

# Kingston Business Bulletin

Taking Care of Business in Kingston

[www.kingstonbusiness.com.au](http://www.kingstonbusiness.com.au)

Volume 4 2011

## NATIONAL BROADBAND NETWORK

### *What could it do for your business?*

The City of Kingston is strongly of the view that an area as economically important as Melbourne's south east must be given priority as the NBN is rolled out around Australia to ensure that local companies remain globally competitive. The Broadband network is fundamental to advanced manufacturing and the adoption of new technologies.

Melbourne's South East is of national economic importance. Manufacturing within the cities of Kingston and Greater Dandenong alone generates over \$30 billion in output per annum. There are almost 300,000 jobs within the Council areas of Kingston, Greater Dandenong, Knox and Monash. A large proportion of these are in advanced manufacturing.

Modern business practices see huge volumes of data being constantly transferred around the world. To remain competitive local companies must be able to send and receive data in real time.

Kingston is working with our partners in the South East Melbourne Innovation Precinct (SEMIP) initiative to progress the case for the NBN in this region. The partners include the cities of Kingston, Greater Dandenong, Knox and Monash and the research institutions of Monash



University, the CSIRO, the Australian Synchrotron and the Small Technologies Cluster together with the Victorian Government. A number of leading edge companies including Siemens, Invetech and Minifab are also involved.

Industry leaders in south east Melbourne met on 14th September to discuss the importance of the National Broadband Network to the future productivity of their respective businesses. Kingston has also raised the NBN with local Members of Parliament.

The City of Kingston would welcome feedback from local businesses on how

the NBN would enhance your current business model, deliver significant productivity gains, and open up many new opportunities within Australian and around the world. Council would also be interested to know in what ways your business is currently constrained by the speed and capacity of your telecommunications infrastructure.

**Your participation is required to help build a case to ensure that our important region gets access to the NBN sooner rather than later. Please email [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au) or phone 9581 4712 to add your voice.**

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# Editorial

In this edition of the Kingston Business Bulletin I am seeking input from you about the importance of the National Broadband Network to the future of your business.

While I can appreciate the underlying equity principle of providing broadband to residents in rural and regional communities who currently have limited access, I am of the view that the national interest should prevail and that there is a much greater public benefit in ensuring that businesses that generate the wealth within the community, and provide jobs for our residents, must be given priority access.

I would really like to hear from you about where the NBN can take you.

The other major issue of national significance is the Clean Energy Bill. As with most government policies, there will be winners and losers and more importantly, there will be opportunities.

Regardless of what your personal view is, it is clear that there is increasing pressure for each of us to reduce our use of the earth's finite resources and lessen the impact that we have on the planet.

The increasing costs associated with the use of energy, water and the disposal of waste make it imperative that all businesses review these inputs. Any reduction in consumption will go straight to your bottom line.

Finally, as the 2011 year draws to a close, I hope you will find time to take a break and enjoy spending time with family and friends.



Suzanne Ferguson

*"As for the future, your task is not to foresee, but to enable it"*

Antoine de Saint-Exupery

## Meet our new General Manager

Rachel Hornsby recently joined the City of Kingston as General Manager Environmental Sustainability. Rachel has worked for New Zealand councils, in policy and planning and issues resolution and she had the opportunity to work across all Council teams, gaining a much broader understanding of local government.

In Wellington, Rachel joined the New Zealand Agency for International Development (NZAID) which was part of the Ministry of Foreign Affairs and Trade as internal communications advisor. As Group Manager South Wairarapa District Council in Wellington, Rachel was responsible for the regulatory aspects of the Council (planning, building, environmental health) and also for developing reserve management plans and community consultation.

The appointment to General Manager at City of Kingston was an opportunity for



**Rachel Hornsby**  
General Manager Environmental Sustainability

Rachel to return "home". With responsibility for Economic Development, Infrastructure, Strategic and Statutory Planning, and Parks, Recreation and Depot Services, Rachel knows there will be plenty to learn and the new job will keep her busy! She is looking forward to making a lasting contribution to Kingston and the broader community.



