

BUSINESS FRANKSTON

promoting prosperity

APRIL 2004

BUSINESS AWARDS

FRANKSTON AND MORNINGTON PENINSULA BUSINESS AWARDS

The fifth Frankston and Mornington Peninsula Awards will be held on Tuesday, 15 June 2004 at the Mornington Racing Club Function Centre.

The business awards are highly prestigious and an excellent way to promote local business and facilitate greater co-operation and B2B interaction.

There are 11 major award categories. Each category is judged using three achievement criteria: excellence, enterprise and innovation.

Eligible businesses may enter by completing an entry form available from our office or directly from the Awards Committee. **Entries close 17 May 2004.**

Business Frankston sponsors the **Retail Category** and the Council's Environmental Department sponsors the **Sustainable Business** category.

For further information, please phone 9781 3155 or e-mail dereenw@flinderpartners.com.au

YOUR FEEDBACK

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

We would like to know what you think of it and we welcome and appreciate your opinion.

Please phone the **BUSINESS FRANKSTON** hotline on 9784 1888 or e-mail your comments to business@frankston.vic.gov.au



www.frankston.vic.gov.au

ALL SYSTEMS GO FOR FRANKSTON

The last time I wrote an article for **Promoting Prosperity** I had only just joined Frankston City Council. Now six months down the track I have been amazed by the level of activity and enthusiasm shown by the local business community. During this period we have seen construction start on the **Bayside Entertainment Complex** in Wells Street, the launch of our Tourism Strategy and tourism authority '**Tourism Frankston**', 800 people attend a lecture from Dr David Suzuki at the Arts Centre and many other events. The **Frankston Business Chamber** continues to grow and has been working on behalf of all business people within the municipality on issues such as car parking, the Mitcham Frankston Freeway and in providing training for small to medium businesses.

We have also welcomed our new Mayor, Councillor **Barry Priestley** and CEO, **Steve Gawler**.

This year will see the completion of the Bayside Entertainment Complex, construction begin on both Sofia's Restaurant at the pier, and the Bayside shopping centre extension north of Beach Street, and the calling of Expressions of Interest to develop the Safe Boat Harbour at Oliver's Hill, to name just a few.

It's all systems go for Frankston!

We look forward to continuing to work with you to make Frankston the Premier City on the Bay.

Garry Warren

YOUR ONLINE BUSINESS DIRECTORY

Take advantage of this great opportunity to promote your business for FREE!

Receiving this Newsletter means your business is one of the 5200 businesses listed on Frankston Council's Online Business Directory. This service is provided to promote your business to all visitors to our website, which averages 1000 hits a day. However, some entries do not contain details of the type of business and services being offered. Please take a moment to update your entry or we can update it for you. Either complete the application form attached and fax or post it back to us or go online and update yourself.

SUSTAINABILITY @ WORK

On Tuesday, 2 March, a range of local small and medium enterprises heard from one of the world's most inspirational, informed and respected ecologists and educators in **Dr David Suzuki**.

The Business Connect Seminar and Business Lunch was held at the Frankston Arts Centre, where Dr Suzuki discussed some of the real issues facing our collective future and how local, regional and national economies can be catalysts for either great damage, or great possibilities.

There were very few in the audience of 800 who were not captivated by the depth of knowledge and eloquence of Dr Suzuki.

More information on Dr Suzuki and his work is available at www.davidsuzuki.org

The challenge to create and maintain profitable and sustainable businesses belongs to us all.

At a more practical level, Council is developing a partnership with the Frankston Business Chamber to pilot a series of energy workshops and audits with a number of local businesses, designed to help them identify opportunities to reduce their energy costs. **SUSTAINABILITY @ WORK** will provide you with updates as the project rolls out.

For more information contact Council's Sustainable Resource Officer on 9784 1006.

To view your entry, go to www.frankston.vic.gov.au

- click on Directories
- click on Business Directory
- click on Frankston Online Business Directory
- go to keywords and type your business name and
- click Search
- click on your entry and view details.

Note: Type **The Oaks** in the keywords box to look at a fully completed entry.

