



Spring 07



Kingston Business Bulletin

Environmental Action Makes Business Sense *Grow Me The Money*

Grow Me The Money is a free program that provides Victorian Businesses with the help they need to reduce their impact on the environment and save money doing it.

Research shows that Victorian small businesses are willing and able to improve their environmental performance; can see the economic benefit in doing so, but admit to lagging behind households when it comes to taking action.

A survey of more than 90 businesses by the Victorian Employers' Chamber of Commerce and Industry (VECCI) showed small business ranked itself lowly when asked to compare its performance to that of households, but was not daunted by the prospect of becoming more environmentally responsible.

Other key findings from the survey include:

- at least half of the respondents were unaware of the current water and energy usage and waste production of their own business;

- almost half of businesses surveyed believe that making environmental changes will save them money;
- cost and time are the most important barriers to making change;
- over fifty per cent of the businesses surveyed have actively taken measures to reduce their water usage but 40 per cent say that more needs to be done; and
- responding to community expectation and financial benefits are the most important motivators to make changes in businesses ahead of government regulation and environmental damage.

To address these issues and encourage businesses to improve the efficiency of their operations, VECCI and the EPA have developed a practical program.

Grow Me The Money focuses on reducing consumption of resources like electricity and water, and minimising waste. Businesses can make substantial cost savings in these areas.



Genuine efforts towards more responsible use of resources deserve public recognition. The Grow Me The Money Recognition program has been uniquely designed to promote your business to clients and customers that are increasingly supporting 'green' businesses.

Grow Me The Money will help your business:

- Cut water use
- Cut energy use
- Cut waste
- Save money

Find out more about Grow Me The Money by visiting www.growmethemoney.com.au or calling (03) 8662 5480.



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Editorial

Following my recent professional development mission to China I would strongly encourage any business who is thinking about China as a market to consider participating in the next City of Melbourne China-in-Country business mission or a similar exercise.

Whilst the scale of growth in China presents significant threats to Australian manufacturers there most certainly are opportunities as well. In particular environmental products and services is an area with huge potential.

We regularly hear about the environmental degradation that is occurring in China, which of course is true. However, there is evidence that the Chinese central government is making some moves to force the Provinces to reduce their environmental impact. Consequently if your business produces something that will help the local government achieve its target you may find an opportunity worth pursuing.



Suzanne Ferguson

2006 CENSUS - Kingston Snapshot

The Australian Bureau of Statistics (ABS) released results from the 2006 Census on 27 June 2007.

On 8 August 2006, Kingston had a population of 134,626 residents, an increase of approximately 5,000 residents since 2001. As predicted, we have seen an increase in the proportion of our older population. The proportion of persons aged 55 to 64 has increased from 9.9% in 2001 to 11.3% in 2006 (an actual increase of over 2,000 residents in this age group), and persons aged 80 and over has risen from 4.1% in 2001 to 4.8% in 2006. In 1996, 3.3% of Kingston residents fell within this age group.

The median weekly individual income for Kingston residents is \$484, compared to the Melbourne average of \$481. The median weekly household income is \$1,045 (Melbourne average is \$1,079).

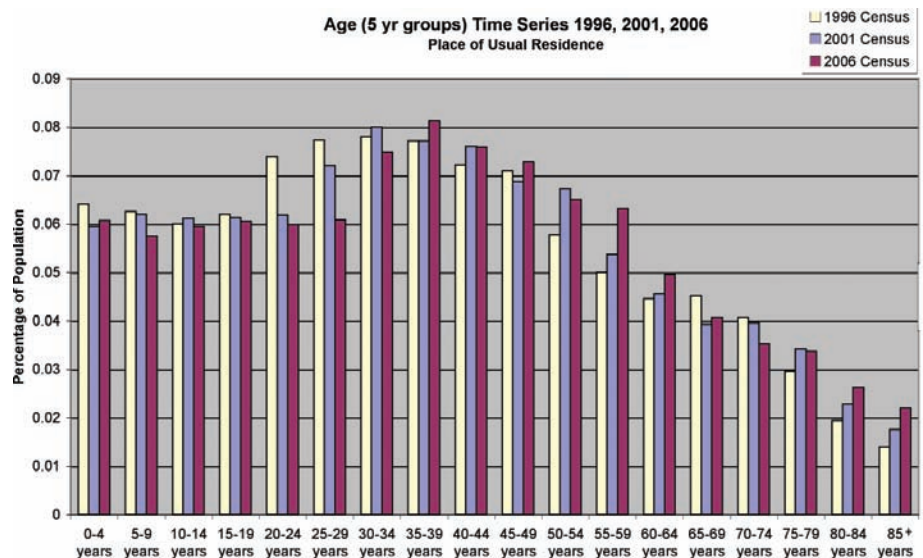
36.2% of dwellings within Kingston are fully

owned, compared to the Melbourne average of 33.1% and the Australian average of 32.6%.

