Hume City Council once again participated in the annual Melbourne Tourism Exchange at Etihad Stadium on Tuesday 7 September 2010.

Organised by Destination Melbourne and a key event of Victoria Tourism Week, the exchange was attended by visitor information centre staff, tour coach drivers, hotel concierges and event organisations keen to learn more about tourism offerings in Melbourne and surrounds.

The exchange was a fantastic opportunity to promote Hume’s tourism businesses.

Council’s stand was abuzz with interest with visitors flocking to taste Pitruzzello Estate’s cheese and olives; sample Emu Bottom Homestead Anzac Biscuits and find out about all of the other wonderful things to see and do in our backyard.

Visitors also had the chance to win four signed copies of Scrumptious: Fabulous Food from the Birthplace of the Ashes cookbook.

The past quarter has witnessed two exciting announcements that Council has advocated for. In October 2010, the Victorian Planning Minister announced approval of a 41,000-square-metre IKEA store on the site of the Pipeworks Markets in Campbellfield.

This is expected to be Australia’s biggest IKEA store. The development will provide a $170 million boost to the local economy and create 700 construction jobs and 400 ongoing positions. Construction is expected to be completed by mid-2012.

A concurrent announcement by the Minister involved amending the Hume Planning Scheme to allow Pitruzzello Estate, Sunbury, to expand into a major regional tourist facility.

Located off the Calder Highway, the Pitruzzello Estate features a 158 acre olive grove, boutique vineyard and modern cold press olive oil processing facility.

The upgraded facility will comprise a 340 seat restaurant, function centre for 550 patrons with restaurant and art gallery as well as 24 units for accommodation. The new development will boost local tourism, generate 40 direct jobs during construction and provide 40 ongoing jobs. Both announcements are strongly welcomed and are a clear vote of confidence in Hume City and Melbourne’s north.

I trust that you enjoy reading this edition of Economic Update.
Building on the success of its 2010 event, Lazy Sunbury Graze returns again for 2011!

Hume City Council and the Sunbury & District Grape Growers Association invite you to experience a tour around Melbourne’s closest wine region, featuring three unique venues, three courses and six passionate winemakers eager to share their latest drops.

A part of the Melbourne Food and Wine Festival, the event is a progressive lunch whereby guests are transported from either Melbourne’s CBD or Sunbury to each venue, enjoying a different course and experience at each location.

This year guests will explore “little Tuscany in suburbia” at Rose Creek Estate in Keilor East, visit the impressive olive grove and boutique vineyard of Pitruzzello Estate in Sunbury and admire the 360 degree views of the city skyline and the Great Dividing Range at Yuroke Vineyards near Craigieburn.

Craiglee, Longview Creek and Wildwood Wines will also be incorporated into the wine list, together with their winemakers on hand to mingle with guests.

The 2010 event was well received, with many attending from metropolitan Melbourne, capturing a new audience to the region.

The concept of a travelling function is a fantastic marketing tool, it provides a greater snapshot of the diversity of tourism experiences in Hume City and encourages guests to make return visits and purchases.

The Lazy Sunbury Graze will be held on Sunday 6 March 2011 and costs $120 per guest. Tickets go on sale Friday 3 December 2010. To make a booking, contact Hume City Council’s Tourism Development Officer on 9205 2353.

COMING UP IN 2011

**TURN YOUR HARD WORK INTO HARD PROFITS**

Are you working hard but not seeing the rewards?

We are running a special workshop to address this problem that many businesses face. The presenter is Alan Marion of Trainex Systems, the positive problem solvers.

Alan has extensive experience in business, staff and sales development, and is a specialist in assisting both businesses and individuals to get the very best out of themselves.

In this session we will give you positive ideas and innovative tools to turn all your hard work into hard profits.

The session will cover:
- Over 100 tips to market your business on a shoe string budget
- How to continually add good innovative ideas into all aspects of your business
- Pass on a special 12 point plan for achieving your profit goals.

You will come away from the night with a start to your own innovation plan as we will run a brief innovation session for each business.

**EVENTS**

**LAZY SUNBURY GRAZE
RETURNS FOR 2011**

**HUME GLOBAL LEARNING CENTRE**

**WEDNESDAY 16 MARCH 2011**

6.00pm - 8.30 pm

**1093 PASCOE VALE ROAD, BROADMEADOWS**

**INFORMATION**

Investment $55 inc GST per participant

To book, please phone 9816 4681 or email info@trainexsystems.com

Is this the image of a document?
Since 1932 there has been one constant in the Davies/Geyer family; the Sunbury Newsagency.

Now part of the Nextra Franchise Group, Sunbury Nextra Newsagency has been handed down through three generations of the family.

Nextra Sunbury Newsagency Owner, Jenny Carland, says the family’s involvement in the newsagency began through her grandparents.

“The newsagency was bought by my grandparents, Ellen and William Davies, in 1932 and they ran the business until 1951 when my parents, Ron and Glenice Geyer, took over.

“My brother then managed the business for approximately 20 years before I came on board in 2004. The newsagency has really been an institution within the town of Sunbury and a hub of the community.

“We have seen a number of changes in the industry, particularly when deregulation was introduced. The newsagency industry used to be very straight forward with a newsagency in each town or area and only that newsagency could sell your typical newsagency products.

“Then when deregulation came in, all of a sudden lots of places could sell newspapers and magazines, so newsagency groups had to diversify and find new markets.

“We are now a retail store as well as a distribution point with 21 sub agents that we supply newspapers and magazines to.

“We have had to be proactive with the business and although we are still a newsagency and we focus on stationery, gift cards and lottery tickets, we have branched out into other areas as well.

