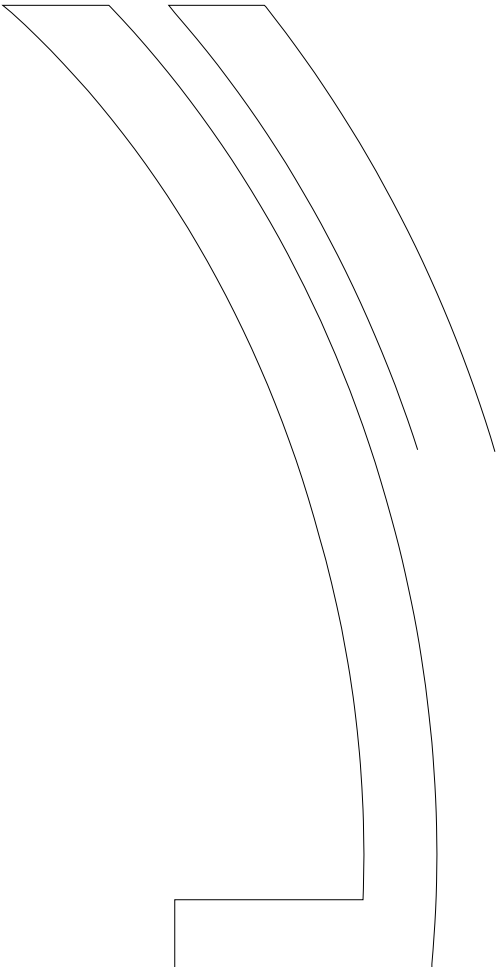


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HUME CITY COUNCIL **ECONOMIC UPDATE**

ISSUE 5, **MARCH 2010**

www.hume.vic.gov.au



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HUME BUSINESS NEWS IN BRIEF

SUNBURY BUSINESSES RECOGNISED WITH AWARDS

Three Sunbury businesses, Aussie Home Loans, Autobarn and Nextra, have capped off an excellent 2009 by being recognised with respective franchisee awards.

Aussie Home Loans was awarded the Aussie Home Loans Victorian Franchise of the Year 2009, which was based on the branch's ability to meet a range of indicators including sales figures, customer service achievement and adherence to Mortgage and Finance Association of Australia policy and procedures.

Aussie Home Loans Franchise Principal, Michael Barnard, says the award gives current and future clients the comfort of knowing they are dealing with a very professional and successful team of local mortgage providers.

"This award is monumental in assisting us to achieve and exceed our business objective of becoming the number one provider of financial solutions in North West Victoria."

Sunbury Autobarn Managing Director, Adam Mizzi, says his business' National Franchisee of the Year Award and Merit of Business from the Franchise Council of Australia (two or more staff in Victoria/Tasmania) is testament to thinking global but acting local.

"In small business it can be easy to think on a small scale, however we try to keep abreast of trends across our industry and then act on them in a way that is relative to the Sunbury region."

As winners of the Nextra Australian Newsagent of the Year 2009, Sunbury Nextra is thrilled with their award, especially as owners, Jenny and Gerald Carland, and Ron Geyer, only joined the group 18 months ago.

"We were given the award in front of 219 other stores across Australia as recognition of our continued support and proactive nature to the group's objectives and business activities," Mrs Carland said.

DAVID KEENAN



Innovation and creativity are renowned in business for improving efficiency, effectiveness and competitive advantage. These two critical ingredients strongly influence business viability and growth. Accordingly this edition of Hume Economic Update has been assigned these themes.

A number of progressive firms pursuing both the objectives have been profiled to highlight excellence. The aim is to get you thinking of new and improved ways of developing your products and services. Organisations providing professional advice in this regard have also been profiled, demonstrating that help is available at low cost.

I encourage you to explore and take advantage of these opportunities. On a related note, having the right information about the region within which you operate is an important part of understanding your customer base and labour force. Therefore Council is promoting a new information tool that describes our local economy.

This 'Hume Economic Profile' is reported on in this edition and the product contains useful information on the types of businesses and labour force found within Hume City. Once again, I trust that you enjoy reading another bumper edition of Hume Economic Update.

Cover: Making Coffees at Tullamarine Shopping Centre.

If you have any comments or suggestions about **ECONOMIC UPDATE**, or if you would like to receive a copy every quarter please contact us. You can telephone Hume's Economic Development department on **03 9205 2284**, or visit Hume City Council's website **www.hume.vic.gov.au**

ECONOMIC UPDATE is designed to be used as an ongoing resource showing trends over time, and we recommend readers keep back issues for future reference. Produced for **Hume City Council**, PO Box 119, Dallas, Victoria 3047

By **adz@work**, Studio 104, 9-11 Claremont Street, South Yarra, Victoria 3141

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The advertising deadline for the next issue is Friday 30 April 2010.

COUNCIL ECONOMIC DEVELOPMENT INITIATIVES

COMMITTED TO HUME CITY BUSINESSES



With a commitment to helping the Hume City business community to grow and prosper, Hume City Council has recently put into practice several initiatives to provide businesses with knowledge, training and development opportunities.

These initiatives include the introduction of a monthly e-newsletter designed to keep readers informed on economic news on a regular basis, the establishment of an economy.id® website which is a comprehensive online economic profile of the Hume City local government area and regular updates to the Council website with upcoming events and opportunities.

The economy.id® site, created in partnership with Melbourne company .id (informed decisions), enables users to understand, explore and promote the local economy via an interactive web application.

Janet Coombs from .id (informed decisions), says the application is designed to meet three key objectives.

"The application enables users to accurately describe their local economy, provides an information base to develop economic strategies and provides resources to develop promotional material," she said.

Utilising data on Hume City from a number of credible sources including ABS Census journey work data, ABS Estimated Resident Population, ABS National Accounts, ABS Labour Force Survey and the Department of Education, Employment and Workplace Relations Small Area Labour Markets, economy.id® assists users in being able to answer numerous questions including:

- What is the size of the local economy?
- How is the local economy performing?
- What is the economic base of the local economy and how is it changing?
- What is the contribution of each industry sector to the local economy?
- How many businesses are in each industry sector and what is their size?
- Where are the jobs in each industry sector located?
- What are the characteristics of the local residents and market?
- Where do the residents work?
- What potential skills and knowledge can be drawn from the regional labour force?

"As an interactive web application economy.id® makes the information available to the broadest possible audience, including local businesses, developers, potential investors, community groups, schools, government decision makers and people generally," Ms Coombs said.

"It is also unique in that it combines economic data with demographic data so the user can not only understand the economics of a city, but also what that means for the community in terms of employment, transportation, labour force and potential job opportunities.

To complement the economy.id® application, Council are also regularly updating their 'Business in Hume' web page and distributing monthly e-newsletters to keep businesses up to date with high quality training opportunities, development programs and upcoming events.

Hume City Council Economic Development Manager, Grant Meyer, says all of the initiatives are part of Council's aim to introduce new innovative communication methods.

"In order for Hume City to continue to progress and grow it is vitally important that as a Council we embrace innovation and new communication methods to ensure our businesses are well informed.

"Providing practical tools that encourage investment in Hume City and help our businesses find that competitive edge is something we are passionate about.

"We encourage the use of these initiatives and hope it will provide numerous benefits to our business community," he said.