Couple families with children remains the most common family type within Kingston at 44.7%, while 35.7% of couple families have no children and 15% are one parent families. Lone person households within Kingston are at 25.8%, over 3 percentage points above the Melbourne average.

Data relating to Employment, Industry, Occupation and School Qualifications is part of the ABS's second release data phase, scheduled for release in October 2007.

The 2006 Census data is available free of charge on the ABS website at www.abs.gov.au/census. Further details of Kingston's demographic profile will be included in the next few editions of the newsletter, including some more detailed suburb profiles. For further information please contact Mandy Baigel on 9581 4746.



STOP WASTING MONEY ON RUBBISH!

If your business produces waste, then there is a good chance you are wasting money!

EPA has developed a set of guidelines surrounding good practice for resource efficiency.

These guidelines will help identify ways to improve business environmental performance while increasing productivity and reducing costs of production. Resource efficiency is often a cheap and fast way to solve problems as reducing waste will

reduce the size and cost of any subsequent treatment process and/or disposal costs.

Visit the EPA Web site and follow the 'Sustainable Business and Industry' link to find out about using resources more efficiently.

If you would like further information contact:
Business Sustainability Unit
EPA Victoria
Telephone: (03) 9695 2722
Email: business.programs@epa.vic.gov.au



Experiments begin at Australian Synchrotron

Scientists from around the nation began experiments at the Australian Synchrotron in April. This world-class research tool at Monash University's Clayton campus is the most significant piece of scientific infrastructure to be built in Australia for more than two decades.

Five of the nine beamlines, or experimental end-stations, are already operating with work continuing on the remaining four beamlines, which are due to be completed by the end of next year. The five beamlines in place are the ones for which there is highest demand.

They are:

- Protein crystallography: Crucial for drug design, for example development of the flu drug Relenza;
- Powder diffraction: Plays a key role in minerals research, helping improve ore processing;
- X-ray absorption spectroscopy: Particularly useful in developing advanced materials such as new alloys or semiconductors;
- Soft x-ray science: Has resulted in new developments in industrial coatings, such as self-cleaning windows.
- The infrared beamline: This will help advance IVF technology and provide new techniques for forensics.

WHAT IS A SYNCHROTRON?

A synchrotron is a large machine (about the size of a football field) that accelerates electrons to almost the speed of light. As the electrons are deflected through magnetic fields they create extremely bright light. The light is channelled down beamlines to experimental workstations where it is used for research.

WHAT WILL THE SYNCHROTRON BE USED FOR?

Analysing chemical properties

The chemical composition of materials can be analysed quickly and accurately using a synchrotron.

Investigating Structure

A synchrotron can probe the physical structure of materials down to the level of atoms and molecules.

Advancing Medical Research

A synchrotron can produce finely detailed x-ray images for medical and other purposes.

Creating Micro Machines

Synchrotrons are used in the production of tiny three-dimensional structures out of silicon and polymers.

A user office is being established with an industry liaison officer employed to assist businesses understand and make use of this amazing piece of scientific infrastructure. For more information please contact Dr Alexandra Bush on 03 8540 4193.



Intakes are now open for new participants in the highly successful *Mentor Partners Program*.

The Program is designed to:

- help local business deal with the challenges of growing their business;
- retain and grow employment opportunities by providing, without charge, volunteer business mentor support and guidance to small business operators throughout the Cities of Kingston and Glen Eira.

The Mentors are experienced community-minded business volunteers, often retired, who offer their time, knowledge, years of experience, expertise and support to a small business.

The Mentors are not formal advisers or consultants, but provide personal opinions based on their extensive business experience. They aim to provide guidance to help step a small business through its growing pains.

The owner of one e-Commerce business applied to the *Mentor Partners Program* in April 2007. The business is a small, family run, home based business. It had been growing rapidly over the last two years, with the website receiving more than 30,000 hits per month. The business owner wanted a sounding board to share business ideas with and help keep the business focussed.