To **change** your entry you must insert your username and password. If you have forgotten these details, please e-mail business@frankston.vic.gov.au requesting your details. Details will be emailed back to you within two days or ring Donna Waixel on 9784 1789.

BUSINESS FRANKSTON HOTLINE 9784 1888

WHAT DOES OUR CITY LOOK LIKE?

Businesses can access comprehensive information about Frankston City's demographics at Council's website. It includes a link to www.id.com.au/frankston/commprofile that details key information based on the 2001 ABS Census.

There are **Community Profiles** on the eight neighbourhoods within Frankston. The profiles include a brief description of Frankston, summary statistics, information on ages and number of people, nationalities, education, employment, dwellings and household income.

In addition, we have a new site that provides data on Frankston City **Population Projections 2001–2016**. These data sets are available at www.id.com.au/frankston/forecastid

Forecasts for each of the eight neighbourhoods include: how many people are expected to live in this neighbourhood, how the population will change, the age structure and the type of households that will live there. This information is invaluable for those who are involved in commercial development, community planning, service delivery as well as those seeking grants for funding of projects and other interested parties.

We have also made available thematic maps that identify socioeconomic indices for areas (more commonly known as SEIFA). Four key SEIFA indices are identified in these maps: 1. Index of Advantage/Disadvantage; 2. Index of Disadvantage; 3. Index of Economic Resources; and 4. Index of Education and Occupation.

This information can be used to identify a new business location, for research purposes, grant applications, community planning or for delivery of services to the community. Click onto www.frankston.vic.gov.au or for further information contact Joanne Birkett on 9784 1938 or e-mail joanne.birkett@frankston.vic.gov.au

INNOVATIVE RISK MANAGEMENT PROGRAM HELPS 10 FRANKSTON COMPANIES REDEFINE THEIR BUSINESSES

Victorian-based, specialist business consulting group **INTERgration Pty Ltd**, delivered a unique and highly interactive Risk Management Workshop Program last month for 10 Frankston businesses. The program, 'Managing Financial, Legal and Business Risk' was organised by **BUSINESS FRANKSTON** and funded by the Victorian Government.

The program helps proactive business operators improve their decision making, operational quality and business performance.

The program provides practical 'hands on' assistance in understanding critical personal and business issues such as risk management, strategic planning, succession planning and the responsibilities and liabilities of being a Company Director. It also shows the importance of drawing up 'Shareholders Agreements' and how to start working '**on your business**' rather than just '**in your business**'.

One of the participants described the program as: 'Well paced with the opportunity for plenty of discussion with other participants. The program gave me the opportunity to debate key risk management issues with other business principals.'

Some of the Risk Management Workshop participants' profiles are featured in this newsletter.

DOMAIN DIRECTORS

Domain Directors is a Frankston-based and internationally-accredited Domain Name registrar, providing internet services such as domain name registration, corporate brand management consulting and web and e-mail hosting solutions. All members of the team are committed to the highest levels of customer attention and service. E-mail register@domaindirectors.com

ATLANTIC SEEDS

Atlantic Seeds is a local business, which sells giant pumpkin and vegetable seeds by mail order throughout Australia and overseas. CEO Wendy Stayner has also written Australia's only book on growing giant pumpkins 'The Pumpkin Lady Tells'. Wendy is a world recognised expert in growing giant pumpkins and other vegetables. E-mail atlantic@alphalink.com.au

JASDANE ENGINEERING

Jasdane Engineering is a fast-growing local repetition engineering and machining company. Specialising predominantly in mild steel and small product fabrication, the company has also designed and manufactured the 'Set and Forget Battery Charger' for seldom-used batteries. Another division of the business manufactures veteran and vintage motorcycle parts. E-mail andrew@jasdane.com.au

VFI STUDIOS

VFI Studios is a respected Frankston-based photographic studio specialising in professional portraiture. The staff take pride in making their clients feel at ease in front of the camera in the peaceful surroundings of their centrally-located studio. E-mail vfistudios@bigpond.com.au

WOVEN WIRE

Woven Wire is a local business which has been supplying Australian heritage style fences, garden borders and custom-made gates for nearly 15 years. Made to authentic designs they have an antirust inner core with a baked-on coating that withstands the harshest environments and requires no painting. E-mail jngartly@netspace.net.au

IB ENGINEERING

IB Engineering is a specialised engineering business which supplies and maintains heavy duty industrial mixing equipment for a broad range of industrial process equipment applications throughout Australia and New Zealand. With over 300 customers IB Engineering deals with many of Australia's largest companies from their Head Office in Frankston. E-mail ianbuist@tpg.com.au

VBH AUSTRALIA

VBH Australia markets an extensive range of innovative closure systems for door and window technology.

