

Kingston Business Bulletin

Taking Care of Business in Kingston

www.kingstonbusiness.com.au

Volume 4 2010

Tradies in Demand

Kingston Council wishes to establish a number of Trade Services Panels of pre-qualified contractors to assist Council to complete its extensive annual works programme.

The City of Kingston's Community Buildings and Building Maintenance Team has prime responsibility for the preservation and maintenance of Council owned buildings and assets throughout the Municipality. Council has some 300 buildings and structures which range in size and complexity including:

- Town Halls
- Libraries
- Leisure Centres
- Maternal & Child Health Centres
- Child Care Centres
- Pre-Schools
- Depots
- Pavilions
- Community Centres
- Public Conveniences, etc.

Kingston currently employs a staff of carpenters, painters and plumbers who are responsible for the majority of building and asset maintenance services. However, these resources are insufficient to cover peak loads and for trade services

not provided for by Council's own employees.

Consequently Council wants to supplement these resources with a panel of experienced and competent service providers with varying skills and expertise who can be called upon from time to time throughout the year. In the initial stage, Council is calling for tenders for four Panels:

- Carpentry and Joinery Panel
- Electrical Panel
- Plumbing Panel
- Trades Panel

Contractors will be required to perform a range of activities across Municipal Building projects for up to 5 years (3 years plus 2 x 12 months extensions). The value of projects / works typically ranges from \$100 to \$20,000. It is envisaged that each Panel will be made up of up to five contractors.

Tenders close at 2pm on Thursday 11th November 2010. If you are interested in tendering to be part of any of the above Panels you can download the tender documents from the Kingston website www.kingston.vic.gov.au. For further information contact Peter Leighton on 9581 4555.



Further opportunities will become available in the new year for services such as cleaning, landscaping, maintenance of whitegoods and many other ancillary services. These will be advertised in the Leader Newspapers so keep your eye out for them.

INSIDE THIS ISSUE



Retrofitting Buildings: Opportunities for Manufacturers

Page 3



Knowledge to Profit

Page 4



Changes to the Export Market Development Grant scheme

Page 6

Editorial

By the time you receive this newsletter you will most likely be in pre Christmas mode and wondering where on earth the year went. Hopefully these past 12 months have been more stable for your business than the previous two years.

I would like to draw your attention to a few items in this edition that have the potential to provide you with new business opportunities. In particular, I would encourage you to register with Regional Industry Link so that you automatically get notified of major government projects that may be relevant to you.

A review of the Victorian Industry Participation Policy (VIPP) in 2009 resulted in the policy now applying to all Government projects over \$3 million in metro Melbourne. The aim of the VIPP is to foster industry development by encouraging bidders to genuinely and systematically consider local (Australian and New Zealand) SME suppliers.

There are also opportunities for innovative SMEs to get access to the major research institutions that sit in our region. Through Kingston's active participation in the South East Melbourne Innovation Precinct (SEMIP), I can help you get in the door to talk to the right people – but I need to know who you are and what you need so give me a call on 9581 4712.



Suzanne Ferguson

"The optimist sees opportunity in every danger; the pessimist sees danger in every opportunity"
Winston Churchill

New laws – Australian Consumer Law

Businesses will have new responsibilities when the Australian Consumer Law comes into force on 1 January 2011

This national, state and territory law will affect your business if you:

- sell, lease or hire goods, including second-hand goods, to consumers;
- provide services to consumers;
- make or put goods together or have your name on goods sold to consumers (manufacturers);
- import goods. Importers are responsible if the maker of goods does not have an office in Australia.

Key changes include:

- suppliers and manufacturers must honour new guarantees that automatically apply to goods and services. These are called 'consumer guarantees';
- new restrictions on door-to-door sales and other face-to-face marketing;
- new requirements for contracts - including information about 'cooling off' and bans on unfair contract terms;
- a national product safety law and enforcement system.



Australia's consumer protection agencies have new enforcement powers and there are new penalties for breaking the law.

UNFAIR CONTRACT TERMS

The ACL also introduced new laws relating to unfair contract terms. Under the ACL, from 1 July 2010, unfair terms in standard form consumer contracts will be void. However, a contract will continue to bind the parties to the contract to the extent that the contract is capable of operating without the unfair term.

Further information can be found on the Australian Consumer Law website www.consumerlaw.gov.au

SMALL BUSINESS SCAMS

Scammers target businesses in a range of ways. Whether it's over the telephone, through invoices, false advertising or presenting false business opportunities, falling victim can have a substantial impact on your bottom line.