## Cleantech Industry Capability Teams

Helping Cleantech companies collaborate to target customer groups

Cleantech companies provide a wide variety of solutions including products and services involved in renewable energy, water, waste, recycling, energy efficiency, energy storage, building products, transport technologies and environmental services.

Many of these companies are however targeting the same customer groups. The Cleantech Industry Capability Teams will provide a mechanism for diverse Cleantech companies to effectively collaborate in their dealings with these customer groups.

**Cleantech Industry Capability Teams will...**

- Target up to five different customer groups. These might include the Built Environment, Mining/Resource and Minerals Processing, Food Processing, SME Manufacturing, International Aid Development.
- Unite companies with common customer targets.
- Be industry-driven and chaired by industry members.
- Be largely self-sufficient and commercially focussed.
- Pursue opportunities and market members' capabilities as a group

**As part of a Capability Team, members have the opportunity to...**

- Participate in joint promotions, marketing visits and trade fairs -

benefiting from the critical mass created through the Capability Teams in promoting capabilities to customers.

- Contribute to joint communications, advertising and promotional literature
- Engage with domestic and international customers.
- Collaborate to bid for projects and packages - providing improved chances of securing projects from their target client groups.
- Establish networks and connections with other Cleantech solution providers.
- Participate in forums to discuss new opportunities.

**National Workshops**

A series of free national workshops will be held in October and November to engage with interested companies and to help design the priorities and operations of the teams so that they best meet the needs of the industry. Final timing and location details will be advised to those registering interest. The Cleantech Industry Capability Teams are an initiative of the Gillard Government's Supplier Advocate Program and its Clean Technology Focus for Supply Chains.

For further information go to [www.auscleantech.com.au](http://www.auscleantech.com.au)

# Carbon credits explained

Confused about carbon credits? Here's a comprehensive guide to answer all your questions.

## What are carbon credits?

A carbon credit (also known as a carbon offset) is a financial instrument that represents a reduction of greenhouse gases in the atmosphere in the form of one tonne of CO<sub>2</sub> (carbon dioxide) or CO<sub>2</sub>e (carbon dioxide equivalent gas).

## Why would I purchase carbon credits for my business?

Purchasing carbon credits can provide a legitimate means of lowering your environmental impact and is an important component of becoming carbon neutral.

## When should I purchase carbon credits?

Buying carbon credits (or offsets) is the last in a hierarchy of actions to reduce your business's carbon emissions. It should be restricted to emissions that you cannot eliminate through other means. Offsetting is the last in the order of carbon management actions because of the importance of first considering at-source options for reducing energy

use and greenhouse gas (GHG) emissions, and not because they should be considered the 'worst' option.

Go through the following steps before you purchase carbon credits for your business:

## Carbon management action hierarchy

1. **Measure** - You can't manage what you can't measure. It is important to know the quantity and source of your GHG emissions.
2. **Set objectives** - What do you want to achieve? As with any business strategy, it is important to set clear objectives.
3. **Avoid** - Can you avoid generating emissions? For example, ensuring appliances and equipment are not idle or on stand-by.
4. **Reduce** - Can you change your activities to reduce your emissions? For example, ensuring appliances and equipment are running efficiently. If buying new equipment, ensure it has a high efficiency rating.
5. **Switch** - Can you switch your energy source so that it is less greenhouse intensive? For example, using LPG to power your vehicle has a lower greenhouse impact than petrol.
6. **Sequester** - Should you consider sequestering your emissions? For example, through natural or artificial GHG (usually carbon) sequestration.
7. **Assess** - What are your residual GHG emissions? For example, are there reduction opportunities you have not considered?
8. **Offset** - A carbon offset is any project that indirectly reduces GHG emissions at one source by investing in GHG emissions reductions elsewhere.



Source: EPA Discussion Paper, Carbon Management Principles

## KINGSTON SMALL BUSINESSES GROW SUSTAINABLY

A \$15,000 business grant from the Victorian Government has helped Kingston businesses to achieve sustainable growth.

The Grow Your Business funding to the City of Kingston has subsidised a Group Sustainability Program which has provided an opportunity for a number of businesses to improve their environmental performance and benefit from valuable specialist training at a much reduced cost.