Visit the Hume economy.id® at www.id.com.au/economy/hume or the Hume City Council 'Business in Hume' web page via www.hume.vic.gov.au

To receive the monthly e-newsletter email Catherine Johnston at business@hume.vic.gov.au

INNOVIC

HELPING MAKE IDEAS A REALITY

With increasing competition across the business world, many companies and individuals are investing time and money into new inventions to gain a competitive advantage or to enter new markets.

One organisation that helps innovators, inventors and small to medium enterprises to make their inventions a reality is INNOVIC.

Established in 1986, the not for profit organisation assists more than 1,800 innovators each year via a range of services including strategic planning consultations, patent searches, assistance with grants, mentoring, market research, marketing, prototyping and product and business development.

INNOVIC Chief Executive Officer, Joss Evans, says the organisation helps inventors with the different aspects of the commercialisation process – from Intellectual Property (IP) protection through to business planning and licensing.

"We help our clients identify licensing partners, prepare 'pitches' and accompany them to meetings. We also recently launched a website development service to help clients promote and sell their products online and to assist them with social networking strategies. In addition to this we work with organisations such as Hume City Council to run a number of free seminars.

"In the recent economic downturn we have found that people tend to explore other opportunities to make money and starting a new business based on a new product or service becomes a viable option.

"The types of innovations that we are currently seeing are primarily environmental, information and communications technology, personal services, health and medical and industrial-type products," she said.

One Hume City business that has benefited from INNOVIC's assistance in developing an invention into a commercial product is the Marbut Group.

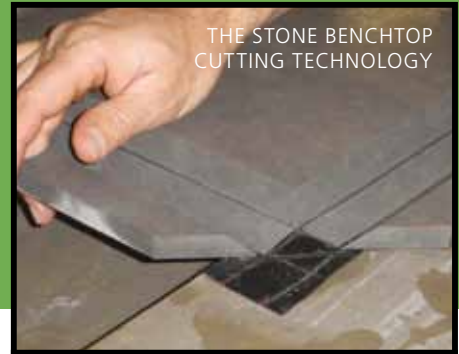
Specialising in manufacturing benchtops and doors, the company used INNOVIC's services to develop a new technology to cut stone bench tops where traditional join lines can be avoided.

Marbut Group General Manager, Danny Young, says once the idea had been conceived INNOVIC helped determine whether it could be patented.

"In the recent economic downturn we have found that people tend to explore other opportunities to make money and starting a new business based on a new product or service becomes a viable option." - Joss Evans

"The invention involves mitring, or cutting, edges of stone bench tops to provide a thickened edge without the ugly line at the join or losing the grain integrity that you see when a separate sheet of stone is glued under a normal top stone surface.

"It took us approximately two years to develop the solution and then we worked with INNOVIC to develop a path to commercialisation and used their assistance with the patents and the Intellectual Property strategy.



THE STONE BENCHTOP CUTTING TECHNOLOGY



OVERSEEING THE CUTTING PROCESS



TRANSFERRING A BENCHTOP TO THE NEXT STAGE OF PRODUCTION

"INNOVIC is certainly an organisation that we would recommend to other businesses that have ideas or inventions and are looking for an independent appraisal and help with the process to make it a reality," he said.

As part of INNOVIC's support for innovation and inventions, the organisation will be running its annual 'Next Big Thing' Awards in 2010. The nation-wide competition celebrates the achievements of Australian innovators by finding and showcasing good new Australian products with the potential to become 'the next big thing'.

The awards provide cash and prizes as well as valuable media promotion for finalists and are open to anyone with an innovative fully developed product/service or technology. To find out more visit www.nextbigthingaward.com



HILTON AIRPORT AND ANSETT AVIATION TRAINING

OFFERING A UNIQUE TOURISM EXPERIENCE

Within Hume City two businesses are working together to provide the unique experience of being strapped into an airline captain's seat to take control of a commercial flight.

The Flight Simulator Experience, a fun and engaging package that requires no flying experience from participants, was created in 2007 by Hilton Melbourne Airport and Ansett Aviation Training. It gives visitors to Hume City 'something a little different'.

Hilton Melbourne Airport Business Support Manager, Dush Velcek, says the idea was born from a training session where she was challenged to think outside the square.

"The idea was to come up with a product we could market that was different to your usual accommodation offering.

"Knowing Ansett Aviation Training were nearby, I got in contact with them to see if they were interested in coupling a flight simulator experience with the hotel's components of accommodation, breakfast, dinner, transfers and wine.

"To generate some interest and publicity for the package, we organised some media releases detailing the experience and invited selected media to trial it.

"This gained us great exposure and subsequently we have had visitors from across Victoria and interstate come for the experience. It also acts as an excellent team building exercise for the corporate market," she said.

The success of the package is helping position Hume City as part of a region that offers many diverse tourism products and saw the two businesses recognised with a Tourism award at Hume City Council's 2009 Business Awards.

"The Flight Simulator Experience is a fantastic package that cannot be easily replicated by any other region, giving us a competitive edge with other day trip destinations surrounding Melbourne." - Amanda Martindale

"The Flight Simulator Experience is a fantastic package that cannot be easily replicated by any other region, giving us a competitive edge with other day trip destinations surrounding Melbourne," Hume City Council Tourism Development Officer, Amanda Martindale, said.

"The package strengthens these two existing independent products by adding value for the consumer.

"Bundling and packaging creates value for the region as a whole, making Hume City a much more attractive and convenient destination to visit.

"Visitors today want authentic, meaningful, hands on experiences. By coming together and thinking creatively, Hilton Melbourne Airport and Ansett Aviation Training have achieved this," she said.

Ansett Aviation Training Corporate Marketing, Rachele Di Maio, says the approach by Hilton Melbourne Airport presented an opportunity for their company to work closely with another business within the local region.

"It has been a great public relations exercise for the both of us, has enabled us to support one another and bring more tourism to the area.

"There is no doubt that the interest in the experience has increased as both of us have continued to market the package," she said.

For more information about the Flight Simulator Experience Package contact Hilton Melbourne Airport on 03 8336 2000 or www.hiltonmelbourne.com.au

RETAIL WEBSITES PROJECT

GAINING AN ONLINE PRESENCE FOR LOCAL TRADERS



WESTMEADOWS VILLAGE SHOPPING CENTRE



TERRY WHITING AT HIS BAKERY IN
WESTMEADOWS VILLAGE SHOPPING CENTRE



DALLAS SHOPPING CENTRE

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HUME CITY COUNCIL
ECONOMIC UPDATE

Hume City Council has joined forces with four local shopping centres to develop an online presence as a tool to enhance the profile of the centres and grow the individual retail businesses within them.

Tullamarine, Barry Road, Dallas and Westmeadows Shopping Centres located throughout Hume City, have spent the last few months working with Council and Melbourne company, elocal, to develop websites. The websites include an individual web page for each business within these centres.

Hume City Council Retail Development Officer, Jann Skinner, says the objective of the websites is to work with the traders at the four shopping centres so they become more comfortable with the technology and discover how an online presence can generate additional sales and customer interest.

"Much of the information and statistics in Australia indicate that retail in Australia is well behind the rest of the industrialised world in the uptake of an online presence and commerce.

"Google quotes figures that while only 16 per cent of business is done online, 60 per cent of customers research online before making a purchase.

"The major strength of the website model we have developed in conjunction with elocal is a fully self manageable site for each individual business within the participating shopping centres." - Jann Skinner

"So when we looked at putting together a program to assist retailers to develop and grow, the idea of an online-themed development seemed a logical choice.

