If you have any comments or suggestions about telephone hume’s Economic Development department on reference. produced for is designed to be used as an ongoing resource showing trends over time, and we recommend readers keep back issues for future

ECONOMIC UPDATE
Providing Assistance to Business 03
Westpac Broadmeadows 03
3NRG Community Radio - A Station in the Community for the Community 04
Challenger Momentum - Gaining Momentum With Custom IT Solutions 05
Hume City Rotary Clubs - Providing Support and Opportunities to the Community 06
Techni Waterjets - Making Quantum Leaps in Cutting Edge Technology 08
Ford Fiesta EcoNetic - Australia’s Most Fuel Efficient Car 09
Innovia Films - Innovation Through Creativity, Knowledge and Skill 10
Close the Gap - Bridging the Indigenous Employment Gap 12
Workforce Plus – Offering Job Seekers Opportunities 13
Travel Writers Wine and Wickets Weekend - Showcasing Hume as a Travel Destination 14
Sunbury Wine Region Festival - Celebrate Local Award Winning Wines 14
Family Business Australia - Keeping it in the Family 15
People Building Hume 16
Property Update 17
Hume City Snapshot 17

INGLIS OPEN DAY
In February this year, Hume City Council was a proud supporter of the Inglis Premier Yearling Sale Open Day, held on Sunday 28 February 2010 at 285 Oaklands Road, Oaklands Junction.

The free public event was the first of its kind in Hume City and attracted over 2,000 people.

Attendees were given the opportunity to get a closer look at quality horses being offered for sale and rub shoulders with international horse buyers.

The event also showcased the food and wine products of 17 Hume City-based producers to visitors from across the state as well as national and international guests, who were delighted to sample what was on offer.

Hume Mayor, Cr Geoff Porter, says as well as the horse sales, the day offered a range of other activities.

“Following the forum open day, attendees were also able to hear from leading syndicators who provided insights on how best to select a yearling,” he said.

FREE BRANDING SEMINAR
Learn how you can increase your profits by understanding the value of a successful brand for your business.

To achieve greater impact from your marketing dollar, your branding needs to be targeted, relevant, powerful and above all consistently and creatively applied to all consumer touch-points.

Grant Davidson of Davidson Branding will provide an inspiring and new perspective on how companies will view all future branding projects.

Tuesday 3 August 2010 5:45 pm to 8.00 pm
Aitken Hill Conference Centre 20 Dunhelen Lane, Yuroke (approximately 12 minutes from Melbourne Airport).

To register or for more information visit www.designvic.com/events or phone David McLachlan on 03 9925 4195.

Hume City is blessed with a strong industry base and this is evidenced by our 11,000 companies that operate within the municipality. Doing business in Hume is one thing but having deep roots within the local community is another. In this edition of Economic Update, we profile a number of organisations that can help you to ‘put back’.

In this vein, we profile the work of local community radio station, 3NRG, the dynamic Rotary Clubs operating across Hume City, the local ‘Close the Gap’ working group and Open Space Enterprise helping new migrants and the unemployed.

All of these examples require local business support and provide you with the opportunity to make a difference. I urge you to give these opportunities some serious consideration.

On a separate note, in the coming months in the lead up to both State and Federal Government elections, Hume City Council representatives are advocating on issues such as housing affordability, the role of tertiary education facilities in growth areas, local job creation and the delivery of recreation infrastructure. These discussions will help to advance our region’s healthy population growth and ongoing business expansion. I trust that you enjoy this edition of Economic Update.
A local resident for over 25 years and father of two, Charles Borg recently became Westpac's Broadmeadows Bank Manager.

The role is a return to the traditional model of banking where the bank manager has the autonomy to make decisions for customers locally and to provide personal advice. Charles is surrounded by a team of local experts including small business, home finance and day to day banking.

"I started out as a teller in Broadmeadows over 13 years ago, before moving on to work with businesses in various roles from a Business Banker through to management.

"Recently I returned to leadership roles supporting small business, in particular, and was involved in the return of the Local Business Banker initiative with more than 450 SME experts now in branches throughout Australia."

Westpac is proud to be an active community partner in Hume, supporting the local community with sponsorship, volunteering and fundraising. We are investing in upgrading our Westpac branches in the Hume area so please drop by and visit us to find out what we can offer you.
3NRG is a not-for-profit community radio station based in Sunbury. Broadcasting via 99.3FM, the station can be heard throughout Hume City and surrounding north western towns and suburbs.

Established in 1988 the station is run by volunteers and relies predominately on its sponsorship for their income, along with running a Work For The Dole program with Central Victoria Training Group.

3NRG Station Manager, Mike Cherriman, says the station broadcasts 24 hours a day, seven days a week, with 80 per cent of the content delivered by local presenters.

“We have a varied list of programs that run on the station. With our presenters being volunteers they generally put programs to air aligned with their personal interests.

“As a result we have programs that include easy listening, country music, indigenous affairs, alternative lifestyles, discussing alternative medicines, Spanish music and language, live music and rock and roll,” he said.

With the support of more than 30 local businesses, the station also encourages its sponsors to get involved in on-air content to further diversify their programming.

One local business who is in the process of doing just that is Sunbury Aussie Home Loans.

Sunbury Aussie Home Loans Franchise Principal, Michael Barnard, says the sponsorship is a good way of supporting the local community.

“We see ourselves as a community asset and if there are businesses out there who want to utilise our services then we are more than happy to make ourselves available.” - Mike Cherriman

“We were approached to sponsor the station and we thought it would help us to get our message out to the local area at all times of the day.

“To supplement that we are also looking at putting a one hour finance program to air, on a fortnightly basis, which will cover topics such as home loans, personal loans and credit card issues,” he said.

As well as generating their programming from within their studios, the station can also do outside broadcasts from community events and business shopfronts.