The Sustainability Group Program commenced in September and consists of group workshops with a business sustainability improvement focus and a component of individual consultancy time at business sites.

The Program helps participants to adopt sustainable business practices,

gain knowledge on carbon management and implement sustainable behaviour change enabling them to realise financial savings and to mitigate risks.

The program is part of an overarching Sustainable Business Framework that has been developed by council to focus on identifying actions that can support local businesses to reduce their carbon emissions, minimise energy use, conserve water usage, and look for innovative ways to manage waste and recycling.

If you would like to review the Kingston Sustainable Business Framework and provide the Economic Department with any feedback on business

sustainability issues, please email [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au) or phone Angela Stubbs on 9581 4787.



## Twitter for Business



Keith helps take the mystery out of using this powerful tool for business marketing.

Places are limited so be sure to book! Call 9581 4735 or 95814786.

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**Date:** Wednesday 16th Nov 2011  
**Time:** 6.00 until 8.30pm  
**Venue:** Woodlands Golf Club, White Street, Mordialloc  
**Cost:** \$30.00 (includes light refreshments)

Melbourne based Social Media Enthusiast Keith Keller will be delivering a workshop to introduce the beginner's steps to business twittering. Keith is a specialist trainer for Twitter with over 30,000 followers. He is now amongst the top 1% of Twitter users in the world!

## CHELSEA NETWORKING EVENING – a Great Success!

Chelsea traders recently met for an evening of networking at Chelsea's Thai Rose Restaurant.

Donna Bauer MLA, State Member for Carrum also attended the event. The group of businesses will now work on moving forward to help improve the viability of the retail area.

Greg Davis, from Taktics4, presented an analysis of the commercial market and economic and social drivers influencing the performance of the profile of the Chelsea shopping centre. The evening was a great success with many businesses meeting their neighbours for the first time!

If you are a business owner in Chelsea and would like to receive a copy of Greg Davis's presentation or learn more about the activities and goals of the group, please contact Marian Hamilton-Kerr 9581 4786.



From left to right:  
 Debra John, new Leaf Naturopathy  
 John Bevacqua, Horizon Accounting & Taxation  
 Jan Bailey, Janique Fashions  
 Marian Hamilton-Kerr, Economic Development, Kingston  
 Belinda McDaid, Chelsea Renewal Project Manager

## Kingston Business Women's Luncheon

Rhondalynn Korolak is a lawyer, chartered accountant, Master of NLP and Clinical Hypnotherapist. She has distilled the secrets to business success that she learned from working with Price Waterhouse Coopers, Max Factor, Village Cinemas, NAB and Coles Group Ltd. and produced a simple step-by-step process that you can apply to your business to boost your bottom line.

Rhondalynn is the author of "On the Shoulders of Giants - Imagineering Your Destiny and Financial Foreplay." She has appeared on television and radio and writes for Yahoo, MYOB, Fast Thinking, Sunday Life, Dynamic Business, Business Spectator and Australian Retailer.

Rhondalynn can help you put strategies in place to ensure your customers never think of going elsewhere! She is the leading expert on harnessing the power



Rhondalynn Korolak

of the mind and using it to improve your business financial results.

Be inspired by Rhondalynn and hear her secrets for success!

**Date:** Tuesday 22nd November 2011  
**Time:** 12noon until 2.15pm  
**Venue:** Hemisphere Hotel & Conference Centre, South Road, Moorabbin  
**Cost:** \$46.00 includes two course lunch and one glass of wine  
**Bookings:** 9581 4735  
**RSVP:** by 15th November 2011

## Meet Your Mates

A business networking event will be held in the Braeside/Mordialloc area on Thursday November 17th to get small business owners together to meet their neighbours. Council's Economic Development team will host the event and provide information on business services and resources. The council team is keen to hear about the issues facing small business in the area and promote opportunities for businesses to do business locally.

Business owners have the chance to get to know who is in their area, relax together, and explore the possibilities of even doing some business with each other!

The venue, Red Pillar Café is in the heart of the industrial area, providing a convenient location for business operators to get together after work and extend their



business contacts. A voucher for a complimentary drink and finger food will be provided upon registration.