SCAMwatch is a website run by the Australian Competition and Consumer Commission (ACCC) to provide information to businesses on ways to recognise, avoid and report scams.

To protect your business and stay informed, visit the SCAMwatch website.

Scams that target small business can come in a number of forms—from bills for

advertising or directory listings that you never ordered, dodgy office supply offers, to false claims of government requirements needing you to send money.

The best defence you have is to protect your business - by limiting how many people have authority to buy or order anything, keeping written records of all orders and purchases and by making sure you only deal with people you know and trust.

The Small Business Scams fact sheet and the Scams: protect your business from them brochure both provide more information and tips about common small business scams.

Available at : www.scamwatch.gov.au

Is parking an issue for your company?

Carpooling can save you a great deal of money on vehicle operating costs as well as parking. Carpooling is when two or more people share a ride to a common or nearby destination such as work. You can carpool every day or only when it is convenient.

Studies have shown that carpooling can reduce stress, improve employee

punctuality, and increase social interaction.

You can also help the environment and the community through reduced congestion, lower accident rates, and less pollution.

Would you like to know more about sustainable transport options such as carpooling?

Contact: Bernadette Wood
T: 03 9095 4761
E: carpooling@transport.vic.gov.au



Regional Industry Link - Your Gateway to Opportunities

Businesses in the City of Kingston are encouraged to register with Regional Industry Link (RIL), a program that matches local firms and contractors to relevant business opportunities and notifies businesses of upcoming projects.

The Industry Capability Network (ICN), which manages RIL, uses the program to identify suppliers for major projects across Victoria, including:

New low-floor tram project - Bombardier Transportation Australia will design, construct and maintain a fleet of new low-floor trams for Melbourne. The trams will be built at Bombardier's Dandenong plant.

Revitalising Central Dandenong – ICN is working with VicUrban to collect details of potential suppliers for the Victorian Government's \$290M 'Revitalising Central Dandenong' (RCD) initiative.

RIL is currently being used by a variety of projects across Victoria to identify suitable suppliers.

To register your business as a potential supplier to either of these projects – and for many more visit www.regionalindustrylink.com or contact ICN's RIL Manager Jim Barraza on (03) 8689 2534.

Retrofitting Buildings: Opportunities for Manufacturers

The City of Melbourne's 1200 Buildings program, which aims to facilitate the retrofit of 1200 privately-owned commercial buildings by 2020, represents a major opportunity for Victorian manufacturers.

Local manufacturing companies are well placed to increase productivity, competitiveness and capacity to meet retrofit demand for certain products. Other product areas present opportunities for new entrants, and for existing local firms to diversify their product range, to service this growing market.

Key products predicted to be in high demand include: heating, ventilation and air conditioning systems, insulation, blinds, double-glazing units, lighting, control systems and sensors, solar reflective paints, solar photovoltaic and building fabric products with integrated renewable technology.

Export opportunities also exist for local manufacturers that can offer a high quality and innovative product. Key products with export potential include chillers, air-cooled condensers and cooling towers, pumps, and rain-water harvesting equipment.

The Industry Capability Network (ICN) is working with the City of Melbourne to deliver a register of industry capability to support the program. The 1200 Buildings Products and Services Register will help building owners and manager's source locally supplied and manufactured retrofit products and services. Victorian manufacturing businesses of all sizes with current or future capability to produce key products used in building retrofits are eligible to register.

Each participating business will complete a number of workshops, and will receive one-on-one assistance. The workshops will allow businesses to explore opportunities that relate



specifically to them and to develop business cases for taking action and making investment.

The Register will be sited and operated on ICN's Regional Industry Link website. For more information and to register as a supplier visit Regional Industry Link. (<http://www.regionalindustrylink.com.au/>) .

Automotive Transformation Scheme

The Federal Government's "A New Plan for a Greener Future" includes a replacement of ACIS stage 3 with the Automotive Transformation Scheme (ATS) which aims to encourage competitive investment and innovation in the Australian automotive industry and place it on an economically sustainable footing.

ATS will run from 1st Jan 2011 to 31st Dec 2020 and will include:

- capped assistance of \$1.5 billion from 2011 to 2015
- capped assistance of \$1 billion from 2016 to 2020 and
- uncapped assistance of approximately \$847 million.