"The development of these websites also presented Council with the chance to provide Hume City traders with practical help. They are increasingly understanding the value of using the existing and emerging technology to develop and increase their business over the long term," she said.

Each website for the four shopping centres has numerous functions including a business directory, a Google virtual tour and floor plan, information pages including a main page, contact information, centre news, employment opportunities, catalogues and centre specials.

"The major strength of the website model we have developed in conjunction with elocal is a fully self manageable site for each individual business within the participating shopping centres that includes a slideshow, an information page and a do-it-yourself e-commerce feature.

"This self-manageable feature means there is a real incentive for each trader to upgrade their technical skills and in the process become more aware of the benefits of being online." Ms Skinner said.



COFFEE BEING MADE
IN TULLAMARINE
SHOPPING CENTRE



THE FLORIST
IN TULLAMARINE
SHOPPING CENTRE



BARRY ROAD SHOPPING CENTRE

The websites have already received strong support and positive feedback from participating shopping centre traders who are excited about the opportunity.

One of those traders is Managing Director of Jason Real Estate, Jason Sassine, who has one of the 20 shopfronts in the Tullamarine Shopping Centre.

"After holding initial discussions with Jann about local business directories that promote smaller boutique-style shopping centres like the Tullamarine Shopping Centre, she came back with the idea of creating an actual website for the centre.

"The idea was well received by the traders, especially those that do not have a website for their business. If we market it properly it will create a greater brand presence for us, it will be an easy way for the local community to stay in touch with the shopping centre and will give us an avenue to promote specials, what is new and any upcoming events or sales to look out for," he said.

The initiative has also been welcomed by the Westmeadows Village Shopping Centre traders who, according to Whiting's Bakery and Cafe owner, Terry Whiting, will promote the website via word of mouth and a direct mail campaign.

"Overall the project has brought the traders together with a positive aim of developing and promoting their centres for both the short and long term." - Jann Skinner

"On the most part, the response from traders to the website has been positive and we are hopeful that it will help to make people aware of our location and the variety of stores we have in the shopping centre," he said.

With the websites now up and running, Hume City Council will continue to offer support to the shopping centres' traders on how to make the best use of their websites. Council is also supportive of centres wanting to become more organised as a collective and hope the websites will serve as an impetus for the establishment of 'traders groups' to help propel the centres.

"There will be a program of workshops and seminars over the next 12 months to enhance the skills both in the promotion and further development of the websites. Overall the project has brought the traders together with the positive aim of developing and promoting their centres for both the short and long term," Ms Skinner said.

Visit the Shopping Centre websites at:

www.tullamarineshopping.com.au
www.westmeadowsvillage.com.au
www.barryroad.com.au
www.dallasshoppingcentre.com.au

"Much of the information and statistics in Australia indicate that retail in Australia is well behind the rest of the industrialised world in the uptake of an online presence and commerce." - Jann Skinner



PLENTY FOOD GROUP

TASTE OF PLENTY CANBERRA SHOWCASE

The Plenty Food Group has hit the ground running in 2010 on the back of their successful trip to Canberra for the Taste of Plenty showcase in November 2009.

The showcase presented the opportunity for Northern Melbourne's food manufacturers to demonstrate to parliamentarians from all parties how dynamic, productive and diverse the industry has become.

Plenty Food Group Coordinator, Marshall Dwyer, says the aim of the showcase, which was attended by 15 food manufacturers with a further 14 companies supplying produce, was twofold.

"Firstly the showcase was an opportunity to show off our region's food manufacturers and their product ranges to Federal Parliament, with the emphasis on the region's high quality products, diversity and sheer volume and size.

"Secondly it also gave our members the chance to meet with national buyers and promote their products for future sales," he said.

The invitation-only event was successful in meeting its aims with more than 100 government officials, national buyers and representatives attending and sampling the food on show.

Amongst those to attend included the Federal Member for Calwell, Maria Vamvakinou MP and Federal Member for Scullin, Harry Jenkins MP, whose electorates cover the Plenty Valley region.

Ms Vamvakinou says she was most impressed by the wide range of products produced in her electorate and the neighbouring electorate of Scullin.

"The Plenty Food Group represents a diverse range of food and drink manufacturers that are crucial to Australia's domestic manufacturing capacity."

- Maria Vamvakinou

"To see so many products there in the same place at the same time was encouraging for future prospects.

The showcase was extremely important when Government is developing industry and manufacturing policy and looking at regions where further investments can and should be made.

"There is now no doubt among those who attended that the Plenty Food Group represents a diverse range of food and drink manufacturers that are crucial to Australia's domestic manufacturing capacity. It has put both the Federal Member for Scullin and myself in a much stronger position to fight for continued support for our region," she said.

The showcase featured an expansive range of food and drink such as specialty cheeses, antipasti, muesli, traditional dips, fresh and dried pastas, specialty local wines, olive oil and roasted meats from manufacturers including Mission Foods, Denali Foods, Naturally Good Products, The Muesli Company and Montefiore Cheese.

"Our manufacturers were able to meet with influential players in Government, gain an understanding of how they operate and vice versa," Mr Dwyer said.

"They were also able to meet with new buyers and initiate discussions on possible future contracts to supply products. Furthermore the feedback on the whole event was very positive. The event was initially planned as a one-off, but within one hour of it finishing we had already begun talking to the manufacturers about repeating it in 2010," he said.

For more information about the Plenty Food Group and the Taste of Plenty Showcase visit www.plentyfoodgroup.com.au



SOME OF THE FOOD MANUFACTURERS WHO ATTENDED THE SHOWCASE



PEOPLE ENJOYING THE SHOWCASE

NATURALLY GOOD

BRINGING TASTE TO LIFE



As anyone with a food allergy can confirm finding good tasting food that doesn't result in consequences to their health can be challenging. However one Hume City business that is working to meet this challenge is Naturally Good.

Established in 1985, the Campbellfield-based business was one of the first health food companies in Australia to focus on recipes that meet the needs of people with food allergies and intolerances.

Naturally Good Marketing Manager, Connie Manglaviti, says since she and her husband, Frank, entered the business in 2001 with their business partners (the Monteltos), they have continued the business' focus of manufacturing gluten-free products.

"Building upon the foundation the previous owners had created was the logical way to continue as their decision to focus on health foods was one of the main reasons we were keen to take over.

"Continuing to manufacture gluten-free products however, was solidified six months after we entered the business when our own son was diagnosed as anaphylactic. His diagnosis brought in another and very personal reason as to why we should continue to move forward and produce gluten-free products," she said.

Coming into the business from a diverse range of backgrounds before they took over Naturally Good, the Manglavitis and Monteltos have grown their business over the past 10 years by looking at their own lifestyles, by researching mainstream food trends and relying on their instincts.

"One of the challenges we have faced is breaking down the stereotype that gluten-free foods lack taste, so we looked at ways to manufacture products with a more mainstream taste." - Connie Manglaviti

"Most of our products are developed internally. Our ideas come from personal experiences and feedback we receive from our customers. Then we take the idea and work with food technicians to create a formula for the recipes.



"Once the product has been created we undergo taste testing both internally and externally at food exhibitions and if the feedback is positive we take it to the market.

"One of the challenges we have faced is breaking down the stereotype that gluten-free foods lack taste, so we looked at ways to manufacture products with a more mainstream taste, so that people could relate to the products.