The owner has been working with a volunteer mentor who is just one of a number of volunteers who make their time available to successful applicants, at no charge.

Criteria to be either a Mentor or a Client for the Program

To be a part of the *Mentor Partners Program*, mentors must provide a curriculum vitae defining their business background, demonstrated success, and areas of expertise and must include references.

Mentors cannot provide professional advice such as legal or accounting advice and they must co-sign a confidentiality agreement and release form.

Businesses based in the Cities of Kingston or Glen Eira which have been in operation for 12 months, and are not a franchise operation, are eligible for the Program.

Businesses operating under partnerships must have a commitment sign-off from all partners and must demonstrate a level of commitment and availability.

Further information

For further information on the *Mentor Partners Program*, contact Steve Waugh on 9581 4787.

THE CLEAN INDUSTRY EXPO

19 and 20 November 2007, Melbourne Exhibition Centre

The Clean Industry Expo is your opportunity to connect, discover, explore and sample products and services for materials, resource, energy and water efficiency. It is a practical ideas marketplace which will help you find solutions and technologies for your business to profit from good environmental practices.

The Clean Industry Expo focuses on practical products, technologies and services that manufacturing, asset and facilities management organisations can implement immediately to address resource efficiency.

Topics include:

- Water Cycle Operations
- Waste Management and Resource Recovery
- Air Quality
- Energy Efficiency
- Recycled and Resource Efficient Products
- Logistics
- Training
- Safety and Services
- Legislation and Government Programs.

Visit the Expo Web site to register your interest in attending or exhibiting your products and services:
www.cleanindustry.com.au

BUSINESS DEVELOPMENT OPPORTUNITIES

Introduction to Strategic Business Planning

See your whole business future fit onto an A4 piece of Paper!

Do you know where your business is going in the next 3, 5 or 10 years? Why do you need to set a vision anyway?

You will be amazed at how simple developing and changing your business can be. Understand how the values of your business determine the culture, attitude and behaviour of you, your staff, and your clients.

Learn how to conduct an External Situational Analysis of your business which enables you to identify the "big five" opportunities you should be working on. Understand the principles of successful planning and steer your business to a blue-sky future! Places are limited. Bookings are essential.



WHEN: 10 October 2007

TIME: 6pm - 8pm

WHERE: City of Kingston Offices
1230 Nepean Highway
Cheltenham 3192

COST: \$10 - light refreshments included

To download the flyer and register for this event go to www.kingstonbusiness.vic.gov.au or telephone Marian Hamilton-Kerr for more details 9581 4786.

Tax Basics & Employer Obligations

SEMINAR PRESENTED BY THE AUSTRALIAN TAX OFFICE

Meeting your tax obligations as a business and/or an employer may seem a daunting challenge but the consequences of getting it wrong are significant. The ATO, in partnership with the City of Kingston, is providing businesses with the opportunity to learn how to do it right by attending a free two part seminar.

The Tax Basics session teaches those new to business, how to access Tax Office information, especially if you are just getting started in business.

- Do you have the right advice to get your business started successfully?
- Are you actually carrying on a business?
- Are you a non-profit organisation?
- Which business structure should you choose?
- Do you need to register your business for tax purposes?
- Do you need any non-tax business registrations?

You will be provided with a registration checklist to ensure that you have covered all bases. You will also be given tips on record keeping and shown why you need to keep good records whether they be manual or electronic.

The Employer Obligations session covers PAYG - Withholding Tax, Fringe Benefits

Tax and Superannuation Guarantee among other things.

- Employment is the most familiar withholding event. Payments are collected by an employer (withheld) and forwarded to the Tax Office.
- Transactions (that is, non cash benefits) an example of which is payers that provide non-cash benefits instead of cash payments may still have withholding obligations.
- Companies, partnerships and trusts being affected by the alienation of personal services income measure, may have an additional PAYG Withholding obligation.

Employers may also have other obligations such as FBT and/or Superannuation Guarantee. In each instance the entity withholding the amount must register for PAYG Withholding.