Assistance will be available in the form of cash payments to automotive participants registered in one of the following categories:

- motor vehicle producers (MVPs)
- automotive component producers (ACPs)
- automotive machine tool and automotive tooling producers (AMTPs), and
- automotive service providers (ASPs)

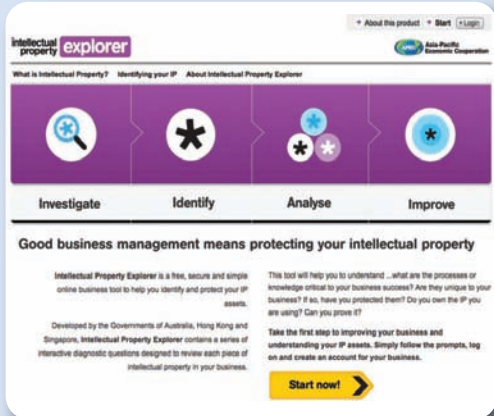
Applicants must apply for registration **before** 1st Jan 2011 to be considered for registration in 2011. Applications received between 1st Jan 2011 and 1st Jan 2012 will be considered for registration in 2012.



For further information contact Ausindustry hotline on 13 28 46 or www.ausindustry.gov.au

FREE IP BUSINESS TOOL

Assets that your business owns are not limited to property, equipment, staff and cash.



Intellectual property (IP), including unique inventions, designs, logos, documents and processes that you or your business have developed, can be just as important for generating revenue.

The Intellectual Property Explorer is an online tool developed to assist businesses in identifying and protecting their IP assets. Once registered, users are guided through an interactive process designed to help identify IP in their business and create strategies to secure these assets.

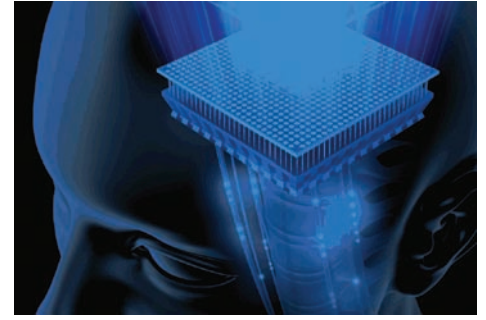
For more information on the online tool, or to register, visit the Intellectual Property Explorer website. www.intellectualpropertyexplorer.com

Knowledge to Profit

Leading experts in innovation will discuss ideas, funding opportunities, and working with research partners to bring knowledge to market at CSIRO in Clayton on 16th November.

With a range of experts in Intellectual Property (IP), research and commercialisation, the program unveils some of the mysteries of IP and how it can add value to your business. Discussions will cover State and Commonwealth funding programs for supporting innovation and technology experts will outline where market opportunities can find new ideas.

This event is aimed at innovative SMEs and larger companies looking to connect with people and programs supporting innovation in Australia. The discussions will cover many technology domains such as biotechnology, pharmaceutical applications, sustainable manufacturing, waste management, metals and ceramics, textile technology and sensors and systems.



Date: Tues 16th November 2010
Time: 9.00 am – 12 noon
Venue: Ian Wark Theatre, Ian Wark Building CSIRO, Bayview Ave, Clayton
Cost: FREE

This free event is an initiative of South East Melbourne Innovation Precinct (SEMIP). Bookings are essential. Contact Michael Egan on 9545 2472 or email michael.egan@csiro.au and is supported by Enterprise Connect.

BUSINESS RESOURCE KITS AVAILABLE

Kingston Council provides businesses with free information resource kits for progressive phases of business growth:

Starting Out in Business

Information on starting or buying a business – permits, local laws, waste management, financial management, home based businesses, networking & support.



To obtain your free copy of any of these kits, call 9581 4735 or email business@kingston.vic.gov.au

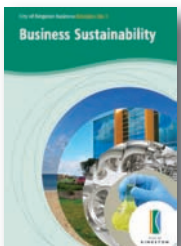
Being in Business

Includes business planning and marketing strategies, understanding your financials, e-commerce principles, exporting, information, OH & S requirements, mentor program, network and business events, web resources, fact sheets and contact lists.



Business Sustainability

Includes resource material on business environmental sustainability topics. The implications for business of climate change. Risk management strategies. How to reduce your costs. Measuring your use of resources.



Important date for Paid Parental Leave scheme

As of Friday 1st October 2010, employers can pre-register for the Paid Parental Leave (PPL) scheme.

Registering will save your business time, as you won't have to provide your details each time you have an employee eligible for Parental Leave Pay. You will also receive communication and notifications regarding PPL.

PPL is fully funded by the Australian Government and will commence on 1st January 2011. Businesses are not required to administer Parental Leave Pay until 1st July 2011. You will be contacted by the Family Assistance Office if you have an eligible employee.

