

# BUSINESS FRANKSTON

promoting prosperity

SEPTEMBER 2002

## FOR YOUR DIARY

Business Connect **Breakfast** – Thursday 19 September 2002, 7.15am – 9.00am  
**"Marketing Made Simple"** with **Bob Pritchard**, Sydney-based marketing guru jointly with the Frankston Chamber of Commerce and Industry and supported by Australian Institute of Management and Chisholm Institute

Business Connect **Dinner** – Wednesday 20 November 2002, 6.30pm – 8.30pm  
**"Ingredients for Success"** with **Barry Bull**, Award winning retailer from Queensland jointly with the Australian Institute of Management and supported by Chisholm Institute

**Venue:** Rotary Room, Frankston Arts Centre, Davey Street, Frankston

**Bookings:** Frankston Arts Centre  
**HOTLINE 9784 1060**

Executive **Breakfast** Workshop – Thursday 21 November 2002, 7.30am – 9.30am  
**"Breakfast with Barry"** @ Acacia Room, Civic Centre, Frankston City Council

For further details please call **'business frankston'** hotline 9784 1888 or e-mail to [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

## 'KNOWING AND GROWING THE EXPORTER COMMUNITY'

Austrade's Knowing and Growing the Exporter community report is segmented into four main parts as summarised below:

1. Why should Australia grow the exporter community?
2. What will the next generation of exporters look like?
3. Is there potential to grow the exporter community further?
4. How can these actions be successfully impacted?

### Why should Australia grow the exporter community?

There are many good reasons why Australians should support growth in the number of Australian companies exporting, particularly small-to-medium enterprises (SMEs).

Three key reasons include:

#### Revenue

There are significant benefits in terms of export revenue from increasing the number of exporters – for instance, achieving the aim of doubling the number of exporters by the year 2006, as recently announced by the Government, could create additional export revenue growth of over 5% per annum, or \$40 billion over the five year period.

#### Growth and Efficiency

Exporting provides more businesses the opportunity to grow their markets and to make efficiency gains through knowledge transfers. Exporters form a bridge to other countries' technologies and international know-how.

#### Social Benefits

These include improving labour market outcomes for firms and for workers. Exporters create high quality jobs and raise living standards back home in Australia.

According to the Australian Bureau of Statistics (ABS) there were only about 25,000 Australian exporters in 2000/01, or around 4% of all businesses. This exporter ratio is below that of most European countries and Canada, but is comparable with the United States.

Historically, a small number of large companies have done most of the exporting.

Only four per cent of SME's export, compared with 32 per cent of large companies (ABS figures).

Weighing up the relatively small number of Australian companies exporting with the major benefits exporting offers for both companies and the wider community as a whole, makes a strong case for putting more resources into growing Australia's exporter community.

Source: Austrade

### Business Visitation Program

If you want to organise for Council 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

It is not too late to be included in the Frankston Online Business Directory. Please go to [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au) under 'Business Frankston' and update or register your business.



[www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)

Business Frankston Hotline 9784 1888

## promoting prosperity

### 'ACCESS FRIENDLY'

Frankston City Council plans to work with local businesses to develop a local directory that will assist people with mobility and vision impairment to identify **Access Friendly** businesses. This project will include developing a guide to local **restaurants and cafes**. To be eligible for the directory, a restaurant needs to have a wheel-chair accessible toilet and reasonable access to its premises. Profiles of venues will include opening hours, type of cuisine, minimum to maximum price ranges, parking, lighting levels, large font menus, and other appropriate factors. If your business is interested in participating in this project please contact **Glenis Crocker**, Social Planning Officer, Frankston City Council. Phone **9784 1967**.

### Fire Safety awareness for Carrum Downs Industrial Estate

During the week of 7 – 11 October, the CFA in partnership with the Frankston City Council will be delivering a community safety message to the businesses in the Carrum Downs Industrial Estate. The program will focus on Fire Safety in the Workplace and how to make your business a safer place to work for your employees. Work Cover will also be there on the day to discuss work safety issues.

Business will receive an invitation in the near future. For more information please contact **Ellisa Caulfield** from the CFA on **9775 6389** or 0419 879 216.

