

BUSINESS FRANKSTON

promoting prosperity

JULY 2001

AUSTRALIAN ARROW GOES GREEN

Australian Arrow celebrated their ISO14001 accreditation together with local and Federal government officers and the staff on 25 May by planting over 600 indigenous trees (25 species) in the reserve adjacent to the company's factory.

Australian Arrow employs more than 300 people in Carrum Downs and a further 50 people in Lonsdale, South Australia. The company is a member of the Yazaki Group and was established in 1974 to manufacture electrical distribution systems for the Australian automotive industry. It has since invested heavily into the manufacture of electronics and instrumentation.

With the increasing pressures to sustain the environment, Australian Arrow voluntarily undertook independent environmental impact assessments and legal compliance studies, which reinforced its belief that, relative to many automotive suppliers, it operates in a clean industry.

Employees at Australian Arrow have taken up the challenge by actively participating in projects to reduce energy output and by recycling all cardboard, paper, and aluminum cans, setting up disposal areas throughout the premises.

Mr Bob Miller presenting at the Business Frankston breakfast seminar

MARKETING SUCCESS ! A GREAT START

Over 150 local business people, industry and government representatives attended the first Business Frankston Business Connect Breakfast Seminar 'Marketing Success', presented by Bob Miller, one of Australia's authorities on sales and marketing, on 30 May 2001.

Bob's no-nonsense marketing presentation was sprinkled with good humour, practical tips and realistic examples. Bob focused on 'common sense marketing' and said it is important to be working on the business, not just in the business. Bob mentioned it was important to:

"Win Small, Win Early, and Win Often"

General Manager of Battmans Insulating Services (Carrum Downs), Mr Scott Rankin said: "the Business Breakfast was a fantastic Frankston City Council initiative, affordable and a great step forward ... I'd recommend any business to participate".

Ms Jan Ogle, Director of Vogue First Impressions, Frankston said: "the business breakfast was really well done. It provided an informative, engaging and relevant presentation, with great humour and knowledge. As a small business person, it makes you refocus on your business, it's also very motivating when you network with other businesses in our community".

To wrap-up the morning, Bob drew the door prize and presented the lucky winner - John Kelly, of Classic Convertibles, Langwarrin, with a fine bottle of local produce!

Next Breakfast

Please note the next Business Breakfast in your diary on 23 August at 7.00am. The Guest speaker will be Professor Neville Norman presenting 'What the hell's going on?'

At the "What the Hell is Going On?" - Business Frankston Breakfast Seminar, Professor Neville Norman will present facts and figures on the economy and future trends in a style which is hugely entertaining as well as highly informative and relevant for small business.

Professor Neville Norman is one of Australia's leading economists and commentators on economic and business trends.

Neville is a widely experienced and highly versatile academic, researcher, business consultant and analyst. He has delivered over 5000 addresses to government, business and community groups in Australia and 16 other countries on subjects such as global forecasting, strategic planning and market trends.

Your Say !

Your feedback on the revamped Promoting Prosperity Newsletter has been very positive. We intend to profile and feature more local business success stories. Please contact us if you have a success story other businesses would enjoy or benefit from.

Regards
Steve Chapple
Economic Development Manager



www.frankston.vic.gov.au

Business Frankston Hotline 9784 1888

promoting prosperity

NEXT 'BUSINESS CONNECT' BREAKFAST SEMINAR SERIES:

23 August 2001

"What the hell is going on?"

with Professor Neville Norman

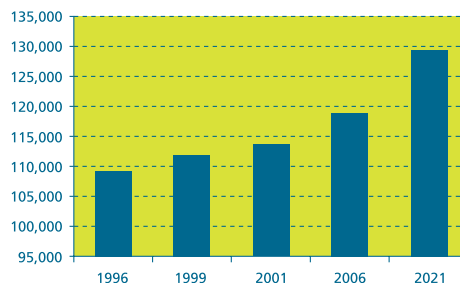
for more information call Darko Popovski on 9784 1889 or e-mail darko.popovski@frankston.vic.gov.au