“We have a lot of community connections, particularly with local schools and churches, where we help out by doing outside broadcasts.

“We can also do them with local businesses and we are very keen to get involved with new businesses so we can let the community know about the services they provide,” Mr Cherriman said.

“We see ourselves as a community asset and if there are businesses out there who want to utilise our services then we are more than happy to make ourselves available.”

Sponsorship packages start from only $300 per annum which includes a 30 second sponsorship message that goes to air a minimum of six times a day, 365 days a year.

To find out more about 3NRG Community Radio and their Sponsorship Packages contact Mike Cherriman on 03 9740 4910 or email 3nrg@ssc.net.au
With information technology playing a major role in the functionality of small, medium and big business, one company in Hume City is taking a unique approach to the integration of IT services, networks and hardware.

Challenger Momentum, established in 1989 and located in Tullamarine, develops custom software applications for clients who can’t find what they need off the shelf.

Challenger Momentum Managing Director, Peter Boudville, says a lot of businesses who have evolved over time are unbalanced when it comes to their IT. “We see a lot of businesses who are running on old systems with duplication of data such as client names and addresses and restricted functionality because their systems don’t talk to each other.

“By developing customised IT solutions we are empowering people to do their job by giving them the information they need.” - Peter Boudville

“Manufacturing and logistics-based businesses need just-in-time manufacturing and supply, better tracking and process control and lower inventory levels, but they also need to be reactive enough to meet their needs when things change,” Mr Boudville said.

“Our Process and Logistics system manages to tie systems together that wouldn’t normally talk to each other. This means that we can now build business intelligence and reports that managers can use immediately, while replacing old hardware for a fraction of its conventional replacement cost. It also helps businesses to be more profitable and to win new business.

“By training our employees to be generalists who have a broader view of IT, we are able to come up with these innovative solutions that bridge technologies and work practices.”

Mr Boudville says the development of custom IT solutions for their clients starts by finding out what the needs of the business are, before developing a solution, testing it and installing it for use.

“It is our job to translate the needs of a business and formulate a solution. We do that by listening and asking questions. We then offer suitable solutions for the client to consider, before starting the development/configuration/installation process. Then we test the system and implement it and provide support as it is needed.

“Each project is a partnership and we maintain our client relationships because they are satisfied with our work,” he said.

To find out more about Challenger Momentum visit www.challengermomentum.com.au
Rotary is a worldwide organisation of business, professional and community leaders who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace globally.

With more than 1.2 million members and 32,000 individual clubs throughout the world, Rotary Australia is proud to boast 34,000 members and more than 1,150 clubs. Part of this amazing Australian network of volunteers are four clubs supporting the Hume City community - Broadmeadows, Craigieburn, Sunbury and Tullamarine.

Following is an insight into these four clubs and the work they do for the Hume City community.

**BROADMEADOWS ROTARY CLUB**

The Rotary Club of Broadmeadows was chartered in 1962, serving its local community for 48 continuous years. Comprising 20 members, Broadmeadows Rotary Club Spokesperson, Michael Church, says the club’s services contribute to, or run, a number of initiatives that benefit the Broadmeadows community.

“We successfully manage our own Opportunity Shop and run a Community Raffle which returns more than $30,000 annually to the local community. We have made a contribution to the development of the Broadmeadows Community Hospital and are currently involved in developing Rotary Park in the Broadmeadows Town Centre.

“The club has funded an Adult Literacy Project at Learning North West to develop a series of books to help adults who were unsuccessful in learning to read at school,” he said.

The club is made up of a number of prominent business and professional people and is always encouraging more people to join.

**CRAIGIEBURN ROTARY CLUB**

Craigieburn Rotary Club has 16 members and was chartered in 1985.

Providing services at the local community and international level, the club has assisted with programs that address healthcare needs, hunger and poverty, illiteracy, disaster relief and environmental cleanups.

Craigieburn Rotary Club Spokesperson, Tas Yiallouris, says Rotary is the oldest, most prestigious service club in the world and provides members with the fulfilment that comes from giving back to the community.
“Through the Craigieburn club our members have supported several local organisations including Craigieburn 1st Response ambulance, Craigieburn CFA and SES and local schools via student scholarships, as well as making donations to local families in need.

“The local business community is very supportive of us, with the Craigieburn Sporting Club providing meeting rooms and supporting our activities, Stockland allows us to participate in their functions and open days, local shops make donations and offer goods at discounted prices and real estate agents help us advertise our events and support our programs.

“Any business can get involved with the club, whether it is becoming a member, making themselves known as interested parties or participating and supporting our functions and programs,” he said.

Sunbury Rotary Club Spokesperson, Lee Strahan, says being a member of Rotary means you gain the friendships of all members and are welcomed at any club across the world.

“We encourage our members if they have an idea to help the local community, or the greater world community, that they should act on it. Through our members we network across the town, which helps us to identify and provide assistance where it is needed most.

“If there are any interested businesses within the Sunbury area we encourage them to get in touch with us and even provide us with suggestions on how they think they can get involved,” he said.

TULLAMARINE ROTARY CLUB

A relatively new club, Tullamarine Rotary Club was charted in 2001 and is made up of 19 members.

The club focuses its efforts on key events and programs to raise money for the community, including the HeartKids spectacular, which raises up to $30,000 for the Cardiac Ward at the Children’s Hospital and an endurance swim to raise up to $20,000 for local community charities.

Tullamarine Rotary Club President, Chris Saflekas, says for the last 18 months the club has also been holding a monthly Rotary Business Network breakfast.

“The breakfast involves assembling a group of local business persons who get the opportunity to listen to a guest speaker who addresses important business issues.

“The attendees also get the chance to promote their business and network amongst themselves and it is the best way for businesses to get involved with the club and learn more about the services we provide,” he said.