WHEN: Wednesday 14th November 2007

TIME: Tax Basics 9.00am - 1.00pm
Employing People 2.00pm - 4.00pm

WHERE: Function Centre
3rd Floor, Kingston City Hall
985 Nepean Highway, Moorabbin

Although this is a free event, numbers are limited and bookings are essential. To register phone Carolyn/Allison on 9581 4735 or email business@kingston.vic.gov.au

TWO GREAT WORKSHOPS TO HELP TAKE YOUR BUSINESS TO THE WORLD

5 STEPS TO EXPORT SUSTAINABILITY

Kingston-based businesses operate on a global stage, whether you are already exporting or simply competing against imported products or services. The domestic market is limited, while the Internet and international supply chains provide excellent opportunities to take your products and services to new markets around the world. In order to ensure continued growth, export should be part of your business plans.

In order to help facilitate export development, the City of Kingston is hosting a series of workshops in the 5 Steps to Export Sustainability program, supported by the Victorian Government. The first two events in the program introduced a range of businesses to the basics of export. The program continues with Export Marketing and E-Business for Export.

EXPORT MARKETING WORKSHOP

This workshop will highlight the issues that need to be considered when developing a marketing strategy for markets beyond Australia. Make sure you get your message across to the right people, in the right manner.

Topics will include:

- The essentials of effective marketing
- Differences between local and international marketing
- The importance of cultural values, images, and symbols in branding your product or service
- Getting the right media mix for effective promotion
- Current trends and issues in International Marketing
- Common mistakes and how to avoid them
- Practical tips such as how to negotiate without insult, business dress, public behaviour, gifts, and much more!

WHEN: Tuesday 25 September 2007

TIME: 3.00pm - 6.00pm,
followed by networking opportunity

WHERE: Kingston City Council -
Moorabbin Room, Ground Floor
1230 Nepean Highway, Cheltenham

COST: \$20 - light refreshments included

Bookings are essential for these events as places are strictly limited.
Call 9581 4735 or email business@kingston.vic.gov.au to reserve your place today.

This program is supported by:



E-BUSINESS FOR EXPORT WORKSHOP

Your Web site is your international business card. What does your site say about you? This workshop, delivered in partnership with Austrade, will educate potential or current exporters on the essential elements of an effective Web site, and the issues that need to be considered when promoting or selling your products or services overseas through the Internet.

The workshop will cover:

- Strategic e-business planning and action
- E-business language and concepts
- Good exporter websites - what to do, what not to do
- Online marketing tactics - how to drive traffic to your website, including search engine optimisation, email marketing and linking
- Managing your domain name
- Trading issues such as online payment, security, privacy and spam

WHEN: Tuesday 23 October 2007

TIME: 8.30am - 5.00pm,
followed by networking opportunity

WHERE: Kingston City Council -
Moorabbin Room, Ground Floor
1230 Nepean Highway, Cheltenham

COST: \$30 - light lunch included

What's Your Niche - Market for Success

DUE TO OVERWHELMING DEMAND - MARKETING WORKSHOP REPEATED

At the heart of any business is a marketing plan with objectives and actions to achieve new business and retain a loyal customer base. You may have a marketing plan in place at the moment but is it effectively targeting your market segment or niche? Any marketing textbook will tell you that you have to cover off on all the P's - product, price, place, promotion but what is the real essence of marketing anyway?

Want to learn Marketing Strategies that work?

Find out how to develop your marketing plan to suit your business needs and really make it work.

- What does market research really tell us?
- How do you incorporate a marketing strategy into the business plan and budget?

To find out the answers, register now for our Marketing workshop, phone Marian Hamilton-Kerr 9581 4786

WHEN: 5 September 2007

TIME: 6pm-8pm

WHERE: City of Kingston Offices
1230 Nepean Highway
Cheltenham 3192

COST: \$10 - light refreshments included

FREE SUCCESSION PLANNING WORKSHOPS

Are you considering selling your business in the near future? Have you prepared a succession plan? If you're like 75% of small business owners the answer will be 'no'. If that's the case, you may not realize the full potential of your business when you try to sell it.

Good business succession planning will help you to:

- Maximise the value of your business.
- Unlock that value by enhancing the marketability of your business.
- Exit your business with maximum profitability and the foundations laid for its continued success.

The Small Business Succession Planning program is a nationwide initiative to raise awareness of the vital importance of small business succession planning. These free seminars will discuss the main components of a good succession plan, helping you prepare for this critical time in the life cycle of your enterprise.

Up to 150 sessions will be held between August and October this year, presented by Ernst & Young. Small business owners

can register by visiting the program's Web site at www.sbsp.com.au

The Web site also offers a succession planning self-assessment tool, and a succession planning guide on CD.