"This started with the development of our D'Lush double choc biscuits which broke down a barrier of chocolate not being used as an ingredient in health food products. The range was so successful that it went on to be the number one seller in its category across Australia.

"Our innovations and research have also broadened our product range beyond gluten-free to also provide dairy, egg, yeast and nut free products as well as using no artificial colours and making most of our products Halal.

"We now manufacture more than 20 different products across several product ranges including the D'Lush double choc biscuits, our Bakehouse cookies and the Deli Dippers savoury biscuits.

"Our motto is always to innovate and to create products that compare well with their mainstream equivalents so that people can enjoy them freely with friends and family as they can't really tell the difference," Ms Manglaviti said.

Naturally Good products are available in Coles, Woolworths, IGA supermarkets and health food stores across Australia and New Zealand. To find out more visit www.naturallygoodproducts.com.au

ENTERPRISE CONNECT

HELPING SMALL AND MEDIUM BUSINESSES GROW

Are you a small or medium business looking for practical support so you can become more productive and innovative? Then the Enterprise Connect initiative could provide you with the help you need.

A \$271 million Australian Government initiative delivered in Melbourne's north through NORTH Link, Enterprise Connect provides assistance with the latest processes, technology and market information through a business review that assesses the performance of all facets of the firm.

Enterprise Connect Business Adviser, Paul Smarrelli, who has assisted many Hume City businesses participating in the initiative, says the objective is to help position Australian businesses to be more competitive.

"The essence of the program is to help businesses with turnover between \$2 million and \$100 million. My role involves engaging with companies, collecting the relevant data and then running a number of diagnostics that show how the business is performing against selected markets and business best practice.

"This analysis gives the business a true understanding of how they compare to similar companies and industries.

"It provides management with an understanding of performance across financial ratios, operational metrics and trading over a three year period.

"The initiative was great in that it was able to objectively highlight all of our strengths and weaknesses." - Norm Warton

"These results can help develop a three year strategic plan for growth and innovation.

"Innovation is about making significant changes across the total operations of a business.

"For manufacturers, innovation is also about driving processes and ensuring new products can be manufactured at the lowest cost base without compromising quality," he said.

With more than 11,000 businesses located throughout Hume City the area presents many prospective participants.

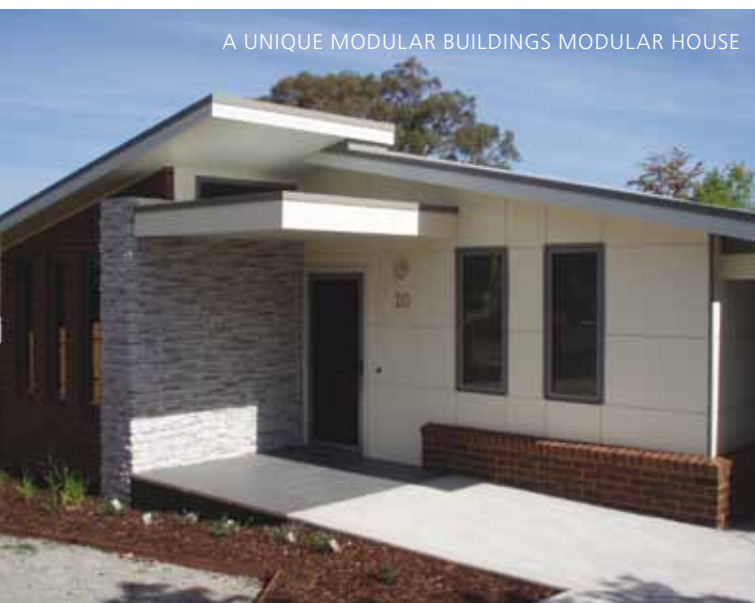
Three companies who have gone through the initiative are Unique Modular Buildings, Kitchen Innovations and The Sparkling Beverage Co.

General Manager of Unique Modular Buildings, Steve Thompson, says their business got involved in the initiative due to being overly dependent on one customer.

"The time had come where we needed to analyse where we were at and how we could move forward.

"Enterprise Connect just seemed to be too good an opportunity to miss, as we had someone offering to do an analysis of our business, at no cost to us, at a time when we were looking to change our marketing and operational directions.

A UNIQUE MODULAR BUILDINGS MODULAR HOUSE



THE SPARKLING BEVERAGE CO.'S COUNTRY STYLE BEVERAGES RANGE





CUTTING OUT KITCHEN CABINETRY AT KITCHEN INNOVATIONS

"Paul's analysis not only showed us where we were situated but provided us with the next steps we required to move forward.

"Since then we have ventured into new market sectors, including modular housing, electrical switchrooms and working with architects in the commercial sector.

"As a result we are developing new skills in design, manufacturing and installations that were not previously on our radar," he said.

Kitchen Innovations, a Campbellfield-based kitchen manufacturer decided to participate in the initiative as the business felt it had the foresight to become more innovative but was unsure of how to overcome their lack of commercial infrastructure.

"The initiative was great in that it was able to objectively highlight all of our strengths and weaknesses and by doing that it opened our eyes to the manufacturing faults that were taking place," Kitchen Innovations General Manager, Norm Warton said.

"Now we have been able to address those faults and have investigated more innovative ways to manufacture our kitchens by incorporating more technology into the process.

"The report provided us with the impetus to redirect our business model by broadening our horizons to opportunities and markets we hadn't previously considered." - Steve James

"All of our manufacturing is now machine-based and once each kitchen is drawn up it is transferred to our machines for cutting electronically which has given us greater accuracy and therefore better results."

After being referred to the initiative by Hume City Council, The Sparkling Beverage Co. was keen to receive an analysis from Mr Smarrelli and gain an objective point of view of their business.

The Sparkling Beverage Co. Director, Steve James, says the business analysis report they received provided great market research, giving them an overview of the industry and boosted confidence.

"The report provided us with the impetus to redirect our business model by broadening our horizons to opportunities and markets we hadn't previously considered.

"With this knowledge we are now going to move to a bigger facility within Hume City so we can develop our own brands further and produce more of our products by increasing our capacity," he said.

To find out more about the Enterprise Connect initiative visit www.enterpriseconnect.gov.au

"Enterprise Connect just seemed to be too good an opportunity to miss, as we had someone offering to do an analysis of our business, at no cost to us, at a time when we were looking to change our marketing and operational directions." - Steve Thompson



FRANK YOUHANA WITH HIS CLEANING VAN

NEIS AND CLEAN FX

CONTINUING TO KICK START BUSINESS

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HUME CITY COUNCIL
ECONOMIC UPDATE

For 25 years the New Enterprise Incentive Scheme (NEIS) has been helping ambitious unemployed people get into the working world through self employment.

The Federal Government funded scheme provides the tools and training to approximately 6,000 new businesses each year across the country and has helped establish more than 100,000 businesses since its inception.

"The three pillars of NEIS are training, mentoring and support," Kangan Batman TAFE's Business Enterprise Centre Manager and facilitator of the program for Melbourne's Inner, Northern and Western suburbs, Tim Cremean, said.

"Business management training is provided to help participants to prepare their business plan. If their plan is thorough and meets government guidelines then the owner receives a year of free mentoring and small business support allowance to help sustain them during the start up of the business."

One Hume resident who has benefited from the program and its founding three pillars to establish himself as a small business owner is Frank Youhana, who runs the cleaning business Clean FX.