## MISSION IMPOSSIBLE?

### MAKING MANUFACTURING 'COOL' TO YOUNG PEOPLE

The image of the manufacturing industry negatively affects its capacity to attract younger workers. South East Development is promoting manufacturing to school students to give them the opportunity to positively experience the world of manufacturing.

#### What do we require?

We need businesses that are prepared to open their doors either for a student visit or short-term work experience.

#### How will your business benefit?

By providing a vital community service and contributing significantly to the students' educational development.

#### Will you help us by taking students?

We urgently want to hear from any business available either for student work experience or a site visit. Please ring Anita Buczkowsky at SED on (03) 9793 6466 for more information about the project.

## HOW WELL ARE YOU TRACKING?

### Small Business Management

Do you know how well your business is going? Will you achieve your goals this year? Most small businesses are aware of their monthly financial situation. However, not many of them are really aware of whether they are on track to meet their long-term goals.

To meet short-term financial commitments and to be progressing towards your long-term goals, planning is essential. Strategies need to be put in place. Marketing plans need to be established. Action plans need to be implemented.

Your performance in meeting these strategies, marketing and action plans should be assessed regularly. The benefits of doing this outweigh the cost and time involved.

Evaluate projects and plans periodically during a project to assess your progress. Then, at the end of the project or plan, evaluate its effectiveness. When evaluating projects, marketing and action plans, ask the following questions:

- How well did we do?
- Did it work the way we thought it would?
- Was what we did in accordance with the strategy and action plan?
- Was the strategy effectively applied? (Did we do it right?)
- Is the performance satisfactory?
- If we did what we planned, did we do it in the most cost-effective way?

Depending on the answers, you know whether the project or plan worked not just in financial terms. Such evaluation can provide you with vital information if you need to take remedial action to get back on track.

### Evaluating Goals and Strategies

Goals and strategies need to be evaluated at regular times during the year. The six questions to ask are:

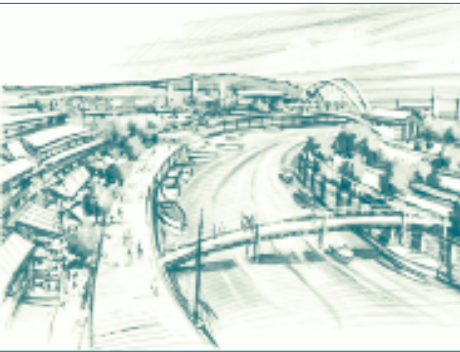
- Was the strategy right? (Did we do the right things?)
- Are we still committed to the strategy and goals? (Do they need to be changed or updated?)
- Are we still on track with this strategy and to achieving the goals?
- Are we measuring things the right way?
- Are we measuring the right things?
- What alternatives can we introduce if performance is unsatisfactory?

Running a business is demanding; on a day-to-day basis it is easy for a company to lose track of its greater goals. Regular evaluation will help you take any necessary corrective action, keep you on track and it will help you reach your goals sooner.

### Prepared by Innovative Practical Marketing

# Update

For further information on the Frankston Project Master Plan review, please contact Council's Acting Senior Strategic Planner, Angelo Maniatis on **9784 1089**.



## CITY PLANNING FRANKSTON PROJECT MASTER PLAN REVIEW

Council recently placed on public exhibition the revised **Master Plan** for its Central Activities District.

The revised **Master Plan** is the result of a review and update of the award-winning Frankston Project and will see Frankston develop as a regional centre and a key destination, through embracing the City's key elements – a vibrant city centre, spectacular foreshore leisure area on the Bay, and its diverse community.

The **Master Plan** proposes that Wells Street become the heart of a new 'urban village' atmosphere, surrounded by shops, cafes and family entertainment with the main pedestrian promenade, leading people from the inner hub of activity to the lifeblood of the City, the Frankston foreshore. The foreshore will be reshaped to create a lively leisure precinct with boardwalk, picnic areas, playground, feature bridge with light display, unique artworks and three major restaurants overlooking the Bay.

Parallel to the foreshore, the **Master Plan** will rejuvenate the Kananook Creek precinct with the creation of a lively creek promenade and new 4-5 storey low-rise apartment development opportunities, whilst ensuring the protection and enhancement of surrounding open space.