Products include overhead door closers, floor spring systems, manual sliding door gear, window control systems and automatic door systems. Clients include Federation Square and Sydney University as well as New Scotland Yard in London and Disneyland Paris.

E-mail blair@vbhaustralia.com.au

ANALOGUE AND DIGITAL MEASUREMENTS

Analogue & Digital Measurements commenced operation in February 1976, building instrumentation for the Mining and Construction industries.

The prime focus of their business is the supply and servicing of temperature, load, angle, length and pressure transducers. They will soon release an innovative new safety device for construction equipment.

E-mail ted@lockie.com.au

COULSON PARTY HIRE

Coulson Party Hire has been servicing the Frankston and Bayside areas for nearly 40 years. They provide a comprehensive range of party hire equipment, ranging from marquees to balloons. Coulson's supply free, no obligation, on-site quotes to residents in Frankston and surrounding areas.

E-mail contactus@coulsonpartyhire.com.au

JENNY PIHAN FINE ART @ THE KANANOOK CREEK BOATHOUSE GALLERY

Jenny Pihan Fine Art offers an eclectic range of art by emerging painters and artists of international repute. Jenny's commitment to providing personal attention to her clients' artistic needs extends to a home consultation service where the client can privately view or commission a specific work of art.

E-mail art@jennypihanfineart.com.au

CUSTOMER SERVICE

SIGN A RAMA FRANKSTON

Sign A Rama Frankston opened for trading last year. Although a young company, the reputation of the other sixteen stores is well known by businesses throughout Melbourne.

The **Sign A Rama** shop in Playne Street attracts many customers with its professional and business-like approach to the manufacture and design of signs.

The owners of **Sign A Rama** Frankston acknowledge that the rapid growth of the business is attributed to customer referrals.

Sign A Rama customers are appreciative of the high level of service, the quality and the quick turn around time the business provides. For further details go to www.signarama.com/3199

WHAT DO CLIENTS REALLY WANT? RETIREINVEST FRANKSTON

A recent survey by Perpetual (source FPA magazine October 2003) revealed clients really want **Service**.

Rod Hanson says that is exactly what **RetireInvest Frankston** has been able to provide over the past 15 years of being in business in Frankston. Whether clients have needed investment, superannuation or retirement advice they have appreciated the professional service of **RetireInvest**.

Rod says **RetireInvest** has an excellent after-sales service called **On-Going Care**. It means clients' investments are monitored and reported on and clients are invited to attend an annual review.

RetireInvest Frankston is located in the Landmark building. Telephone 9783 8077 or log onto www.retireinvest.com.au

TRANSIT CITIES PROJECT

The Frankston **Transit Cities** program aims to turn the city centre into a vibrant community place where people have easy access to jobs, facilities and services. It aims to do this with a combination of higher-density development around Frankston's public transport network.

The **Transit Cities** program is a State Government initiative in line with the **Melbourne 2030** strategy.

The Frankston **Transit Cities** project is progressing well. A Transit Cities Community Planning Day was held last November, which set the scene for ongoing consultation events in the coming months. An architects' workshop and stakeholder consultation forum took place in February to investigate possible opportunities to convert Frankston's Kananook Creek precinct into an urban village supporting mixed-use development, including residential apartments. Results of the workshop will be on display during April to allow community feedback.

A draft Structure Plan for the **Central Activities District** (CAD), which includes options for the Transit Interchange precinct (integrated train and bus facility), will also go on exhibition this month.