As well as coordinating fundraising and running the monthly breakfast, the club is involved in providing assistance to important healthcare issues.

“We encourage responsible drinking in licensed premises by installing breathometers in various locations in Hume City and beyond. We also assist with a men’s health forum and have a project to create a Men’s Shed (a program to help men connect with their communities) in the local community,” Mr Saflekas said.

To find out more about Rotary and these four clubs visit www.rotary.org.au
Techni Waterjet, based in Campbellfield, is a leading innovator in 2D and 3D waterjet cutting machinery for the fabrication, metal, stone and glass industries.

Established in 1989 as a general engineering company, Techni Waterjet came to the Campbellfield area because of Ford Motor Company, who for the first 10 years was their largest customer.

In the mid 1990’s the company went on to develop a niche in waterjet cutting, by using the technology via ‘robots’ to cut out automotive trim components for Ford and their first tier suppliers.

Techni Waterjet Managing Director, Darren Reukers, says from this development came requests from manufacturers to create a flat 2D cutting table to work with the cutting robot.

“To create the table we applied for a government grant to carry out our research and development and following that approval we managed to produce our first cutting table which was released onto the marketplace in 2000,” he said.

Since then the company has continued to prioritise investment into the research and development of progressive waterjet cutting products, which has seen them become leaders in their field.

“In 2006 we decided that waterjet cutting would be our total focus and as a result in November 2009 we launched our Quantum ESP™ Electro Servo Pump - a world-first, patented and revolutionary concept in the industry,” Mr Reukers said.

“Traditionally the pumps used in waterjet cutting to create high pressure water have been a hydraulic system where a hydraulic plunger of a given diameter would typically be 20 times the area of the water plunger, which intensifies the pressure up to 60,000psi.

“It is the biggest thing in waterjet cutting technology to come out in a long time.” - Darren Reukers

“Once the high pressure water is created it is forced through an orifice with a diameter of about .02mm and travels at speeds of about 3,000kmph. A sand-like material is then sucked into the stream via a venturi and is what actually does the cutting with most materials.

“With the Quantum ESP™ pump we have incorporated an electric servo motor, which is much smaller, quieter and more efficient. Basically this pump uses a large servo motor to turn a very efficient ball screw to move the plungers backwards and forwards.

“This has completely eliminated the hydraulic power source, making it up to 60 per cent more efficient. It is also more flexible by being able to be adjusted very quickly, has a more controllable system with an intelligent diagnostic control that reduces maintenance and is more environmentally friendly as it only uses power when the motor is running, unlike standard hydraulic pumps.”

Since launching the Quantum ESP™ pump at the FABTECH exhibition in the United States of America last year, Techni Waterjet has been overwhelmed by the reaction from the manufacturing industry.

“All of the feedback we have received has been very, very positive. It was fantastic. There are a number of leaders within the industry that have been around for 20 plus years who have said it is the biggest thing in waterjet cutting technology to come out in a long time,” Mr Reukers said.

“As of April 2010 we have already installed four pumps and have sold another 18, so we are at the point that we are struggling to keep up with production. These are certainly very exciting days for us!”

To find out more about Techni Waterjet visit www.techniwaterjet.com
In December 2009, Ford Australia launched the Fiesta ECOnetic into the marketplace and it instantly set a new fuel efficiency benchmark in the Australian auto industry.

Ford has produced a car that consumes just 3.7 litres per 100 kilometres, which surpasses all other vehicles currently on sale in Australia, including petrol/electric hybrid models.

Although the Fiesta ECOnetic is manufactured in Europe, it has an Australian connection in Ford Australia’s current President and CEO, Marin Burela. Mr Burela led the development of Ford’s Global Small Car product portfolio including the Ford Fiesta which is now being sold throughout the world.

Mr Burela says Ford is fully committed to working towards fuel economy leadership in every segment and across local and imported vehicles.

“The Fiesta ECOnetic is evidence of how Ford is looking at a portfolio of technology solutions to meet the sustainability challenge.” - Marin Burela

To reinforce the efficiency of the car it was awarded the Cars Guide Green Car of the Year Award 2009 as it was released onto the market.

“ ‘The Cars Guide Green Car of the Year is the only green car award in Australia and winning this award strengthens the ECOnetic’s reputation for the ‘best in class’ fuel efficiency and value for money,” Mr Burela said.

As well as achieving unsurpassed fuel efficiency in the Australian market, the Fiesta ECOnetic also produces fewer CO₂ emissions than any other conventional, internal combustion engine vehicle sold in Australia, with a rating of only 98 grams per kilometre. It also possesses a 5-star ANCAP safety rating.

“The challenge for our engineering team in developing the ECOnetic vehicle line was to deliver the maximum reduction in fuel economy and CO₂ emissions using available and affordable technologies,” Mr Burela said.

The car’s 5-star ANCAP safety rating was gained with the inclusion of safety features such as driver and front passenger airbags, head and thorax front side airbags and a driver’s knee airbag, Anti-lock Braking System with Electronic Brakeforce Distribution and Dynamic Stability Control with Traction Control and Emergency Brake Assist.

“In addition to its full complement of safety equipment, comfort and convenience features, the Fiesta ECOnetic provides the next step up for customers who prioritise fuel efficiency and low CO₂ emission performance when choosing a new vehicle,” Mr Burela said.

For more information about the Ford Fiesta ECOnetic visit www.ford.com.au
Innovia Films, located in Craigieburn, is a unique business within Hume City.

Developing and manufacturing a range of plastic film products, Innovia Films’ success lies in its specialist skills to produce Biaxially Oriented Polypropylene, or ‘BOPP’, a film that is used for end user applications such as polymer banknotes, specialty packaging for foodstuffs, tobacco and DVD wraps and labels for beer and shampoos.