The development of a new, integrated transport hub as part of the State Government's **Transit Cities** initiative will include a new rail and bus interchange. This will complement the integration of the adjacent TAFE campus and Young Street precinct.

The leading urban design group, Cox Sanderson Ness, undertook the review of the Frankston Project.

## SUSTAINABILITY@WORK

The Commonwealth Government is currently working in partnership with business and industry to maximise greenhouse gas abatement through a joint voluntary initiative called the **Greenhouse Challenge**. Participating organisations sign agreements with the Commonwealth Government that provide a framework for undertaking and reporting on actions to abate emissions.

By joining the **Greenhouse Challenge**, your business will cut costs, boost productivity, build competitive advantage and contribute to reducing the threat of global warming. You will become part of a national network of **Greenhouse Challenge** businesses who are able to exchange information and ideas on greenhouse issues.

Participants are currently undertaking a wide range of abatement actions including; investments in new technology, process and energy efficiency improvements, fuel switching and recycling.

When you join **Greenhouse Challenge** you will be given a package of tools to assist you achieve a successful membership. The '**Challenge**' quarterly newsletter is distributed to members and a community of readers, reporting news of the **Greenhouse Challenge** and its members. You will also take part in workshops, seminars and other events with fellow members around the country.

For more information, please contact the Australian Greenhouse Office on **1300 130 606** or visit their website at [www.greenhouse.gov.au](http://www.greenhouse.gov.au)

frankston north  
langwarrin  
carrum downs  
skye frankston  
seaford  
frankston south

# Tourism and Events



## TOURISM FRANKSTON

### Project Update

Following an extensive research of past projects, regional tourism opportunities, and local needs assessment the tourism strategy and marketing program was included in the Council's Economic Development Unit Strategic Plan as one of the main strategies for the municipality in the next 3-5 years.

The Federal Government is providing a \$63,800 grant to Frankston Council to identify strategies and activities that will expand the local tourism market and increase visitor spending in the greater Frankston area.

As a result, the local tourism industry was invited to participate in a SWOT analysis on Frankston tourism as it is today as well as involvement in a forum in order to discuss the outcomes desired from the Strategy.

A Steering Committee was formed which will be working with consultant, Cathy Valentzas from Tourism Synergy, on the project.

The consultant welcomes feedback from anyone interested in providing their thoughts and ideas. Contact **Maxine Sando**, Events and Tourism Co-ordinator on **9784 1988** for more information.

## BUSINESS OPPORTUNITY

### Frankston Arts Centre

Now in its eighth year, the Frankston Arts Centre has matured into a major catalyst for positive change and pride in our city. It has also become the first choice venue for business and social events as well as the arts, for the Frankston community and the Mornington Peninsula as well as South East Melbourne and the Bayside suburbs.

The Arts Centre is a significant business, turning over almost \$3million per annum, much of which is brought into the City by audiences, clients and patrons from outside the municipality. With its generation of sales of products and services and increasing audience it is a net contributor to the economy of the City as well as enhancing the community's social capital.

Frankston businesses can contribute to the growing success of the Arts Centre through investing in improved marketing and access. A significant package of benefits, well exceeding the investment, is offered to **Supporting Partners**, including tickets to Season productions, marketing exposure and venues for hospitality and meetings.

If you feel that your business could benefit from a partnership with the Frankston Arts Centre in 2003, including in-kind support, contact **Christopher Johnstone**, Business Development and Sponsorship Co-ordinator on 9784 1703 or e-mail to [christopher.johnstone@frankston.vic.gov.au](mailto:christopher.johnstone@frankston.vic.gov.au)

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](mailto:business@frankston.vic.gov.au)

## EVENTS FRANKSTON NEEDS YOUR SUPPORT!

Cash sponsors are urgently needed to assist Frankston's major events targeting mainly people aged 25 to 39 and 40 to 54 with young families.

Align your product or service with one of Frankston's hallmark events reaching between 5,000 and 10,000 people per event.

Contact Maxine Sando, Events and Tourism Co-ordinator on 9784 1988  
e-mail  
[maxine.sando@frankston.vic.gov.au](mailto:maxine.sando@frankston.vic.gov.au)



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