An Iraqi who had a settled life and a medical career, Frank was forced to flee from Iraq in 1990 and came to Australia as a refugee, looking for a peaceful life for himself and his family.

"When I came to Australia I had to learn the language and needed to meet people outside of the refugee community. I then was able to find employment as a cleaner and gradually proved myself.

"Many applicants have already identified a gap in the market and they are encouraged through their training to identify their competitive advantage."

- Tim Cremean

"I knew I could achieve more and help make up for the dislocation of leaving my life in Iraq behind. This was when I became aware of the NEIS, which provided me with a bridge to become my own boss.

"I was lucky to have very experienced trainers and mentors from Kangan Batman TAFE who gave me a sound base to set up for my self-employment path. I now employ 20 staff members and provide a range of cleaning services to a number of commercial businesses. I feel proud that I am now giving something back," he said.



CLEANING AT A COMMERCIAL OFFICE

With 90 per cent of NEIS businesses established being of a service nature, Mr Cremean says applicants are encouraged to be innovative and think of ways to differentiate their business from their competitors.

"Many applicants have already identified a gap in the market and they are encouraged through their training to identify their competitive advantage and since funds are usually limited these entrepreneurs also have to be innovative with their promotional strategies.

"Frank has certainly used all three pillars of the program to underpin his attempt to launch his own business and now he is experiencing the benefits," he said.

To find out more about the New Enterprise Incentive Scheme visit www.kangan.edu.au/industry/bec

CLEAN UP AUSTRALIA DAY

FOSTERING COMMUNITY NETWORKING

As part of Clean Up Australia Day, on Tuesday 2 March Hume City Council, Hilton Melbourne Airport, Mantra Tullamarine and approximately 140 Westmeadows Primary School students and teachers got their hands dirty to clean up the Willowbook Reserve in Westmeadows.

This year Clean Up Australia set their sights on a new target – 20 million items of litter collected. The target was based on the theory that if every person in Australia picked up just one piece of litter on Clean Up Australia Day, then we would have removed 20 million items from our streets, parks and beaches, making the 20th Clean Up Australia Day 10 times more successful than ever before.

Hume City Council Mayor, Cr Geoff Porter, says in supporting Council's Business Efficiency Network, businesses were invited to participate in the event this year to build on relationships and create awareness about the importance of cleaning up the environment and reducing waste.

"Working with the community to Clean Up Australia differentiates a business from their competitors and gives them a chance to show the community what they value. It also assists them to build a positive reputation and to gain respect within the community.

"It was also great to see the local primary school getting involved in the graffiti removal demonstrations and enjoying the lessons about river health and the effects of pollution on the environment delivered by Melbourne Water and EnviroCom Australia," he said.

"Working with the community to Clean Up Australia differentiates a business from their competitors and gives them a chance to show the community what they value." – Cr Geoff Porter, Mayor

Hilton Melbourne Airport Business Support Manager, Dush Velcek, says participating in the event created excitement amongst team members throughout the hotel.

"We are very proud that we were invited to be part of this community event. Hilton Melbourne Airport has always and will remain focussed on building communities around us to be sustainable in the future.

"We are acutely aware of local environmental issues and recognise our responsibility in improving practices to safeguard our future," she said.

Mantra Tullamarine Area Sales Manager – Corporate, Richard Cockshott, says their hotel decided to participate to show its support to the Hume City area.

"I believe it is important that community based projects such as this occur, so when we were invited by Hume City Council to take part we were happy to get involved," he said.

The Willowbook Reserve was one of more than 23 Clean Up Australia sites registered by the community within Hume City to benefit from clean up activities.



MAYOR CR GEOFF PORTER WITH WESTMEADOWS PRIMARY SCHOOL STAFF AND STUDENTS



ENJOYING A BBQ LUNCH AFTER THE CLEAN UP

HILTON MELBOURNE AIRPORT, WESTMEADOWS PRIMARY SCHOOL AND HUME CITY COUNCIL REPRESENTATIVES CLEANING UP THE CREEK



KEEP AUSTRALIA WORKING PROGRAM

PROTECTING JOBS AND SUPPORTING BUSINESS

14

HUME CITY COUNCIL
ECONOMIC UPDATE

In response to the economic challenges and rising unemployment that the global recession has posed over the past 18 months, the Federal Government has established the Keep Australia Working initiative.

Keep Australia Working, established in 2009, is a free service run by the Department of Education, Employment and Workplace Relations. It allows job seekers and employers to access information about programs and initiatives that can help job seekers find work or support if they have lost their jobs, and help employers retain or re-train their workers.

Keep Australia Working Local Employment Coordinator for the North West Melbourne Priority Employment Area (PEA), John Macdonald, says North West Melbourne was identified as one of 20 Priority Employment Areas by the Federal Government.

"The 20 Priority Employment Areas were identified based on research showing which regions were more likely to experience labour market disadvantage now or in the future.

"To ensure these regions were equipped to deal with the recession and the rise in unemployment, Local Employment Coordinators, such as myself, were appointed to work with key players in the regions to generate jobs.

"Past economic downturns have shown that while the unemployment rate rises very quickly, it takes longer to fall, even as the economy begins to improve. Specific communities can be especially vulnerable in a downturn and can take much longer to recover.

"The initiative, along with the \$650 million Jobs Fund to boost green jobs creation and help fast track infrastructure projects has been designed to cushion the Australian economy and minimise the impact of unemployment." - John Macdonald

"The initiative, along with the \$650 million Jobs Fund to boost green jobs creation and help fast track infrastructure projects, has been designed to cushion the Australian economy and minimise the impact of unemployment," he said.

As part of the initiative's actions within the North West Melbourne PEA, a 'Building the Recovery' information session is being planned in the coming months, in conjunction with the Industry Capability Network, to provide local businesses and the construction industry with details of upcoming projects within the region.

"The sessions will include presenters from all levels of Government and private developers who will brief attendees about medium to large scale infrastructure projects in the planning.

"The intention is to provide information on how attendees can compete for the work involved in the projects, which we hope will provide more jobs for people in North West Melbourne.

"The Industry Capability Network will be on hand to help businesses match their capabilities with the requirements of the projects and the key steps businesses need to meet to be able to submit a tender, such as Occupational Health and Safety requirements," Mr Macdonald said.

To find out more about the Keep Australia Working initiative visit www.keeppaustraliaworking.gov.au

To receive the information about the 'Building the Recovery' information session email buildingtherecovery@deewr.gov.au

JOBS ON THE GO

CONNECTING HUME PEOPLE TO HUME BUSINESSES



Are you a Hume City business looking to employ Broadmeadows residents...or are you a Broadmeadows resident looking for work with a Hume City business?

If you answered yes to one of the above then Hume City Council will soon have a program in place to assist in your search for employees or an employer.

An extension of the effective 1431 Program where Neighbourhood Renewal residents are given a waged opportunity to gain professional experience and practical skills with a local Hume City business, the Jobs on the GO Program will marry up businesses seeking employees with matching jobseekers.

Hume City Council Employment and Learning Officer, Silvia Sidzimovska, says Jobs on the GO will involve both the resident and business submitting their details online and a Human Resources (HR) Connector matching a skilled resident to a local business.

"The program will be a free service for both the employer and jobseeker and it will assist employers by eliminating any hassles they may face when recruiting employees as the HR connector will liaise with them to determine the industry skills they need.