As one of four production sites across the globe, the Craigieburn plant exports the majority of its products to customers in South East Asia, including China, Japan, Korea, Thailand, Malaysia, Indonesia and the Indian subcontinent, and more recently commenced export to South Africa, Kenya, the Middle East and South America.

Innovia Films Asia Pacific General Manager, Barend van den Hoek, says the company is driven by research and development and a dedicated management team who are focused on accelerating the development of the business.

“We operate in a global marketplace so we have an investment program designed to ensure our resources are in place to convert our new ideas into innovative, world-class products.”

“We use a unique film blowing technology, known as the bubble process, which results in a film that is perfectly clear, glossy, strong and ideal for the demanding specialty applications required in the banknote, tobacco and DVD industries.

“Our distinctive process technology, much of which is developed, designed and built in-house, is one of our core strengths and is one of the elements that help us to maintain our leading position in key markets.” - Barend van den Hoek

“Add to this our fundamental understanding of polymer properties and we can produce a range of films with exceptional attributes and achieve ‘step-out’ developments,” he said.

With their research and development activities centralised in a £12m R&D Centre in the United Kingdom since 2002, Innovia Films’ process from idea generation to launch happens in multi-functional project teams. Using modern project management tools, several new developments have materialised including:

• A fully degradable and home compostable film based on renewable raw materials (NatureFlex™)
• Clear and white conformable and squeezable films for label applications
• Films that are receptive to digital printing technology
• Coated shrink film for naked collation of cigarette packaging; and
• Securitisation technology.

“We rely heavily on people’s creativity, knowledge and skills. Laboratory technicians with industrial experience and chemistry, materials science or engineering graduates/PhD’s are key to our innovation strategy,” Mr van den Hoek said.

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• Securitisation technology.

“We rely heavily on people’s creativity, knowledge and skills. Laboratory technicians with industrial experience and chemistry, materials science or engineering graduates/PhD’s are key to our innovation strategy,” Mr van den Hoek said.
“In recent years we have seen a major increase in interest in biodegradable and renewable packaging materials. Our NatureFlex™ films have proved to be a rapid success through the technical properties they provide and they are based strongly on renewable resources and are fully certified to the European (EN13432) and American (ASTM D6400) standards for compostable packaging.

“This packaging has also proved to be suitable for home composting and is also biodegradable in a waste-water environment.”

As the developers of the polymer substrate used for the banknote and securities markets, Innovia Films are in joint partnership with the Reserve Bank of Australia and Securency Pty Ltd, to manufacture and market a number of high security polymer substrates.

“The polymer substrate offers much greater durability than traditional substrates and is currently being used by 28 national note issuing banks. Polymer notes have high tear strength, are non-porous and non-fibrous and are impervious to water and other liquids.

“As a result they resist soiling and have proved to last up to four to five times longer than conventional paper banknotes. They can also be recycled into other useful products at the end of their circulation life,” Mr van den Hoek explained.

“In recent years we have seen a major increase in interest in biodegradable and renewable packaging materials. Our NatureFlex™ films have proved to be a rapid success.” - Barend van den Hoek

With more than 1,400 employees around the world, Innovia Films understands the importance of participating in initiatives that encourage teamwork and foster employee satisfaction and engagement.

One of these initiatives the company participated in, in 2009 was the Global Corporate Challenge, the world’s largest corporate health initiative (60,000 people participated in 2009 across 55 countries), whereby teams of seven employees attempt to walk a minimum of 10,000 steps every day for 125 days.

“The challenge increases staff fitness, promotes teamwork, fosters a positive competitive spirit and supports the employees to be active, healthy and more productive, and one of our teams, the ‘Insoles’ finished second in the challenge across the globe!” Mr van den Hoek said.

“Participating in initiatives such as the Global Corporate Challenge, combined with our location at Craigieburn has made us very attractive to potential employees who are family orientated, want a greater work/life balance and want to work for a world class organisation that provides solid professional opportunities.”

For more information about Innovia Films visit www.innoviafilms.com
In response to the Federal Government’s Close the Gap campaign objective to halve the gap in employment outcomes for Aboriginal and Torres Strait Islander people within a decade, a working group was formed in 2008 to deliver the Northern Close the Gap in Indigenous Employment Campaign.

Consisting of six local northern region Councils, including Hume City Council, specialist employment and training service providers and a non-Indigenous national advocacy organisation, the campaign presents a unique opportunity to develop a long-term Indigenous employment strategy for the Northern region.

Northern Close the Gap in Indigenous Employment Campaign Spokesperson, Tanya Douglas, says a Business Recognition Ceremony was held in May 2010 at Kangan Institute’s Indigenous Education Centre, in Broadmeadows.

“The ceremony was held to recognise and reward those businesses in northern Melbourne who recruit and train Indigenous employees and implement Indigenous workplace protocols, policies and strategies.

“The campaign and ceremony have created awareness and provided links for other local businesses that would like to employ Indigenous people but may not know how to go about it.

“It also provides a micro-level snapshot of the gap between Indigenous and non-Indigenous job seekers and will enable the northern community to better address the balance,” she said.

“One Hume City business who has participated in the campaign by employing an Indigenous worker is Highrise Building Services. A Campbellfield-based company, Highrise Building Services has been involved in the building industry for over 15 years and provides scaffolding, gantries and highly skilled labour.

Highrise Building Services Site Manager for Residential Scaffolding, Trudi Newman, says the company has employed an Indigenous worker, Casey Brown, for two years as a scaffolder and labourer.

“Casey’s role involves erecting and dismantling heavy duty quick stage scaffold for residential and light industrial jobs in and around Victoria.

“His employment has given him financial stability as he is now a ticketed scaffolder with long term employment in the industry. He enjoys the industry and has made many friends along the way,” she said.

It is hoped the Business Recognition Ceremony will become an annual event, offering the community, businesses and councils the opportunity to network and liaise with Indigenous community organisations to enhance the creation and development of networks and links.