Places are limited so a booking is required. Please email [business@kingston.vic.gov.au](mailto:business@kingston.vic.gov.au) or call Angela Stubbs on 9581 4787.

## Connecting Business with Oakleigh/Clayton Community



- Do you want to learn tips, techniques and strategies to better manage and grow your business?
- Do you want to create new networks in the local business community?
- Do you want to learn how your business can become a corporate social enterprise and connect back with the community?

The Rotary Club of Moorleigh Moorabbin is holding its inaugural business month – an initiative to create connections and relationships within local small to medium businesses to the community. Come to one or come to all presentations!

**Monday 7th November:** Bruno Bello, Enterprise Business Connect Adviser talks on "The Future of Your Business in the Marketplace: Key Factors for Success"

**Monday 14th November:** Lisa Gilling, Westpac Business Education Facilitator talks on "Cashflow: The Lifeblood of Your Business"

**Monday 21st November:** Danny Schwarz, CEO Youth Connect talks on "Bridging the Gap: Strategies for Engaging with the New Generations in Your Business"

Register at least 3 days before the event through online Bookings: [www.trybooking.com/14288](http://www.trybooking.com/14288)  
 Email: [moorleighmoorabbin@yahoo.com.au](mailto:moorleighmoorabbin@yahoo.com.au)  
 For more information call Helen Blunden on 0438 884 730.

## Social Media Workshop – with Danielle MacInnis

Following the success of last month's Low Cost Marketing Workshop a further part 2 workshop has been arranged with guest presenter Danielle MacInnes, from MacInnis Marketing.

form capture tool is a great way to build a list of customers.



Find out the 'must have' tools for low cost marketing of your business. How easy would it be to apply a simple to use, effective and affordable solutions. Do you want to learn more?



A form generator tool that allows you to add a form to your website called Wufoo, and an email campaign called Mail Chimp will be explained. Wufoo allows you to create an offer and capture the names of prospective customers so you can build valued relationships. Whether you are a plumber, accountant or retailer having a

Mailchimp - is an email software that enables you to share campaigns with your social media profiles like LinkedIn, Facebook and Twitter. Email communication is all about providing valuable content and being there when your customer needs your service or product.

Places are limited for this exciting workshop. To reserve your place call Economic Development 9581 4735.

**Date:** Thursday 1st December 2011  
**Time:** 9am until 11am  
**Venue:** Woodlands Golf Club, White Street, Mordialloc  
**Cost:** \$30 (includes morning tea)  
**RSVP:** by 24th November 2011

# Save water and money

Claim up to \$2000 to improve the water efficiency of your business.

The new *Living Victoria Water Rebate Program* now gives small businesses the chance to save water and money by purchasing eligible water-efficient products.

The Victorian Government has committed \$40 million over the next four years to extend rebates to Victorian households and, for the first time, to provide rebates for small businesses.

Rebates are available for small businesses with a current ABN that

have 20 or fewer employees and are connected to an urban reticulated water supply and pay non-residential/commercial water tariffs.

Small business rebates are based on the total expenditure on eligible water efficient products purchased and installed in the business between 19 July 2011 and 30 June 2013. The total rebate payable will be calculated at 50% of the expenditure up to a maximum rebate of \$2000.

The rebate program aims to assist businesses in maximising their water

savings by installing the best eligible products to replace inefficient ones and in the quantity needed. Several of one product can be installed or several different products can be installed to maximise the water savings. All works and installations must be completed prior to making a claim, as only one successful claim can be made.

For more information visit [www.water.vic.gov.au](http://www.water.vic.gov.au)



## Business must report unsafe products

As a business owner, did you know that if a product you supplied causes serious injury, illness or death you have to report this to the Commonwealth minister responsible for consumer protection and fair trading?

Since 1 January 2011 businesses (large and small) are required to report any unsafe products they have sold that have caused serious injury, illness or death. The new law applies to all participants in the supply chain. This includes retailers, dealers, hirers,

distributors, installers, repairers, importers, exporters and manufacturers.

The mandatory reporting laws also apply if you provide a service that is related to a product. For example if you service washing machines and a client tells you that it has caused them an injury that required medical attention, by law you need to report this.