Jobs on the GO will be an easy program for businesses and jobseekers to get involved in and will aim to fill a gap in the local recruitment market.

"The HR connector will also support employers with any HR/recruitment issues they are facing, while matching available skilled residents to their business needs," she said.



Due to begin in July 2010, Jobs on the GO will be an easy program for businesses and jobseekers to get involved in and will aim to fill a gap in the local recruitment market.

"Local employers will submit an online form with their business information and the type of skills they require their candidate(s) to have.

Jobseekers also submit an online form with information such as their skills, qualifications and employment history... and this is when the HR connector does its role of matching the job seeker to local Hume City businesses that have registered with the program.

"Having worked with Broadmeadows residents I have found that many residents would prefer to find work locally and the same goes for employers when it comes to recruiting new employees. The problem seemed to be that the two sides did not know how to connect up and meet their respective needs.

"And that is where Jobs on the GO comes in. We definitely think this program will be able to assist in filling in this missing link," Mrs Sidzimovska said.

If you are a Hume City business or Broadmeadows resident and want more information about the Jobs on the GO Program or want to get involved contact Roz Nadjarian on 03 9205 2200.



Mark Di Domizio
AZZONA DRAINAGE CONTRACTORS

Mark Di Domizio is the Manager of Azzona Drainage Contractors, a civil construction company that specialises in sewer and stormwater drain construction, confined space entry work, large pipeline construction, earthworks and plant hire.

A family owned business that was established by Mark's grandfather and his three brothers over 40 years ago, Azzona Drainage Contractors has facilitated Mark's progress to the Manager position, which he has held for 14 years.

"As Manager I oversee all aspects of the business, including the pricing for all of our tenders, communicating with our clients and exploring ways the business can continue to expand.

When I first started with the business 18 years ago we had six employees and now we employ approximately 70 staff," he said.

With an Honours degree in Civil Engineering from Victoria University, Mark has always loved the challenges that civil construction presents on a daily basis and developing new and more efficient ways to carry out their work.

"We do invest in research and development. For example our most recent development has been a tunnelling system which involved modifying small excavators and dump trucks to be able to excavate tunnels in rock and clay, needed for pipe works. This means that our tunnelling work is now machine based, whereas in the past it was all hand operated.

"It is certainly one of the business' objectives to always stay ahead of our competitors and to look towards the future and investigate ways we can be more innovative in what we do," Mr Di Domizio said.



Peter Boudville
CHALLENGER MOMENTUM

Peter Boudville is the Managing Director of Challenger Momentum.

As a custom information technology service provider, Peter's role as Managing Director involves dealing with different tasks every day and meeting with lots of people.

"The software and information technology solutions we offer depend on the needs of our clients so my day can be composed of listening to clients and coming up with a custom solution that will fit their individual requirements.

"This can require innovative thinking however innovation doesn't always mean reinventing the wheel. It is about taking examples from other industries or situations and incorporating them into a solution," he said.

An original shareholder when the company was established in 1989, Peter's background in information technology started with a Bachelor of Applied Science (Computer Science) at RMIT and eight years of consultancy work in the ICT industry.

His consultancy work saw him service companies such as Coles/Myer, Australia Post and Telstra which gave him exposure to a wide range of businesses and technologies.

"I have been through a classic industry progression going from a programmer, to analyst, to solutions architect and ICT entrepreneur. My time at Challenger Momentum has seen me work on various client projects while combining better technology to overcome issues of ease of use, adapting to human use and affordability for small and medium businesses.

"I believe that through collaboration with other organisations we can build value into our industry, the community and our future," he said.



Mick Turnbull
AGILITY LOGISTICS

Mick Turnbull is the Chief Executive Officer of Agility Logistics.

A large-scale global logistics company that turns over US\$6 billion and employs more than 34,000 employees, Mick heads up the Australasian division of Agility Logistics, from their head office in Tullamarine.

As Chief Executive Officer, Mick has been overseeing all operations including air and sea freight, customs, warehousing and transport for the last 11 years.

"On a daily basis my role involves leading our five divisions across the Australasian region and working through my leadership group to achieve growth, profitability, operational efficiency and people development," he said.

With undergraduate and postgraduate qualifications in Business and Management, Mick is also a licensed customs broker and held management roles with the Brambles Group before joining Agility Logistics.

"The reward of being the Chief Executive Officer of Agility is the tremendous opportunity I have to work with some highly skilled and passionate people who make our company a success.

"On the contrary we also face the challenge of remaining competitive in a very difficult marketplace and coming up with new and exciting solutions to meet our customers' needs.

"We pride ourselves on being innovative, particularly in the area of information technology solutions for our customer supply chain needs and with difficult or complex logistics solutions for customers who require more than just your basic freight forwarding," Mr Turnbull said.

PROPERTY UPDATE



HAYLEY DRUMMOND

The September quarter results were split between strong results for the residential market and a decline in values for industrial properties.

The residential market performed particularly well with the average improved value increasing from \$309,000 for the June quarter to \$330,000 for the September quarter. This figure has steadily increased since September 2008 when it was \$270,000.

Interestingly, the value of vacant residential land has not increased this quarter; instead it has remained steady at \$166,000. The suburbs that have shown the largest increase in values were Broadmeadows that went from \$290,000 to \$342,000 (up 18%), Dallas/Coolaroo from \$256,000 to \$284,000 (up 10%), Roxburgh Park from \$320,000 to \$350,000 (up 9%) and Westmeadows from \$320,000 to \$352,000 (up 10%).

The industrial sector has shown that whilst the number of sales has increased, the values have fallen. The vacant industrial land values are showing their lowest levels since September 2008, with a median price of \$209,000. The improved median price has fallen from \$527,500 last quarter to \$390,000 this quarter.

There has been one vacant land sale for commercial/retail properties for \$1,350,000. The site was located on the corner of Pearcedale Parade and Dimboola Road, Broadmeadows. The allotment, with a land area of 2,750 square metres, was within a Business zone and sold at a rate of \$490 per square metre.

Also within that area, an office building that has recently been constructed sold as an investment property for \$3,980,000. The building was just over 1,000 square metres and was leased to a government tenant.

There are signs that the industrial market is improving. Recent sales around Hume show that purchasers are willing to invest substantial amounts into vacant development sites. In mid 2009, a parcel of vacant industrial land in Western Avenue, Westmeadows sold for \$1,292,500.

The site which comprised just over 4,860 square metres indicated a rate of \$265 per square metre. In Craigieburn, a site on the Hume Highway sold for \$14,000,000. The property comprised 85,400 square metres of vacant land, indicating a rate of \$163 per square metre.

There has also been a sale of a disused quarry at Bolinda Road in Campbellfield. The site comprised 16.18 hectares and sold for \$5,350,000. The property, which currently comprises an open pit, may be suitable for redevelopment as an industrial estate once the site is filled.

HUME CITY SNAPSHOT FACTS AT A GLANCE

DECEMBER QUARTER 2009

Total Number of Residential Properties in Hume	54,789
Number of Residential Lots Released	356
Number of Planning Permit Applications	247
Consumer Price Index, Melbourne (% change from previous quarter)	0.6%

JUNE QUARTER 2009

Number of Property Sales	1,307
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SEPTEMBER QUARTER 2009

Unemployment Rate (%) (September Quarter)	7.3
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Source: Hume City Council.