To find out more about the Northern Close the Gap in Indigenous Employment Campaign contact Tanya Douglas on 03 9279 2256.
WorkForce Plus is a not-for-profit organisation that offers a range of services to jobseekers living in north western Melbourne, including their Broadmeadows operations which were established in 1984.

Aiming to assist job seekers to develop skills and a capacity to obtain and retain employment, WorkForce Plus’ services include Language Literacy and Numeracy training, pre-employment, recruitment and placement.

WorkForce Plus Works Coordinator, Angus Blackburn, says the organisation offers a range of professional services which are funded by the State and Federal Governments.

“The organisation started as an employment project that has expanded on the back of government funding over the past 25 years.

“We offer programs for new migrants and the unemployed, and we are also now enacting other initiatives such as fee-for-service training and programs such as our Open Space Maintenance (OSM) enterprise.”  - Angus Blackburn

“We have been getting a lot of positive feedback from Hume City Council in relation to the level of work the workers have been doing and we are now in a position where we want to expand on that.

“We have got to a level now where we need to get more work from different sources and we are really keen to get out there and expand the program,” he said.

In order to expand their OSM gardening and horticulture service though, WorkForce Plus needs more organisations to engage this service within Hume City.

“The OSM enterprise is a unique program, in that it is the only program being offered in this area that is horticulture-based,” Mr Blackburn said.

“Our aim is to have three working crews in action by the end of the year, but to do that we need Hume businesses to provide us with more opportunities. We are not-for-profit so we offer competitive rates with any profits made by the organisation reinvested back into the local community.

“There are a lot of people who need that helping hand to break through the barriers to employment, so being in a position where we can offer them a job via the OSM enterprise is really satisfying.”

To find out more about WorkForce Plus and their Open Space Maintenance enterprise call Angus Blackburn on 03 9309 8333 or email angus_b@workforceplus.org.au
In February 2010, Hume City was provided with an invaluable opportunity to showcase the region’s tourism attractions to Australian travel writers as part of the 2010 Australian Society of Travel Writers Wine and Wickets Weekend.

The weekend of activities was attended by 60 guests, including freelance travel writers, editors, broadcasters and public relations professionals in the travel industry who provide stories for publications such as the Herald Sun, The Age, The Courier Mail and The Weekend Australian.

Over the course of the weekend, guests were treated to a number of attractions and events, including a welcome cocktail party at Longview Creek Vineyard, a flight simulator ride at Ansett Aviation Training, morning tea at Living Legends at Woodlands Historic Park, a tour of Rupertswood Mansion, followed by a buffet dinner with local wine, along with a cricket game held on one of mansion’s ovals and an optional day trip to the Macedon Ranges.

Hume City Council Tourism Development Officer, Amanda Martindale, says the weekend provided many benefits and was widely supported by the local tourism industry.

“The weekend exposed Hume City as a visitor destination to more than 40 travel writers who previously did not know anything about the region.” - Amanda Martindale

“As well as resulting in a number of articles about our various attractions, the weekend exposed Hume City as a visitor destination to more than 40 travel writers who previously knew little about the region or its attractions.

“It has also provided the opportunity for Council and tourism operators to establish and build relationships with these writers for the promotion of future events and attractions.

“Our participating businesses thought it was fantastic and were very willing to become involved when approached. It was too good an opportunity to pass up and the exposure the operators have gained has been invaluable,” she said.

This year’s Sunbury Wine Region Festival will again give wine lovers the opportunity to sample the best wines the Sunbury region has to offer.

Hume City Council Tourism Development Officer, Amanda Martindale, says the event is one of Victoria’s longest running wine festivals and showcases Sunbury’s wineries.

“The festival is now in its 23rd year and is one of the highlights on the Hume City event calendar. The wine region is becoming better known, particularly for some of its award winning Shiraz varieties. It is also the closest wine region to Melbourne and is one of Victoria’s oldest.

“The festival format allows people with an interest in wine an intimate visitor experience and also caters for those who love to enjoy a lazy Sunday afternoon relaxing with great food and music.

For information about the Sunbury Region Wine Festival visit www.sunburywines.com.au or www.hume.vic.gov.au
Family Business Australia is the peak body for family and private business in Australia.

Established in 1999, Family Business Australia provides access to specialist family, business and technical services, and conducts networking events that generate opportunities for family businesses to learn and grow by networking and sharing with their peers.

Family Business Australia National Membership Development Officer, Alex Megas, says the body creates awareness of the dynamics that affect family businesses.

“We help family businesses realise that the challenges they face when working with family are very normal.

“With proper processes in place, much of the emotion and frustration can be channelled and managed positively.

“We run seminars, confidential forums and conferences where family business operators can learn from each other and some of the best advisers in the country,” she said.

A well run, well structured family business can possess several distinct competitive advantages compared to its competitors:

- Being quick to market
- Being responsive to market forces
- High reliability; and
- Passion about their brand.

Family businesses comprise 74 per cent of all business in Australia. A well run, well structured family business can possess several distinct competitive advantages compared to its competitors including:

“During the Global Financial Crisis a lot of our members kept their staff employed by offering pay cuts and/or shorter hours to keep those employees who wanted to stay.

“Now that business is improving, these family businesses are in a good position to get back into full production and meet their orders, something their corporate competitors, who had wide spread redundancies, may not have been able to do.

“Often several members from the same family join to get the full benefit of our services and work together on improving their processes and their business as well as their family relationship.”

Hume City-based business, Willow Ware Australia, recently won the 4th Generation Victorian Family Business Australia Award.

One of largest Australian owned plastics manufacturers, Willow Ware was established by Ralph and Richard Wilson in 1887. The business will now go on to represent Victoria in the national awards on 4 September 2010 during the Family Business Australia National Conference.