Mandatory reporting has triggered 40 recalls in the first six months of 2011. Some of the products that were recalled had reports that associated them with anaphylactic and allergic reactions, burns, electrocution, choking hazards, cuts and lacerations.

Mandatory reporting is not an admission of liability. It is there to protect Australian consumers from unsafe products and also identifies which products are risks to the public. Reports may lead to safety warnings or education campaigns or products being pulled from shelves or recalled.

Reporting is simple and can be done by completing an online form on the ACCC's product safety website – [www.productsafety.gov.au/mandatory-reporting](http://www.productsafety.gov.au/mandatory-reporting)

# Mayor urges businesses to support Leader jobs campaign

Kingston City Council encourages local businesses to get behind Leader Newspapers' landmark campaign to provide work for young people.

The Jobs 101 campaign challenges businesses to recruit 101 employees in 101 days.

Kingston Mayor Cr Ron Brownlees said the campaign was a great way for local small, medium and large businesses to help young people looking for work – and find a great employee at the same time.

“Kingston has a thriving commercial and industrial sector with more than 9000 businesses employing more than 65,000 people,” he said. “I’m certain some of those businesses are looking for, or could find room for, a new staff member who is eager to learn.”

Kingston is one of Victoria’s most important manufacturing centres, with specialties including food, engineering, plastics and chemical, automotive and marine.

“There could also be great opportunities in trades with smaller operators such as electricians,



plumbers and builders, as well as in retail and services at Westfield Southland and Direct Factory Outlets in Moorabbin and our many busy village shopping centres,” Cr Brownlees said.

Council supports training young people through various programs. Last year’s redevelopment of popular Bicentennial Park saw 12 people complete their Certificate II in Horticulture from Chisholm TAFE. Council has also donated funds through the Kingston Charitable Trust to the Family Life Opportunity Shop in Charman Road, Cheltenham, where people learn retail and business skills.

**For information visit:**  
**[www.jobs101.org.au](http://www.jobs101.org.au)**  
**or call 1300 656 461**

## Personal Property Securities Act

Australia has a new and unified Federal law for the taking, registration and enforcement of security over virtually all kinds of property except land.

The changes in the Personal Property Securities Act 2009 ('PPSA') and its related legislation represent one of the most significant reforms ever in this area. Not only does the PPSA rewrite the law on traditional securities such as mortgages and charges, but it also extends to retention of title, bailment and lease arrangements.

Any business that supplies goods (by way of sales, or by way of a lease or on consignment) faces the risk of suffering significant loss if it does not come to grips with the PPSA and take appropriate steps to protect its rights. Likewise, businesses that do make effective use of the Register which has been established under the Act should

realise benefits because they will be better able to enforce rights over personal property in ways that have not previously been possible.

The PPSA will apply to most security interests in personal property.

Personal property includes:

- tangible property (such as goods or other assets); and
- intangible property (such as intellectual property and licences),

Industries that are not accustomed to registering their interests such as manufacturers and suppliers will need to take special care and obtain appropriate advice to ensure that their interests are protected.

It is in your best interest to get legal advice about how to protect your interests. Information can be found at [www.ppsr.gov.au](http://www.ppsr.gov.au).

## Does your business have a footprint in its local community?

The Kingston Charitable Trust wants to inspire your business to reach out, connect and make a difference to the local community it operates in.



The Trust aims to raise much-needed funds for community and charitable organizations that help and support local Kingston residents.

Tickets are now available for the 5th Annual Kingston Charitable Trust Gala Dinner, the major fundraising event for the year, to be held on **Friday 25 November from 6.30pm – 11.00pm at Woodlands Golf Course.**

The closing date for tickets is Monday 7 November if not sold out prior! Any businesses who would like to support the event by donating an item to auction on the night would be greatly appreciated and are encouraged to contact Sam Broughton on 0417 277 796. Any business who donates will be formally recognised in the program on the evening and Council’s website. Bookings:  
[www.kingston.vic.gov.au/charitabletrust](http://www.kingston.vic.gov.au/charitabletrust)