NUMBER OF RESIDENTIAL PROPERTIES BY PRECINCT HUME CITY

PRECINCT DECEMBER QUARTER 2009

Attwood	929
Broadmeadows/Jacana	4,534
Bulla/Wildwood/Clarkefield	326
Campbellfield/Fawkner	1,685
Craigieburn	9,338
Dallas/Coolaroo	3,191
Gladstone Park	3,235
Greenvale	3,495

PRECINCT DECEMBER QUARTER 2009

Meadow Heights	4,473
Mickleham/Yuroke/Kalkallo	440
Oaklands Junction	125
Roxburgh Park	5,402
Sunbury/Diggers Rest	12,508
Tullamarine/Melbourne Airport/Keilor	2,890
Westmeadows	2,218
Hume City	54,789

Source: Hume City Council

BUILDING WORK HUME CITY

3 MONTHS TO JUNE 2009

		DOMESTIC/ RESIDENTIAL	COMMERCIAL/ RETAIL	INDUSTRIAL	OTHER	TOTAL
Hume City	Number of Building Permits	835	67	8	28	938
	Value of Building Work (\$'000)	\$126,865	\$12,100	\$3,022	\$38,032	\$180,019
Melbourne	Number of Building Permits	16,155	2,074	105	964	19,298
	Value of Building Work (\$'000)	\$2,559,610	\$818,778	\$58,652	\$997,428	\$4,434,468
% of Melbourne	Number of Building Permits	5.2%	3.2%	7.6%	2.9%	4.9%
	Value of Building Work	5.0%	1.5%	5.2%	3.8%	4.1%

Source: Building Activity Profile, Building Control Commission

The value of all building works in Hume City during the three months to June 2009 was \$180 million, representing 4.1% of the value of all building works in the Melbourne Metropolitan area. Domestic/Residential works amounted to \$126.8 million and Commercial/Retail works \$12.1 million. A total of 938 building permits were issued in Hume City in the three months to June 2009, 4.9% of the Melbourne Metropolitan total.

MELBOURNE WATER RESERVES

RESERVOIR	JANUARY 2009		JANUARY 2010	
	Volume (ML)	Percent full	Volume (ML)	Percent full
Thomson	214,162	20.1	226,512	21.2
Cardinia	118,970	41.5	114,517	39.9
Upper Yarra	148,920	74.5	145,418	72.7
Sugarloaf	52,780	55.0	72,885	75.9
Silvan	35,683	89.2	35,838	89.6
Tarago	na	na	23,998	64.0
Yan Yean	5,331	17.8	8,075	26.9
Greenvale	18,714	69.3	19,817	73.4
Maroondah	11,374	51.7	19,014	86.4
O'Shannassy	2,517	83.9	2,633	87.8
Total	608,451	34.3	676,293	36.9

Source: Melbourne Water

WEATHER INFORMATION HUME CITY

DECEMBER QUARTER	2008	2009
Average Minimum Daily Temperature (°C)	11.5	10.3
Average Maximum Daily Temperature (°C)	23.8	22.5
Average Daily Rainfall (mm)	1.9	1.7
Total Rainfall for the Quarter (mm)	173.0	152.8

Source: Bureau of Meteorology

Note: Weather information recorded at Melbourne Airport monitoring station.

WASTE HUME CITY

DECEMBER QUARTER	2008	2009
Domestic Waste Collection		
Total Waste Collected (tonnes)	8,642	9,132
Kilograms per Household per Week (kg)	12.15	12.47
Waste Weighed at Council Landfills (tonnes)	9,374	8,922

Note: Source Hume City Council

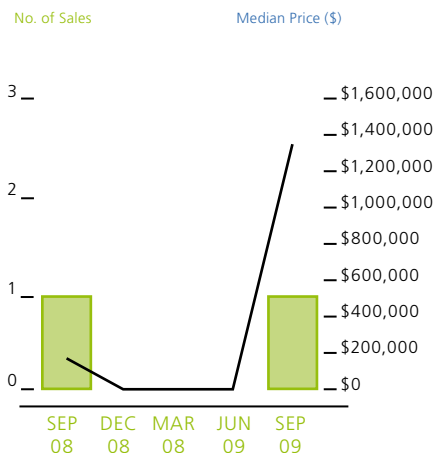
Note: Land filling operations at Bolinda Road ceased on 29 February 2008. All waste received at the site as of 1 March 2008 is transferred offsite to recyclers and other landfills

INTERNATIONAL AIR TRAFFIC MELBOURNE AIRPORT

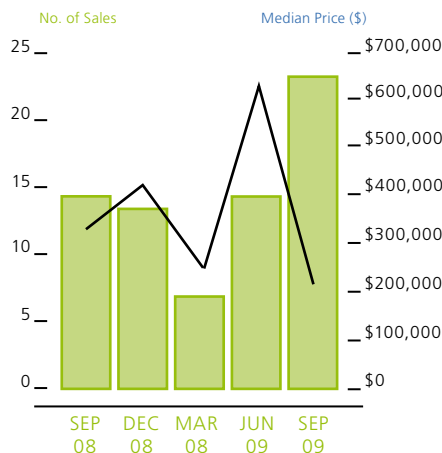
SEPTEMBER QUARTER	2008	2009
Passengers (no.)	1,161,601	1,287,768
Freight (tonnes)	48,051	46,560
Aircraft Movements (no.)	6,413	7,409

Source: Air Transport Statistics – International Airlines, Department of Transport and Regional Services

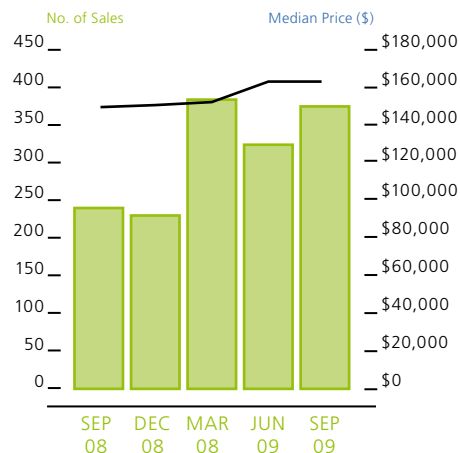
COMMERCIAL/RETAIL PROPERTY SALES VACANT



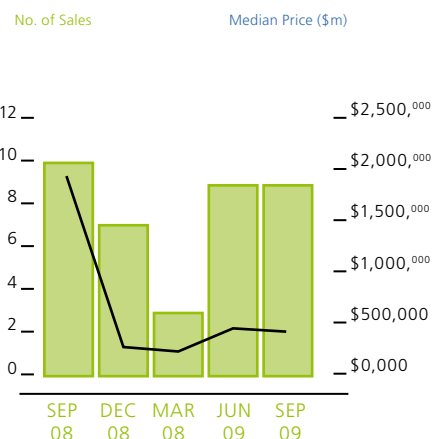
INDUSTRIAL PROPERTY SALES VACANT



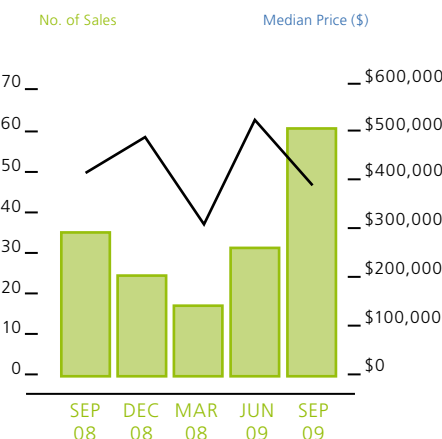
RESIDENTIAL PROPERTY SALES VACANT



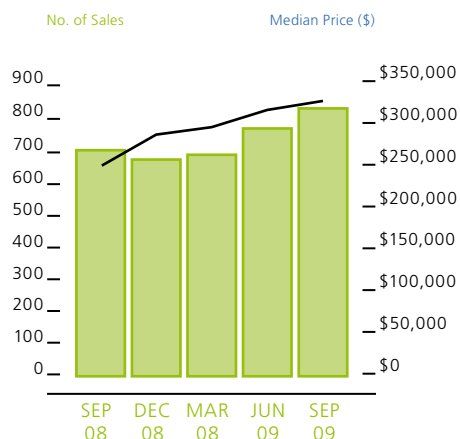
COMMERCIAL/RETAIL PROPERTY SALES IMPROVED