Family Business Australia will be holding a number of events in the second half of 2010. To find out more about these events and how you can become a member visit www.fambiz.org.au
**Dr Jeff Davies**  
**CSL BIOOTHERAPIES**

Dr Jeff Davies is the Executive Vice President of CSL Biotherapies. Responsible for the manufacturing and provision of plasma products from donated blood to Australia, New Zealand, Singapore, Malaysia, Hong Kong and Taiwan, CSL Biotherapies has been operating in Broadmeadows since 1993.

Employed with the company for 26 years, Jeff has predominantly worked on the research and development of plasma products through a variety of positions.

“For the first seven years I was based in academic institutions. I then worked on the technology and processes for the Broadmeadows fractionation facility while it was being built. In 2000 I was appointed the Head of Research and Development for Plasma Products based in Bern, Switzerland, before returning to Australia in 2004 as Global Head of Plasma Research and Development. I have then progressed to my current position, which I have been in since the start of 2010,” he said.

As part of his current role, Jeff is responsible for providing leadership to the executive team, developing strategic and business plans, managing the business to meet planned outcomes and acting as the principal spokesperson for Biotherapies.

“All in all working at CSL has been an experience of a lifetime. The manufacturing of life saving therapeutic products and knowing that our products make such a difference to the lives of others is very satisfying.”

“Our challenge is to continue to grow CSL and the Broadmeadows site has great potential for further investments. It is well positioned with ample land for expansion, is close to Melbourne airport and major national road routes,” he said.

---

**Monique Crawford**  
**DOMINOS BROADMEADOWS**

Monique is the Franchisee and Store Manager of Dominos Broadmeadows. Taking over the store in October 2009, Monique is excited to be a part of the Hume City and Broadmeadows community and is passionate about delivering excellence.

“My mum and dad used to live in this area when I was a child, so this area is very special to me and I am thrilled to be living back here and making a contribution to the community.

“It is very rewarding to work in an industry where you are providing meals for customers and their families.

“From the moment I started here the local customers have welcomed me with open arms and I feel like a part of the community as a result,” Monique said.

With a diverse and varied background in a number of industries, including running her own hairdressing salon at 18, studying and working in fashion (designing) and working in crisis counselling and internet marketing, Monique decided she wanted to become a franchisee last year and chose Dominos as she felt the company’s culture was the best fit for her.

“I love doing this job. It is a really simple concept of providing great customer service, by cooking for people.

“It is also very satisfying because I am providing employment to young people within Hume City, I get to develop relationships with my customers and at the end of the day I go home feeling satisfied that I have made many customers happy,” she said.

---

**Susan Stamenkovic**  
**STAR FOODS**

Susan Stamenkovic is an owner of Star Foods, a family-owned business that produces fine food products such as stuffed and marinated olives, terrines, roulades, dolmades and rolada.

Starting in 1995 as one of the first places in Australia to sell stuffed olives, from a deli shop in Moonee Ponds, Susan and her husband Sasha have grown Star Foods over the last 15 years into an established food company that offers more than 20 different products.

“Since we first began from our deli, the progression and development of our products has continued to go from strength to strength. We have been based in Campbellfield for four years now and our team of five, plus Sasha and I, love the products that we make and meeting the challenges of finding the right customers and the right places to distribute our products,” Susan said.

Born in Serbia, Susan moved to Australia with her parents in 1988 and worked in the retail industry before making the move into the food industry, to follow her love of cooking.

“I enjoy making sweets. A lot of our products are influenced by the foods my family ate back in Serbia, such as our rolada products, which my grandmother used to make in winter from nuts and dried fruits to have as a sweet with hot drinks at the end of a meal.

“Due to the uniqueness of our products we have experienced rapid growth over the past three years. Our products are available in independent supermarkets and delis across Australia and we have been supplying our rolada to Qantas for their first class service for the past 12 months,” she said.
An increase in property values was recorded across all property sectors in the December 2009 quarter results.

The industrial sector led the way, with the median sale price for an industrial parcel of land increasing from $209,000 in the September quarter to $257,500 for this quarter, up 23%. The improved industrial properties increased from $390,000 to $430,000, up 10% for the quarter.

An increase in property values was recorded across all property sectors in the December 2009 quarter results.

For improved properties, the overall median sale price for Hume properties has increased from $330,000 last quarter to $337,000 this quarter. Bulla jumped up with the highest median of $642,000, up from $500,000 in the previous quarter. Westmeadows increased from $352,500 to $389,000 and Greenvale increased from $497,500 last quarter to $550,000 this quarter. The average median sale price in Broadmeadows is $343,000, Craigieburn $331,000 and for Sunbury $303,000.

Council has recently undertaken the 2010 revaluation. This has identified that since 2008, the residential market in Hume has been fairly buoyant and has even outpaced inner Melbourne in some suburbs. Broadmeadows had the biggest increase in value between 2008 and 2010, at 39%, while Dallas, Coolaroo and Jacana all have greater than 30% increases. Gladstone Park, Tullamarine, Westmeadows and Campbellfield also had increases between 25–30%. Sunbury, Craigieburn, Roxburgh Park and Greenvale experienced value increases of between 10–20%.

Recent sales in the industrial sector provided evidence that the property market in this sector has stabilised. A factory in Broadmeadows recently sold for $3,900,000.

This comprised a new concrete warehouse of 4,700 square metres on land of 8,400 square metres. Additionally, a large factory in Lambeck Drive, Tullamarine sold for $8,800,000 late last year. This property comprised a factory of 8570 square metres and land of 1.7 hectares.