The Small Business Succession Planning program is an Australian Government-funded initiative under the 'Building Entrepreneurship in Small Business Program'



SURF THE INTERNET IN SAFETY

The Australian Government has launched a Web site to help small businesses and the public be safer when using the Internet. The site offers practical advice without the jargon that covers a range of topics including:

- **SECURING YOUR COMPUTER**
Protect your computer and internet connection from hackers, viruses and theft.
- **SMART TRANSACTING ONLINE**
How to be a smart surfer - shopping and banking safely, and avoiding viruses and scams.
- **KIDS SAFE ONLINE**
Protect your children from unsuitable websites and email.

For more information go to
www.staysmartonline.com.au

ANTI DUMPING ASSISTANCE FOR SMALL AND MEDIUM BUSINESSES

A position of a Small/Medium Enterprise Officer (SMEO) has been created within the Australian Customs Service to advise SME's on all anti-dumping/countervailing matters, including advice on lodging applications for new measures; reviews of existing anti-dumping measures; continuation of measures; duty assessments and on responding to anti-dumping enquires. The SME officer will provide advice to both the Australian industry and those firms with import and export interests.

Dumping occurs when goods are exported to Australia at a price that is below the 'normal value' of the goods. The 'normal value' will usually be the domestic price of the goods in the country of export. Dumping is a form of price differentiation between markets. It is not a prohibited practice under international trade agreements – but remedial action may be taken where dumping causes (or threatens to cause) material injury to an Australian industry.

A subsidy is any financial assistance (or income or price support) paid by a foreign government that benefits an exporter, either directly or



indirectly. If the effect of the subsidy causes (or threatens to cause) material injury to an Australian industry, remedial action may be taken. A duty imposed to counteract a subsidy is called a 'countervailing duty'.

If you think your business is being adversely affected by dumping contact the SME officer at the Australian Custom Service on (02) 6275 6327. The Australian Bureau of Statistics defines SMEs as firms with less than 200 full time equivalent employees and/or less than \$10 million turnover.

WORKPLACE RELATIONS INFORMATION SERIES

Employer Advisor Programme

The Workforce Relations Info Series has been developed by the Australian Industry Group as part of the Australian Government's Employer Advisor Programme to provide education and information services for employers and employees.

There are two different workshops in the series – one aimed at small businesses who are interested in agreement making but don't know where to start.

The second workshop, Innovative Workplace Agreements, is tailored for medium to large companies with previous experience in agreement making who may want to improve their processes.

Each of these workshops will be run at the Dingley International, 334-338 Boundary Rd, Dingley.

INNOVATIVE WORKPLACE AGREEMENTS

DATE: Thursday 9th August
TIME: 8.00am – 10.30am
WHERE: Dingley International,
334-338 Boundary Rd, Dingley.

SMALL BUSINESS

DATE: Wednesday 15th August
TIME: 3.00pm – 5.30pm
WHERE: Dingley International,
334-338 Boundary Rd, Dingley.

For further information and bookings contact Australian Industry Group on 1800 105 788 or book on-line at www.aigroup.asn.au/registration.

AUSTRALIAN LIFE STYLE EXPO 2007 - CHINA

Limited opportunities are available for companies in the Food & Beverage, Cosmetics, Fashion, Jewellery, and Well-being sectors amongst others, to exhibit at an exhibition in Guangzhou, China in December 2007.

Representatives from Austrade, China will outline full details at an information session to be held in Dandenong on Thursday 16th August.

The trade mission will be heavily subsidised however participants will still incur significant costs. For details and reservations call 9791 5755.

CHANGES TO FOOTPATH TRADING POLICY



On 1 July 2007, Kingston Council adopted changes to the footpath trading policy in relation to the quantity and quality of goods on the footpath. These changes aim to ensure a safe and vibrant environment that reflects Kingston's energy whilst maintaining quality commercial centres.

A guidelines booklet has been produced to assist traders understand how to comply with their footpath trading permit. It provides examples to help benchmark acceptable standards and highlight what is an unacceptable standard. The booklet will be sent to all existing permit holders and will be available to anyone contemplating footpath trading.

AMENDMENTS TO FOOTPATH TRADING POLICY

- Goods for sale or display must be located within the trading zone.
- Goods must be placed on the footpath within the normal trading hours.
- Goods must be secured, protected and displayed in an approved barrier so they are not displaced by wind or other elements or create an unsightly display on a public thoroughfare.