INDUSTRIAL PROPERTY SALES IMPROVED



RESIDENTIAL PROPERTY SALES IMPROVED



Source: Hume City Council

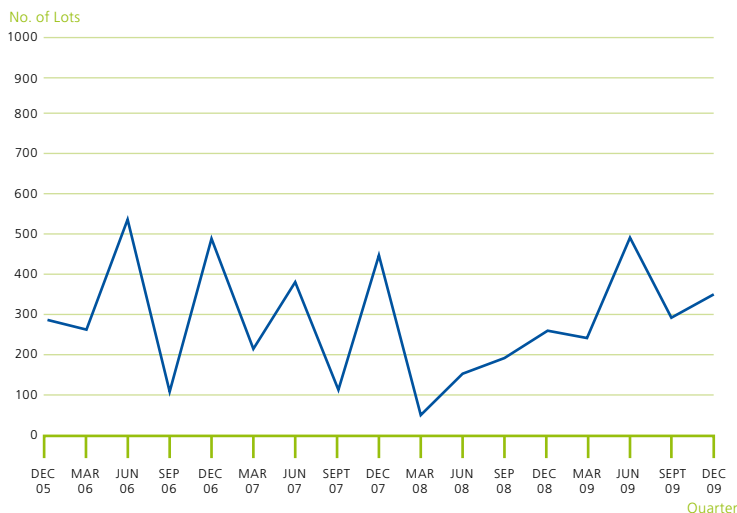
MEDIAN PRICE OF RESIDENTIAL PROPERTY SALES BY PRECINCT HUME CITY

	JUNE QUARTER 2009		SEPTEMBER QUARTER 2009	
	Vacant	Improved	Vacant	Improved
Attwood	\$255,000	\$520,000	\$275,000	\$560,500
Broadmeadows/Jacana	na	\$290,000	na	\$342,000
Bulla/Wildwood/Clarkefield/Oaklands Junction/ Yuroke/Mickleham/Kalkallo	\$500,000	\$668,250	na	\$500,000
Campbellfield/Somerton	na	\$300,000	na	\$325,000
Craigieburn	\$157,000	\$310,000	\$154,000	\$325,000
Dallas/Coolaroo	na	\$256,500	na	\$284,500
Gladstone Park	na	\$339,000	na	\$355,000
Greenvale	\$200,000	\$468,000	\$225,000	\$497,500
Meadow Heights	na	\$280,000	na	\$299,000
Melbourne Airport	na	na	na	na
Roxburgh Park	\$175,000	\$320,000	\$190,000	\$350,000
Sunbury/Diggers Rest	\$169,270	\$295,000	\$179,000	\$300,000
Tullamarine	na	\$335,000	na	\$350,000
Westmeadows	na	\$320,250	\$238,750	\$352,500
Hume City	\$166,000	\$309,000	\$166,000	\$330,000

Source: Hume City Council

Note: 'na' denotes not available due to an inadequate number of sales or incomplete data. Excludes 'Rural' sales.

RESIDENTIAL LOTS RELEASED



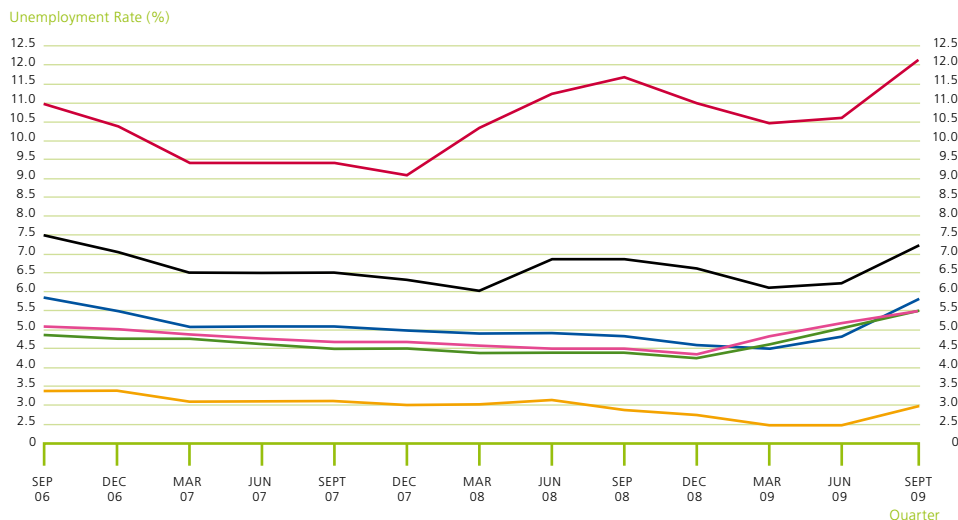
Source: Hume City Council

Source: Hume City Council

Note: 'Lots Released' refers to the number of lots which have been completed to the satisfaction of Council and issued with a Statement of Compliance.

The number of residential lots released was 356 during the December Quarter 2009, up by 20.7% on the previous quarter (295). During the December Quarter, Craigieburn recorded the highest number of lots released - 235 lots. Sunbury had the second highest number of lots released with 45, followed by Westmeadows with 22 and Broadmeadows with 13 lots released.

UNEMPLOYMENT RATE HUME CITY



Source: Small Area Labour Markets. Department of Employment and Workplace Relations

The unemployment rate for Hume City increased to 7.3% in the September Quarter 2009. Hume City's unemployment rate remains higher than both the Melbourne Statistical Division (5.5%) and Victoria (5.5%). Unemployment is slightly higher than the same quarter last year, when the unemployment rate for Hume City was 6.9%.

KEY

- B** - Broadmeadows Statistical Local Area
- H** - Hume City
- C** - Craigieburn Statistical Local Area
- M** - Melbourne Statistical Local Area
- S** - Sunbury Statistical Local Area
- V** - Victoria

RETAIL IN HUME



Come and visit the diverse mix of Shopping Centres in Hume City from the major retail centres of Broadmeadows, Gladstone Park, Roxburgh Park and the Sunbury CBD to the large number of neighbourhood centres meeting the daily needs of our local residents.



Council is also committed to working with the neighbourhood centres to develop an online presence, please visit the four centres which have recently joined the World Wide Web

www.barryroad.com.au
www.dallasshoppingcentre.com.au
www.tullamarineshopping.com.au
www.westmeadows.com.au

To find out more information about retail in Hume, please visit our website www.hume.vic.gov.au Business in Hume/Retail or contact the Hume City Council Economic Development Department on 9205 2200 or business@hume.vic.gov.au