To register your business, visit the Centrelink Business Online Services website www.centrelink.gov.au



Kingston Business Women's Network "A Taste of Success" Luncheon

How to create connections and conquer change

You are invited to join over 100 local business women to be inspired by Karen Phillips, one of Australia's most sought after strategists in the areas of brand management, client communications and team improvement.

For the past 20 years, Karen Phillips has worked with some of the world's leading international and national brands including the likes of Sunseeker, Bang & Olufsen, Aston Martin, BMW, Magic Millions, Sofitel and Reed Exhibitions.

She has worked across a diverse range of industries and offers a rare knowledge and understanding of the multi levels of communication, brand management, on-line maximization and client connections. Specialising in training organisations how to effectively manage clients, build brand presence and cultivate staff momentum is her foray.

As a communication and brand specialist as well as a qualified journalist, Karen has worked in London and Asia before launching her own highly successful communications company in 1993.

A familiar face, one that hosts many high profile, prestigious events including Australia's largest business women's monthly event – 'The Early Risers Breakfast' on Queensland's Gold Coast where she's interviewed iconic celebrities including Jane Fonda, Tara Moss, Kathy Lette and Ray Martin.

The event will be incorporating a Special Mini Expo on Health & Beauty where 10 Kingston businesses will be showcased.

Date: Wed 17th November 2010

Time: 11.45 am – 2.30 pm

Venue: Hemisphere
Conference Centre
488 South Rd
Moorabbin



Karen Phillips

Cost: \$46 (incl GST)

2 course meal and a glass of wine

Bookings:

Carolyn - 9581 4735

Economic Development
Department

Kingston Trust Fundraising Dinner

Does your business have a FOOTPRINT in its local community?

Interested business leaders are invited to support the Kingston Charitable Trust's 4th Annual Charity Dinner and Auction on Friday, 19th November 2010.

The venue for this spectacular event will once again be the Longbeach Hotel in Chelsea with popular sports commentator and former St Kilda star Michael Roberts as the Master of Ceremonies.

Entertainment will feature the very talented **Ali McGregor** who traverses the worlds of opera and popular culture like no other, either as an award winning principal Soprano with Opera Australia; as a regular cabaret performer in The Famous Spiegeltent around the world; or as a

regular guest on ABC TV's 'Spicks & Specks'. To book a table of 10 (\$1300) or individual seats (\$130) contact Jane Lyon at Kingston Council on 9581 4518.

ABOUT THE KINGSTON CHARITABLE TRUST

Kingston Charitable Trust is an initiative of Kingston Council in partnership with the Lord Mayor's Charitable Foundation. Council's vision is to grow the Trust so that over time it provides a perpetual (lifelong) source of income for charitable organisations that help Kingston residents.

Since it was established in 2007, more than 25 local charities have benefited from Trust Grants.

Some of the major supporters of the Trust include: Castello Hotel Group, local Bendigo Community Bank Branches, Spring Valley



Golf Club, Ray Matchett-The Good Guys, Lowe Construction, Dominion Hotels and Westfield Southland.

For information about the Trust or to make a donation, call Jo Mulcahy on 9581 4730.

Who will be the Business of the Year?

The Melbourne Business Awards (MBA) is set to announce the 2010 Business of the Year at their Grand Finale Breakfast to be held at Hemisphere Conference Centre in South Rd Moorabbin on Friday 3rd December.

The MBA provides a forum to recognise and celebrate the achievements of small to medium sized enterprises within the

South East Region. Over the course of 2010 the following companies were nominated and provided with an opportunity to tell their story: Sigtec, Filterfit, Ausco Pak, Flavourmakers, DTAC and Ausplastics. Which one will win this prestigious award?

Renowned comedian Lawrence Mooney will entertain guests at this final Awards

breakfast. The MBA provides an excellent networking opportunity for local companies. If you would like to attend this breakfast or nominate your company or someone you know please contact Karren on 9578 2253 or download a registration form from www.mbawards.com.au

Exciting Stormwater Harvesting Project in Mordialloc

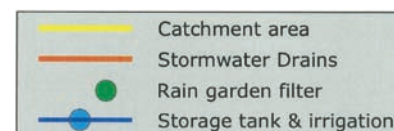
Kingston Council is well advanced on plans to construct an innovative environmental project within one of Mordialloc's busy older industrial areas.

