latest in creature comforts.

SIMPLY RED SIGNS

Since 1990, sole trader operator Daryn Hancock has provided sign-writing services to the Frankston area through his business Simply Red Signs. He designs hand and/or computer-generated images for motor vehicles, boats, shops, factories, etc.

FURNITURE GENIE

Eugene Hobbs is the Furniture Genie and has developed innovative methods to repair and rejuvenate all types of wooden furniture. He can visit your home or business to repair damaged or deteriorated wooden furniture on site.

PVJ COMPUTER CONSULTANCY

Stephen Patchava, founder of PVJ Computer Consultancy, has been involved in the Information Technology industry for 10 years. He has developed a new software product named Crash Proof that, when installed, will save your computer's systems in the event of a crash or failure. This new software is available from PVJ on a supply, installation and maintain basis.

ART IN THE CITY

INTEGRATED ARTS @ THE WATERFRONT

Art projects under development at Frankston Foreshore include **Sight Line** by artist Louise Lavarack. **Sight Line** is a fascinating minimalist piece consisting of 22 modular poles along the Pier. Flag-like metal weather vanes decorated with nautical signal designs will respond to the prevailing wind, while the surface movement of the water will be reflected in vertical lighting panels embedded in the poles. The project is due to be completed and launched this month.

Another project is artist Anna Minardo's **Oasis** art stream – a beautiful mosaic embedded into the meandering forecourt pathway. It has been designed to reflect the unique terrain and sea life of Port Phillip Bay.

Frankston City Council is also developing a Coastal Arts Discovery Trail that traces our cultural heritage along several kilometres of the foreshore. It will include subtly-integrated artworks and signage in 10 locations.

ART IN THE CITY KIT

Consisting of a boxed set of 12 arts cards and a fold-out map of Frankston City, the kit provides cultural heritage information to inspire, educate and entertain visitors to the region. The kit will also include a CD-ROM with this information presented as a cyberspace tour of the City.



Frankston City Council

PO Box 490 Frankston
 Victoria Australia 3199

Telephone: 03 9784 1888

Facsimile: 03 9781 3117

www.frankston.vic.gov.au

PROMOTE YOUR BUSINESS TO THOUSANDS OF POTENTIAL CUSTOMERS

Discover the power of partnering Frankston's major events, including the Christmas Festival of Lights, Sea Festival, Australia Day Celebrations, Mayor's Family Picnic and the Frankston Guitar and Music Festival.

Your business or organisation could be associated with a major advertising and PR campaign in addition to face-to-face interaction at a major event. Sell and display products, test market a new product and get instant feedback from potential customers.

Learn more about your customers and take advantage of the large numbers of people who attend Frankston's annual events, both from the municipality and across Melbourne's south eastern suburbs and country Victoria (Blue Moon Research 2003/04).

For further information, phone Events and Tourism Co-ordinator Maxine Sando on 9784 1988.



FRANKSTON EVENTS BUSINESS PLAN

Funded by the Federal Government, the focus of this project is to:

1. Develop a three-year strategy for viable tourism events to make Frankston a vibrant 21st Century destination
2. Provide an organisation and management structure for events
3. Provide an effective marketing plan for the Events program.

What role do events play?

- Residents feel better about living in Frankston
- Increased cultural participation and development
- Provides sporting, recreational and other benefits
- Raises Frankston's profile within the community and external markets
- Provides opportunities to showcase community groups and local organisations
- Provides economic benefits to Frankston
- Attracts visitors from outside the municipality.

The project explores the event potential of the waterfront and key attractions such as Frankston Arts Centre, George Pentland Botanic Gardens, McClelland Gallery + Sculpture Park, Ballam Park and Beauty Park. These facilities have the potential to provide attractive event experiences and destinations. The Business Plan will be available in August 2004.

TOURISM FRANKSTON KEEPS ROLLING

A prime objective of local tourism authority TOURISM FRANKSTON is the establishment of a Visitor Information Centre on the Frankston foreshore. The goal is set to be realised with separate grants received from the State and Federal governments.

This funding means the centre can be built at the same time as the much-awaited Sofia on the Pier family restaurant.

Tourism Frankston's inaugural networking function was held at Cube 37 on 10 May 2004. More than 60 operators and representatives from a range of Frankston and Mornington Peninsula business attended the function.

Future networking functions will be held at a variety of interesting locations, hosted by Tourism Frankston members. On 12 July, members will take a tour and sample the culinary delights at the Frankston International Motel. In September, it's off to the renovated Sages Cottage Children's Farm.

Plans are underway to produce a Frankston touring map, featuring participating Tourism Frankston members' businesses through advertisements, line listings, positioning on the map, motivational editorial and photos. Around 50,000 maps will be distributed to major visitor information centres and participating organisations around Victoria and interstate. You have to be a member to be included. For further information, phone Maxine Sando on 9784 1988.