Building Work Hume City

3 Months to December 2009

<table>
<thead>
<tr>
<th></th>
<th>Domestic/Residential</th>
<th>Commercial/Retail</th>
<th>Industrial</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hume City</td>
<td>1,058,643</td>
<td>19,537</td>
<td>$4,574</td>
<td>$40,978</td>
<td>$170,953</td>
</tr>
<tr>
<td>Melbourne</td>
<td>16,337</td>
<td>2,046</td>
<td>119</td>
<td>850</td>
<td>19,352</td>
</tr>
<tr>
<td>% of Melbourne</td>
<td>4.8%</td>
<td>2.6%</td>
<td>13.4%</td>
<td>3.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Value of Building Work</td>
<td>$2,762,958</td>
<td>$947,553</td>
<td>$52,033</td>
<td>$1,117,456</td>
<td>$4,880,000</td>
</tr>
</tbody>
</table>

Source: Building Activity Profile, Building Control Commission

The value of all building works in Hume City during the three months to December 2009 was $170 million, representing 3.5% of the value of all building works in the Melbourne Metropolitan area. Domestic/Residential works amounted to $105.8 million and Commercial/Retail works $19.5 million. A total of 887 building permits were issued in Hume City in the three months to December 2009, 4.6% of the Melbourne Metropolitan total.
MELBOURNE WATER RESERVES

<table>
<thead>
<tr>
<th>RESERVOIR</th>
<th>APRIL 2009</th>
<th>APRIL 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Volume (ML)</td>
<td>Percent full</td>
</tr>
<tr>
<td>Thomson</td>
<td>194,944</td>
<td>18.3</td>
</tr>
<tr>
<td>Cardinia</td>
<td>127,961</td>
<td>44.6</td>
</tr>
<tr>
<td>Upper Yarra</td>
<td>92,473</td>
<td>46.2</td>
</tr>
<tr>
<td>Sugarloaf</td>
<td>19,915</td>
<td>20.7</td>
</tr>
<tr>
<td>Silvan</td>
<td>34,940</td>
<td>87.4</td>
</tr>
<tr>
<td>Tarago</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Yan Yean</td>
<td>5,175</td>
<td>17.3</td>
</tr>
<tr>
<td>Greenvale</td>
<td>20,076</td>
<td>74.4</td>
</tr>
<tr>
<td>Maroondah</td>
<td>11,102</td>
<td>50.5</td>
</tr>
<tr>
<td>O’Sullivan</td>
<td>2,247</td>
<td>74.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>508,833</strong></td>
<td><strong>28.7</strong></td>
</tr>
</tbody>
</table>

Source: Melbourne Water

WEATHER INFORMATION HUME CITY

<table>
<thead>
<tr>
<th>MARCH QUARTER</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Minimum Daily Temperature (°C)</td>
<td>13.5</td>
<td>14.7</td>
</tr>
<tr>
<td>Average Maximum Daily Temperature (°C)</td>
<td>26.9</td>
<td>26.6</td>
</tr>
<tr>
<td>Average Daily Rainfall (mm)</td>
<td>0.5</td>
<td>1.7</td>
</tr>
<tr>
<td>Total Rainfall for the Quarter (mm)</td>
<td>43.4</td>
<td>149.6</td>
</tr>
</tbody>
</table>

Source: Bureau of Meteorology
Note: Weather information recorded at Melbourne Airport monitoring station.

INTERNATIONAL AIR TRAFFIC

<table>
<thead>
<tr>
<th>MELBOURNE AIRPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECEMBER QUARTER</td>
</tr>
<tr>
<td>Passengers (no.)</td>
</tr>
<tr>
<td>Freight (tonnes)</td>
</tr>
<tr>
<td>Aircraft Movements (no.)</td>
</tr>
</tbody>
</table>

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

WASTE HUME CITY

<table>
<thead>
<tr>
<th>MARCH QUARTER</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Waste Collection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Waste Collected (tonnes)</td>
<td>8,637</td>
<td>9,002</td>
</tr>
<tr>
<td>Kilograms per Household per Week (kg)</td>
<td>12.06</td>
<td>12.07</td>
</tr>
<tr>
<td>Landfills (tonnes)</td>
<td>7,791</td>
<td>7,912</td>
</tr>
</tbody>
</table>

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.

COMMERCIAL/RETAIL PROPERTY SALES VACANT

<table>
<thead>
<tr>
<th>NO. OF SALES</th>
<th>MEDIAN PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 08</td>
<td>$0</td>
</tr>
<tr>
<td>MAR 09</td>
<td>$40,000</td>
</tr>
<tr>
<td>JUN 09</td>
<td>$80,000</td>
</tr>
<tr>
<td>SEP 09</td>
<td>$120,000</td>
</tr>
<tr>
<td>DEC 09</td>
<td>$1,600,000</td>
</tr>
</tbody>
</table>

Source: Hume City Council

INDUSTRIAL PROPERTY SALES VACANT

<table>
<thead>
<tr>
<th>NO. OF SALES</th>
<th>MEDIAN PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 08</td>
<td>$0</td>
</tr>
<tr>
<td>MAR 09</td>
<td>$10,000</td>
</tr>
<tr>
<td>JUN 09</td>
<td>$20,000</td>
</tr>
<tr>
<td>SEP 09</td>
<td>$30,000</td>
</tr>
<tr>
<td>DEC 09</td>
<td>$60,000</td>
</tr>
</tbody>
</table>

COMMERCIAL/RETAIL PROPERTY SALES IMPROVED

<table>
<thead>
<tr>
<th>NO. OF SALES</th>
<th>MEDIAN PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 08</td>
<td>$0</td>
</tr>
<tr>
<td>MAR 09</td>
<td>$50,000</td>
</tr>
<tr>
<td>JUN 09</td>
<td>$100,000</td>
</tr>
<tr>
<td>SEP 09</td>
<td>$150,000</td>
</tr>
<tr>
<td>DEC 09</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