This multi-million dollar project will involve the construction of large pipes to harvest stormwater from roof and road runoff. The collected water will be treated via a series of unique pits, sediment traps and a large vegetated area located beside Mordialloc Creek. The vegetated 'rain garden' will be used to filter out pollutants such as oils, heavy metals, nutrients and silt.

Stage 1 of the project is expected to commence by mid 2011 and will involve the full reconstruction of Beach Avenue and the pumping of treated stormwater into large holding tanks located beside J.Grut reserve. The harvested stormwater will be used to irrigate the turf wicket and will fill trucks used to water street trees in this area. This project will result



in great environmental outcomes as well as increased flood protection and improved roads, kerbs and footpaths.



Changes to the Export Market Development Grant scheme

Legislation has been passed that will result in a number of changes to the Export Market Development Grants (EMDG) scheme for expenses incurred from 1 July 2010 and applications lodged from 1 July 2011.

The changes are as follows:

- extending the Export Market Development Grants (EMDG) scheme so that it applies to all grant years from 2011-12 to 2015-16 inclusive;
- reducing the maximum grant from \$200,000 to \$150,000;
- reducing the maximum number of grants available for an individual recipient (other than an approved body or an approved joint venture) from eight to seven;
- capping intellectual property registration expenses at \$50,000 per application;

- increasing the minimum expenses threshold from \$10,000 to \$20,000;
- increasing the income limit for members of approved joint ventures/consortia from \$30 million to \$50 million;
- removing approved trading houses as an eligible special approval applicant category;
- reinstating disqualifying conviction provisions in the Act that were unintentionally removed when Criminal Code Amendment (Theft, Fraud, Bribery and Related Offences) Act 2000 rules replaced earlier disqualifying conviction provisions;

In addition to these changes, the *EMDG Amendment Act 2010* also:

- enables Austrade to impose conditions on the accreditation of EMDG consultants;
- amends the 'form and manner' requirements and claim lodgement deadlines for applications submitted by accredited EMDG consultants.

TO FIND OUT MORE

Download a copy of the Amendment Bill and Explanatory Memorandum or call Austrade on 13 28 78 and ask for your local EMDG office



Why should businesses get involved in Social Media?

Progressive businesses see the benefits of social media as a tool to assist customer satisfaction, and drive sales. To benefit, you need to understand how the space works and ensure your online activities complement your offline marketing activities by having a plan in place.

Recently the City of Kingston, in partnership with Chisholm Institute, conducted a series of workshops to assist business owners to better understand social media's applications for successful marketing.

BENEFITS FOR BUSINESSES ENGAGING ONLINE

The benefits from engaging in social media include online brand building; opening new revenue streams; putting a human face/voice to the business; improving interaction with and feedback from customers and prospects; expanding the reach of your business beyond geographic boundaries; and creating networking opportunities with others in the industry.

GETTING STARTED

Facebook has over 400 million active users. Of these, according to Nielsen Research, 8.8 million are Australian Facebook users. According to the "Optus Social Media Index for SMBs" report, Facebook is the tool of choice for many small to medium businesses (SMB's), followed by YouTube, Twitter and LinkedIn. Facebook's format and familiarity to most people due to personal use, drives business to create a profile as an entry point into social media activity.



A MARKETING TOOL THAT CAN NO LONGER BE IGNORED

The low cost of starting a Facebook Page means the potential benefits are readily available however, it should be approached like any marketing activity – with a strategy in place.

SPREAD THE WORD AND MARKET YOURSELF!

Once your new Facebook page is set up, tell everyone about it. They are potentially your promoters. The more 'fans' you have, and the more interaction with your page, the more it will promote your business. Every time a fan comments on your Wall, or links to your Facebook page, it appears in the News Feeds of all their Facebook friends – instant word of mouth marketing!

Link your Facebook Page with your website, other social media tools (such as YouTube or Twitter) and email campaigns.

Remember, social media is all about conversations and interacting with your audience. It is not just a one way information channel. Don't treat your Page as just a broadcast mechanism, engage with your audience!

Go to www.facebook.com and visit the Facebook Help, Business Accounts section – the Q&A section will help you understand the difference between a business and personal account.

Free Graffiti Removal Kits and wipes available

Are you a business / retailer within the City of Kingston who has graffiti on your premises?



Kingston Council has free Graffiti Removal Kits valued at \$120. The kit includes wipes and special products targeted to remove unsightly graffiti.

These kits can be collected Monday to Friday from 8.30am-5.30pm at Council's Cheltenham Customer Service Centre, 1230 Nepean Highway. Supplies are limited and are only available until all kits have been distributed. Proof of business location is required upon pick up.