FRANKSTON PROFILE KEY FACTS ABOUT FRANKSTON

Frankston Population

- The current population of Frankston is 113,914 up from 109,000 at the last Census in 1996

Population Growth and Forecasts



- The population forecasts indicate that the population in Frankston is likely to grow to 130,000 by 2021
- Household growth will be in the order of 12,000
- Frankston has a young population, with over 27% of residents under the age of 17
- Most residents are Australian or British born

Living in Frankston

- High volume of dwelling development over 20 years (up by 27%, compared with a population increase of only 14%) due to the reduction in household size
- In 1999 Frankston contained approximately 42,000 dwellings
- Total supply of potential dwelling development lots in Frankston is in the vicinity of an additional 10,000 – excluding the potential for new dwellings from redevelopment and multi-unit development
- It is expected that 7,000 new dwellings will be constructed in Frankston during the decade to 2009

Working in Frankston

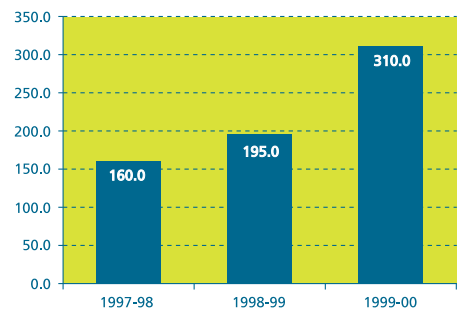
- Manufacturing, Retail Trade, Health & Community Services and Property & Business Services are the largest employment sectors. These four industries employ over 60% of all local workers

- Residents of Frankston are likely to be employed as Tradespersons, Intermediate Clerical & Services workers, and Professionals. These three occupations cover 50% of the working population

Investment in Frankston

- Frankston had around 250 ha of occupied industrial land and 230 ha of vacant industrial land in 1998
- The total value of building permits issued for development in Frankston in 1997-98 was \$160 million. Most of this was for residential and domestic development and \$64 million for non-residential development - predominantly for Hospital and Retail development
- In 1998-99 the total value of permits issued rose to \$195 million, with \$60 million for non-residential development projects
- During 1999-00 the total development (value of permits) grew to \$310 million (including Sandhurst development)

Building Permits Value million \$



VISITATION PROGRAM

Our visitation program runs on Tuesday and Wednesday afternoons. To arrange a Personal Business Visit please call the Hotline on 9784 1888 or call Darko Popovski on 9784 1889.

BUSINESS REGISTER

Business Frankston is updating its database of all businesses in Frankston City. To enable us to communicate with you more effectively, we encourage you to contact our office on 9784 1888 and ask for Donna Waixel.

CITY PLANNING

Lidia Orsini Senior Strategic Planner
lidia.orsini@frankston.vic.gov.au

SUSTAINABILITY@WORK

Mark Batty Environmental Coordinator
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Cube 37



Frankston Foreshore raised timber boardwalk

CITY PLANNING

The Frankston Project

The Frankston Project is an ambitious and pro-active urban design initiative funded jointly by Frankston City Council and the State Government's Pride of Place program through the Department of Infrastructure.

The Frankston Project is a strategic document that has developed an urban design framework plan to guide the development of the Central Activities District (CAD) and foreshore over the next 20 years. The document focuses on initiatives that will result in the revitalisation of the CAD, and strengthening the linkages between the CAD and foreshore.

The document has been endorsed by Council as a vital strategic plan which will direct future development in these areas. It will also provide a major reference point for public and private sector investment initiatives, and will guide the development of the City's capital works budget.

Frankston City Council is committed to fulfilling the vision of The Frankston Project. A number of exciting projects detailed in the five-year plan have already been completed, including:

- **Frankston Foreshore raised timber boardwalk** – linking Frankston Pier to Olivers Hill and providing spectacular views of the foreshore whilst protecting the sensitive dune system.
- **Regional playground** – situated on the foreshore and featuring a unique design incorporating an innovative sand castle structure.
- **Cube 37** – a leading edge multi-purpose community arts facility that houses a range of art forms and provide facilities for visual, electronic and performing arts.