## What's on in Summer

- Kingston Farmers' Market  
- 5th November, 3rd December, no market January, 4th February.
- Twitter for Business - 16th November
- Kingston Business Women's Luncheon - 22nd Nov
- 5th Annual Kingston Charitable Trust Gala Dinner  
- 25th November
- Social Media Workshop - 1st December
- "Business of the Year" annual awards presentation breakfast - 2nd December
- Carols by the Bay - 18th December
- Kingston Twilight Farmers Market  
- 21st December 4.00pm till 7.30pm

# Recognising and Rewarding Excellence

The caliber and diversity of local companies nominated for the Melbourne Business Awards this year has again been extremely high. Which one of these businesses will be declared "Business of the Year" at the annual awards presentation breakfast to be held on Friday 2nd December?

### THE AWARD NOMINEES FOR 2011 ARE:

**AUSTECH WIRE & CABLE**, Australia's first Oxygen-free, high conductivity copper rod and wire producer. Austech Wire & Cable offer a wide range of highest quality performance copper products such as copper feed wire, single or multi strands wire, plain or tinned, bunched conductor, plain or tinned, electroplating wire, building cables, automotive cables, irrigation cables up to 150 millimetres square.

**AVG TECHNOLOGIES**, a member of the Avalanche Technology Group of companies, distributes the range of Anti-Virus and Internet Security products which provide comprehensive real-time protection against everything from viruses, spam, spyware, adware, worms, Trojans, phishing and exploits to cyber-criminals, hackers, scammers and identity thieves.

**MACKAY CONSOLIDATED** Industries are a major supplier of a diverse range of engineered rubber and



Melbourne  
**BUSINESS AWARDS**  
South East Region

bonded metal/rubber composite products for the automotive, defence, transport, construction and industrial markets. Mackay's products are exported worldwide.

**FORTRESS SYSTEMS** manufacture power resistors for all types of industries. They provide neutral earthing solutions for equipment and personnel protection; dynamic braking and motor control resistors for starting, stopping and motion control; load banks for generator and battery testing; and harmonic filter resistors for electrical noise dampening. With expert engineering capabilities, Fortress has experience in managing large projects.

**SIGN EXPRESS** is a specialist signage manufacturer that makes your business visible. The company has specialist expertise in all forms of signage from design to full on-site installation. The Moorabbin manufacturing facility houses a full metal / welding fabrication department, in-house spray painting and spray booth, full graphic and digital printing and general assembly.

**PALM PLASTICS** is an Australian owned and operated designer and manufacturer of polycarbonate drinkware and precision plastic auto parts. Using technologically advanced design techniques and a state of the art

2-shot moulding process, Palm Plastics creates fashionable and highly functional polycarbonate glassware and tableware for use around the home, on boats and in the great outdoors.

**DENYERS INTERNATIONAL** is one of Australia's longest established medical companies. During its long and proud history, Denyers has progressed to become a market leader in the design and manufacture of high quality Surgical Operating Tables, Surgical Table Accessories and other surgical products. Complimenting Denyers' own in-house manufactured products is a wide range of premium brand surgical products from National and International manufacturers.

**MTECH SYSTEMS** is committed to the development, manufacture, delivery and support of expert software, systems and equipment for the global aviation and meteorological industries. Since its formation in 1976 MTECH has become a respected major international supplier of software equipment, systems and solutions that meet the exacting needs of the modern business operator.

To register to attend the Gala Awards presentation breakfast visit [www.melbournebusinessawards.com.au](http://www.melbournebusinessawards.com.au) This is a great business networking opportunity.

### Kingston's Language Line

Arabic - عربي	9679 9881	Italian - Italiano	9679 9859	All Other Languages	9679 9887
Cambodian - ភ្នំ	9679 9882	Greek - Ελληνικά	9679 9885	Including:	
Cantonese - 粵語	9679 9883	Vietnamese - Việt-ngữ	9679 9886	Mandarin - 國語	Polish - Polski
Croatian - Hrvatski	9679 9884			Sinhalese - සිංහල	Somali - Soomaali
				Spanish - Español	Turkish - Türkçe

### DISCLAIMER

The information in this publication is given in good faith and has been derived from sources believed to be reliable and accurate. However, the City of Kingston does not accept any liability whatsoever for its contents or the use of the information.