For more information, contact Council on 1300 653 356.

KINGSTON
Farmers' Market

City of KINGSTON

Sir William Fry Reserve, Nepean Hwy, Highett
(Melway 77 G11) Opposite Southland
Phone 9581 4735 for more details

Rotary International

Saturday 6th Nov, Saturday 4th Dec
from 8am to 12:30pm

Special Christmas Twilight Market
Wednesday 22nd Dec from 4pm to 7.30pm

What's on in Summer

- Kingston Farmers' Market - 6th November, 4th December, 1st January
- Tradies in Demand - Tenders close 11th November
- Knowledge to Profit - 16th November
- "A Taste of Success" Luncheon - 17th November
- Kingston Trust Fundraising Dinner - 19th November
- Kingston Farmers Market - Christmas Twilight Market - 22nd December 4pm - 7.30pm

Small Technologies Industry Uptake Program

The Small Technologies Industry Uptake Program (STIUP) developed by the Victorian Government to help Victorian businesses make use of small technologies (micro and nanotechnologies).

The program will provide vouchers to successful applicants, for access to small technologies facilities, goods, services, advice or expertise provided by participating service providers, up to a dedicated value.

Businesses will have the opportunity to access Victoria's world-class small technologies-related infrastructure and skills, such as the Melbourne Centre for Nanofabrication, Australian Synchrotron, and MiniFAB, as well as institutions like CSIRO and universities.

The program will allow Victoria's innovative small technology companies to demonstrate and commercialise their goods and services.

WHO IS ELIGIBLE?

Companies registered in Victoria or companies that carry out more than 50 per cent of their business activity in Victoria.

IS THERE MATCHING FUNDING REQUIRED?

Companies are required to make a minimum 25 per cent matching contribution to the project, as follows:

- if company turnover is less than \$1 million, a matching contribution can be all in-kind
- if company turnover is between \$1 million and \$10 million, matching funds must be a minimum 10 per cent cash contribution and up to 15 per cent in-kind

WHAT CATEGORIES OF VOUCHERS ARE AVAILABLE?

TYPE OF VOUCHER	ACTIVITIES	VALUE UP TO
Small Technologies Feasibility Voucher	Small fee-based services such as prior art searches, demonstration of coatings, preliminary testing, marketing studies, and consulting services.	\$10,000
Small Technologies Technical Voucher	Substantial micro or nanotechnology-based development activity such as assistance for small scale product prototyping, laboratory verification, field testing and fabrication of small technology demonstrators.	\$50,000
Small Technologies Trial Voucher	Prototype development, pilot scale trials or improvements to existing products or processes through the adoption or integration of small technologies.	\$250,000

- if company turnover is greater than \$10 million, the 25 per cent matching must be in cash.

HOW DO I BECOME AN APPROVED SUPPLIER?

A standard form will need to be completed and submitted for approval to the Victorian Government.

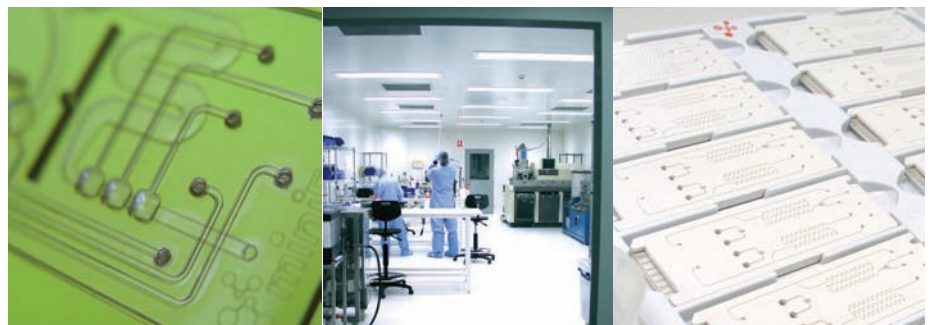
HOW AND WHEN CAN I APPLY FOR A VOUCHER?

The Feasibility and Technical Voucher applications opened on 28 September 2010 and will remain open for the

duration of the program (through to June 2013). For general enquiries about the Feasibility and Technical Vouchers go to www.stc-melbourne.com or email stiup@stc-melbourne.com

For general enquiries about the Trial Vouchers contact the Manager Small Technologies Programs by email smalltechnologies@diird.vic.gov.au For further information and to download application forms go to www.innovation.vic.gov.au/STIUP

Images courtesy



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.