- Displays must not be fixed to any footpath, building asset, pole or other structure.
- Goods are permitted only outside the premises to which they relate.
- Displays must enhance the amenity of the streetscape and meet all safety considerations.
- Displays must not exceed a height of 1.5 metres unless an exemption has been granted by Council.
- Displays must not exceed a width of 0.75 metres (appropriately designed displays which exceed this width, may apply to Council for approval, if it is considered the amenity of the streetscape will be enhanced and safety considerations are met.)
- Displays must have a contrasting colour to their background to assist the vision impaired.
- Goods must not be hung on shop fronts or awnings.

For any further details regarding the changes, please contact Marian Hamilton-Kerr or visit our website www.kingston.vic.gov.au/business

CONTROL OF SALE OF AEROSOL SPRAY PAINT

The City of Kingston has introduced a new Local Law to ban the sale of aerosol spray paint containers to minors (under 18yrs) to help address the problem of graffiti within the municipality. Businesses stocking aerosol spray paint containers are required to store containers at the point of sale, in such a way that they are not to be accessible to the public. This will allow a stricter control of the sale of such items.

Managing the Recruitment Shortage

My Business, My People

Finding and keeping skilled workers has become the number one concern facing many small businesses.

Over the next four years the Victorian Government is investing \$10.6 million to assist Victorian small and medium sized business owners and operators plan their future staffing requirements.

For assistance in staff planning and human resource management explore the website for a free assessment. <http://www.business.vic.gov.au> Register for a workforce planning specialist to visit your business and provide you with free advice and assistance on how to attract and retain skilled staff.





WHAT'S ON IN SPRING

- **Energise Enterprise 07 - Speed Networking series** - 2nd August
- **Kingston Farmers Market** - 4th August, 1st September, 6th October
- **Energise Enterprise 07 - Small Business Heroes** - 6th - 12th August
- **Workplace Relations info Series - Innovative Workplace Agreements** - 9th August
- **Energise Enterprise 07 - Time-Saver Market** - 12th August
- **Workplace Relations info Series - Small Business** - 15th August
- **Australian Lifestyle Expo - CHINA** - 16th August
- **Melbourne Business Awards - 2007** - 24th Aug, 26th Oct, 7th Dec
- **APEC Business Advisory Council 2007** - 30th and 31st August
- **What's Your Niche - Market for Success** - 5th September
- **5 Steps to Export Sustainability - Export Marketing Workshop** - 25th September
- **Introduction to Strategic Business Planning** - 10th October
- **5 Steps to Export Sustainability - E-Business for Export Workshop** - 23rd October
- **Tax Basics & Employer Obligations** - 14th November
- **The Clean Industry Expo** - 19th & 20th November

Festival Set to Energise Small Business

Victoria will host more than 400 small business events across the State throughout August as part of Energise Enterprise 07, the small business festival that aims to provide the information, inspiration and ideas to help start and build a business.



The festival's Event Guide is now available and outlines an energising program of events that provides practical advice and support to small business, ranging from starting a business to going global.

A Victorian Government initiative, Energise Enterprise 07 comprises 150 government agencies, industry groups and professional bodies staging seminars, workshops, networking sessions and other special events that are working together to benefit small business. About half of the events are being held in regional Victoria.

FEATURE EVENTS

Feature events of the festival include:

- **the Energetic Speaker Series**, where small business owners will

have the chance to hear inspirational stories from the people behind successful Victorian businesses, including nudie juice, Genovese Coffee and Ms Megabyte

- **the return of the popular Speed Networking series**, to be held in Melbourne on 2 August and Geelong on 30 August, which provides the opportunity for small business people to meet their peers, make new contacts and exchange ideas
- **the Small Business Heroes** – The Multicultural Experience, a photographic exhibition that celebrates the contribution made to Victoria by its diverse ethnic business community, on display at

Melbourne's Southern Cross Station from 6 to 12 August

- **the Time-Saver Market** at Federation Square on 12 August, where innovative small businesses will showcase products and services that save people time and make their busy lives easier
- **the APEC Business Advisory Council 2007 SME Summit**, being held in Melbourne on 30 and 31 August 2007.

ORDER YOUR EVENT GUIDE

A detailed schedule of events can be found in the Energise Enterprise 07 Event Guide. To order a copy of the Event Guide, please call 13 22 15 or email Energise Enterprise energise@iird.vic.gov.au

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 |

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