A series of public forums will be held across the municipality to help people understand the principles behind the Structure Plan. The project includes a comprehensive assessment of traffic and parking issues within the CAD and the preparation of a 3D computer model. The project will also encourage quality and sustainable development.

The **Bayside Entertainment** complex in Wells Street is well advanced and is due to open in November. Work on the Beach Street car park site for the Bayside North retail complex is expected to begin in May. Frankston City Council received a \$2.7 million grant from the Victorian Government for works linked to these projects. Council recently held a workshop for traders to help develop a streetscape plan to upgrade sections of Wells Street, Thompson Street and Beach Street adjacent to the CAD redevelopment sites. The plan includes construction of a public space in Wells Street at the intersection of Shannon Mall.

Frankston City Council encourages all businesses to participate in the consultation process. For further information go to www.frankston.vic.gov.au or contact our Strategic Planning Co-ordinator Kevin van Boxtel on 9784 1089.

frankston north
langwarrin
carrum downs
skye frankston
seaford
frankston south

Tourism and Events

FOR YOUR DIARY

15 June 2004

Frankston and Mornington Peninsula Business Awards

31 July 2004

Gala Dinner seminar, jointly presented with **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.

1 September 2004

Family Business breakfast seminar with Jason Lee, MD of Darrell Lea Chocolate

THE MONASH UNIVERSITY BUDGET BREAKFAST

13 May 2004

The Budget Breakfast with Professor John Freebairn

For further details phone Ron Edwards on 9904 4367 or e-mail Ron.Edwards@buseco.monash.edu.au



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PUBLIC ART AND BUSINESS

'Sightline' is the title given to a proposed art installation for the pier precinct at the Frankston waterfront.

The work, by artist **Louise Lavarack**, consists of 23 vertical poles that contain kinetic and lighting elements that respond to the weather and the surface of the water in the vicinity of the Frankston pier. The project has been funded by the Victorian Commission from the State Government's **Arts Victoria** in partnership with Frankston City Council.

The project, which has been generously supported by Frankston businesses **Wolters Steel P/L** and **South Eastern Marine & Salvage**, is due for installation along the pier in April/May.

SPONSORS PROFILE

WOLTER STEEL CO PTY LTD

With over 25 years experience servicing builders and trades people in Frankston and the wider region, Wolter Steel is undergoing expansion with the opening of two new branches in Carrum Downs and Mornington at the beginning of this year.

This expansion into Carrum Downs, in particular, is in preparation for the development of the Mitcham Frankston Freeway.

Wolter, which has traditionally supplied steel, mesh and hardware to the construction industry, aims to better service the industry by providing an even wider range of products and services, incorporating plumbing, rural and other specialist trades.

TOURISM FRANKSTON REVIVAL

There is no doubt that the Mornington Peninsula is one of the premier tourism destinations in Australia, even though millions of Australians and overseas visitors don't realise it yet. The Peninsula, with its world class beaches, golf courses, wineries, heritage and natural tourism attractions, offers something for just about everyone. And it's just one hour from the City of Melbourne.

What **Tourism Frankston** is trying to communicate to the world is that when you arrive in our beautiful City, you arrive at the Mornington Peninsula – it isn't '**just down the road**', it starts right here.

Mornington Peninsula Tourism has been doing an outstanding job over the past five years, promoting our marvellous region, and their efforts are starting to pay off with visitation to this region growing considerably. To get on board the Mornington Peninsula Tourism (MPT) promotional bandwagon, you must first be a member of a Local Tourism Authority (LTA).

That's where **Tourism Frankston** comes in. We are the Local Tourism Authority for Frankston. By joining **Tourism Frankston**, you automatically become eligible to join Mornington Peninsula Tourism. Without being a member of an LTA you simply can't become a member of MPT and you will miss out on the opportunity to promote your business with the extensive destination marketing that MPT currently conducts for our region.

The Mornington Peninsula starts at Frankston. Join **Tourism Frankston** and Mornington Peninsula Tourism and as a collective group, we will promote our region and reap the rewards as people realise how good it is on the Mornington Peninsula.

For further information contact **Maxine Sando**, Events & Tourism Co-ordinator, on 9784 1988 or e-mail maxine.sando@frankston.vic.gov.au