A number of other projects are currently being implemented, including redevelopment works at Beauty Park and on the foreshore, where a tourism and leisure precinct is being created.

A copy of The Frankston Project can be obtained by calling Lidia Orsini on 9784 1089.

SUSTAINABILITY@WORK

Frankston's Statement on GREENfleet

Frankston City Council is undertaking another leading initiative in its bid to further reduce greenhouse gas emissions and continuously develop innovative approaches to environmental management.

As a member of the Cities for Climate Protection, Frankston City is proud to be part of the Greenfleet concept and has demonstrated its commitment to ecologically sustainable development by joining its entire fleet of 160 vehicles for three years. This means that over 8000 trees will be planted to offset carbon dioxide emissions over a three-year period.

Council is in the process of seeking local transport sector support by offering a corporate invitation for them to also join Greenfleet.

This is a very worthwhile venture and Council encourages the community and industry alike, to consider joining us to improve our environment for future generations.

If we can't reduce the emissions produced by the transport sector, we can at the very least offset those emissions and lock up the carbon by planting trees.

For more information please contact Council's Environment Team on 9784 1888

MARKETING PROGRAM

Nine local businesses successfully completed the six-week marketing program auspiced by Frankston City Council and subsidised by the Department of State and Regional Development.

The Marketing Magnificence program aims to ensure business success and provides a basis for product development and pricing.

The companies/organisations that participated in this program included: Digital Reprographics, Mornington Railway Preservation Society, Veritas Training, Totally Pure Fruits, First Auto Parts Plus, Bennetts First National, Double R Shop Strippers, PilsPack and Tom Potts & Associates P/L.

Mr George Metallinos from Digital Reprographics said: "The program was very motivating and helped me not only to understand my own marketing processes, but also to better understand my clients' needs".

TOURISM AND EVENTS

Maxine Sando

Events and Tourism Coordinator
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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

WINTER ARTS PROGRAM

June – August 2001

Presented by Frankston City Council

Winter- so full of promise, so much to enrich and enliven body and soul. And it's all so near! Savour the wonderful works on show at McClelland Gallery, the spectacular feats of Circus Oz or see nature's beautiful work from the famous Olivers Hill lookout. The Winter Arts Program in Frankston offers so many compelling reasons to explore and indulge.

Call 9784 1988 for your free Winter Arts Program Brochure!

Exhibition June – August Speed of Light Ian de Gruchy's innovative installation screens every night through winter at Cube37.

Exhibition June 17 – July 29 Celebration: Victoria's Tapestry Gift to Singapore by David Larwill at McClelland Gallery.

Exhibition July 1 – September 9 Sculpture: The Joseph Brown Collection A collection of National importance at McClelland Gallery.

Exhibition July 20 – Aug 5 Maureen Harris-Smith (oil) at the Boat House Gallery.

Performance July 26 – July 29 Circus Oz A must-see for the whole family. Melbourne's own Circus Oz at the Frankston Arts Centre.

Performance July 31 – August 1 Art by Yasmina Reza A hoot of a play about friends and art at the Frankston Arts Centre.

Performance August 15 – August 16 The Tempest by William Shakespeare The Bell Shakespeare Company at Frankston Arts Centre.

Exhibition August 5 – September 9 Land An installation by Craig Barrett exploring our perception of the land at McClelland Gallery.

Workshops June – September Various Career in Arts, Physical Theatre, Circus Skills, Projection Arts, Theatre Sports.

Talks June – September Various Ian de Gruchy, Bea Edwards, Les Murray, Paul Davis, Marielle Schwerin, Craig Barrett.

Contact individual venues for further information including pricing and booking details.

Frankston Arts Centre 9784 1060

Cube37 9784 1896

Frankston Library 9784 1020

McClelland Gallery 9789 1671

The Kananook Creek Boathouse Gallery 9770 5354

Proudly supported by Melbourne's continuous easy mix 3MP

For special Winter Arts Accomodation Packages, please contact Maxine Sando on 9784 1988 or email tourism@frankston.vic.gov.au



Circus Oz



Ian de Gruchy



Art!



Brett Whiteley



Frankston City Council

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