Source: Hume City Council

INDUSTRIAL PROPERTY SALES IMPROVED

<table>
<thead>
<tr>
<th>NO. OF SALES</th>
<th>MEDIAN PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 08</td>
<td>$0</td>
</tr>
<tr>
<td>MAR 09</td>
<td>$50,000</td>
</tr>
<tr>
<td>JUN 09</td>
<td>$100,000</td>
</tr>
<tr>
<td>SEP 09</td>
<td>$150,000</td>
</tr>
<tr>
<td>DEC 09</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

RESIDENTIAL PROPERTY SALES IMPROVED

<table>
<thead>
<tr>
<th>NO. OF SALES</th>
<th>MEDIAN PRICE ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC 08</td>
<td>$0</td>
</tr>
<tr>
<td>MAR 09</td>
<td>$50,000</td>
</tr>
<tr>
<td>JUN 09</td>
<td>$100,000</td>
</tr>
<tr>
<td>SEP 09</td>
<td>$150,000</td>
</tr>
<tr>
<td>DEC 09</td>
<td>$200,000</td>
</tr>
</tbody>
</table>
**Median Price of Residential Property Sales by Precinct Hume City**

**September Quarter 2009**

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Vacant</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attwood</td>
<td>$275,000</td>
<td>$560,500</td>
</tr>
<tr>
<td>Broadmeadows/Jacana</td>
<td>na</td>
<td>$342,000</td>
</tr>
<tr>
<td>Bulla/Wildwood/Clarkefield/Oaklands Junction/</td>
<td>na</td>
<td>$500,000</td>
</tr>
<tr>
<td>Yuroke/Mickleham/Kalkallo</td>
<td>na</td>
<td>$325,000</td>
</tr>
<tr>
<td>Craigieburn</td>
<td>$154,000</td>
<td>$325,000</td>
</tr>
<tr>
<td>Dallas/Coolaroo</td>
<td>na</td>
<td>$284,000</td>
</tr>
<tr>
<td>Gladstone Park</td>
<td>na</td>
<td>$355,000</td>
</tr>
<tr>
<td>Greenvale</td>
<td>$225,000</td>
<td>$497,500</td>
</tr>
<tr>
<td>Meadow Heights</td>
<td>na</td>
<td>$299,000</td>
</tr>
<tr>
<td>Melbourne Airport</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Roxburgh Park</td>
<td>$190,000</td>
<td>$350,000</td>
</tr>
<tr>
<td>Sunbury/Diggers Rest</td>
<td>$179,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>Tullamarine</td>
<td>na</td>
<td>$350,000</td>
</tr>
<tr>
<td>Westmeadows</td>
<td>$238,750</td>
<td>$352,500</td>
</tr>
<tr>
<td><strong>Hume City</strong></td>
<td>$166,000</td>
<td>$330,000</td>
</tr>
</tbody>
</table>

Source: Hume City Council  
Note: ‘na’ denotes not available due to an inadequate number of sales or incomplete data. Excludes ‘Rural’ sales.

**December Quarter 2009**

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Vacant</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>na</td>
<td>$465,000</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>$433,000</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>$642,000</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>$299,500</td>
<td>na</td>
</tr>
<tr>
<td>$184,000</td>
<td>$331,750</td>
<td>na</td>
</tr>
<tr>
<td>$302,250</td>
<td>$375,000</td>
<td>na</td>
</tr>
<tr>
<td>$246,500</td>
<td>$550,000</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>$300,000</td>
<td>na</td>
</tr>
<tr>
<td>$218,000</td>
<td>$360,000</td>
<td>na</td>
</tr>
<tr>
<td>$185,000</td>
<td>$303,200</td>
<td>na</td>
</tr>
<tr>
<td>na</td>
<td>$379,500</td>
<td>na</td>
</tr>
<tr>
<td>$389,000</td>
<td>$337,000</td>
<td>na</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR</td>
<td>1000</td>
<td>900</td>
<td>800</td>
<td>700</td>
</tr>
<tr>
<td>JUN</td>
<td>600</td>
<td>500</td>
<td>400</td>
<td>300</td>
</tr>
<tr>
<td>SEP</td>
<td>200</td>
<td>100</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>OCT</td>
<td>100</td>
<td>50</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

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 95 during the March Quarter 2010, down by 73.3% on the previous quarter (356). During the March Quarter, Sunbury recorded the highest number of lots released - 46 lots. Craigieburn had the second highest number of lots released with 21, followed by Broadmeadows with 12 and Westmeadows with 8 lots released.

**Unemployment Rate Hume City**

Unemployment Rate (%)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>JAN 09</th>
<th>FEB 09</th>
<th>MAR 09</th>
<th>APR 09</th>
<th>MAY 09</th>
<th>JUN 09</th>
<th>JUL 09</th>
<th>AUG 09</th>
<th>SEP 09</th>
<th>OCT 09</th>
<th>NOV 09</th>
<th>DEC 09</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECEMBER</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
<td>13.0</td>
</tr>
</tbody>
</table>

The unemployment rate for Hume City increased to 8.2% in the December Quarter 2009. Hume City’s unemployment rate remains higher than both the Melbourne Statistical Division (5.7%) and Victoria (5.6%). Unemployment is higher than the same quarter last year, when the unemployment rate for Hume City was 6.6%.

**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
The Victorian Government is strengthening its support services to business in the North and West of Melbourne through the new Victorian Business Centre in Bundoora.

The Victorian Business Centre can help eligible businesses

> Invest
> Export
> Increase workforce skills
> Participate in major projects
> Access services of other government agencies including Federal Government and statutory authorities.

We would be happy to talk to you at any time about your business’ plans to invest, export and grow and how the Victorian Government’s industry assistance programs might be able to help.

Victorian Business Centre
University Hill
Suite 16 Level 1
20 Enterprise Drive
Bundoora Vic 3083
Tel: 61 3 9935 0600
www.business.vic.gov.au