“Being awarded as the best newsagency out of 250 Nextra outlets across the country and newsagency of the year in Victoria was fantastic for the business,” Ms Carland said.

“Particularly the Nextra award because Nextra outlets are generally very big and the best outlets within the industry. When deregulation was introduced newsagencies had to diversify and Nextra led the way in that area.

“Winning the Victorian award was also great though because everyone in the town has been very proud of the achievement.

“I think these awards also reflect that although the business has been here a long time we are not afraid to try and offer new products and services to our customers.

“We also listen to our customers and try and meet their wants and needs from a newsagency.”

“Being awarded as the best newsagency out of 250 Nextra outlets across the country and newsagency of the year in Victoria was fantastic for the business.” - Jenny Carland

“These areas include giftware, baby gifts and jewellery, which have been extremely popular and come back to people liking the idea of having a one stop shop with their busier lifestyles.

“The newsagency has also started running ‘Getting Organised’ workshops, which is supported by Hipp stationery and helps people to be more organised and efficient with their time,” she said.

This proactive attitude has paid off for the business in more ways than one with the newsagency recognised as the Best Nextra Newsagency in Australia in June 2009 and the Victorian Newsagency of the Year in February 2010.

“Being awarded as the best newsagency out of 250 Nextra outlets across the country and newsagency of the year in Victoria was fantastic for the business,” Ms Carland said.

“Particularly the Nextra award because Nextra outlets are generally very big and the best outlets within the industry. When deregulation was introduced newsagencies had to diversify and Nextra led the way in that area.

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“I think these awards also reflect that although the business has been here a long time we are not afraid to try and offer new products and services to our customers.

“We also listen to our customers and try and meet their wants and needs from a newsagency.”

To find out more about Sunbury Nextra Newsagency visit www.sunburynewsagency.com.au
As Sunbury continues to grow and develop, the town’s traders and businesses now have a dedicated Place Manager at Hume City Council to help implement the Sunbury Town Centre Plan.

In the role since April 2010, which is jointly funded by the Department of Planning and Community Development and Hume City Council, Lawrence Seyers has taken on the responsibility to build strong partnerships and relationships in the town with a broad range of stakeholders.

“This is a unique role with the Council as it is based in Sunbury and the work I am involved in covers all areas of Council’s service delivery and advocacy. This includes issues like the Sunbury Rail Electrification and Council’s Streetscape improvements, to persistent issues with parking.

“My role is to encourage new development and to deliver on the Sunbury Town Centre Plan and previous Sunbury studies such as the Town Centre Renewal Project.

“The largest project is the $270 million Sunbury Rail Electrification which will transform the Sunbury Town Centre and stimulate new developments, including a multi-level carpark with retail at ground level on a 9,000sqm Council owned property known as the ‘Harris Scarfe carpark’.

“Hume City Council is working with traders to reinvigorate the Sunbury Chamber of Commerce and to encourage new opportunities for networking and information exchange,” he said.

Another aspect of Mr Seyers’ role is to listen to traders’ concerns about the town and to help them in their dealings with both state and local government issues.

“Hume City Council is working with traders to reinvigorate the Sunbury Chamber of Commerce and to encourage new opportunities for networking and information exchange.” - Lawrence Seyers

An example of this assistance was when Mr Seyers worked closely with local real estate agent, John Dunlop, who developed new retail shopfronts at 2 Brook Street.

“This assistance ranged from liaising with V/Line and VicTrack to ensure the new development had an effective graffiti fence around a blank concrete wall and dealing with utility providers to get a gas connection to ensure a local bakery chain opened on time,” Mr Seyers said.

“Lawrence’s placement has definitely been a positive conduit between Council and Sunbury businesses,” Mr Dunlop said.

“He has been great to deal with, gets answers and moves forward, so as a business you know what you are doing.

“He certainly was a big help to us with the development of 2 Brook Street, the car park behind the development and securing the graffiti proof fence for us in conjunction with VicTrack.

“His appointment as Sunbury Place Manager has been very positive and he has got the traders talking. Having him based locally in the town has been a good thing too.”

With his three year funded role continuing throughout 2011 and 2012, Mr Seyers says it will be an exciting time that will see tangible community benefits become a reality.

“The town has one of the best strip shopping centres in Melbourne, it has a great retail mix and most big name retailers.

“It is a great place to live and work and I am extremely lucky to have a number of transformational projects occurring at the moment,” he said.

Sunbury businesses can find Sunbury Place Manager, Lawrence Seyers at the Sunbury Customer Service Centre located at 40 Macedon Street and contact him on 9205 2694, 0409 177 544 or lawrences@hume.vic.gov.au
Hume City welcomed another public transport hub into its network earlier this year with the first train services commencing from Coolaroo Station on 6 June 2010.

Major construction on the $36 million project, funded by the State Government, began by Leighton Contractors in June 2009. This followed other improvements along the line in 2007 including the completion of Roxburgh Park Station and the new electrified line to an upgraded Craigieburn Station.

Coolaroo Station, situated along the Craigieburn line between Broadmeadows and Roxburgh Park Stations, boasts a number of features, including:

- Covered waiting areas, ticket machines, passenger information displays, passenger information points, CCTV and Disability Discrimination Act compliant access
- A pedestrian overpass with lifts and stairs
- A park and ride facility for approximately 490 cars and drop off facilities; and
- Low maintenance landscaping and fencing.

Hume City Council Economic Development Manager, Grant Meyer, says the new station improves access to high quality public transport services for residents living in Coolaroo, Dallas and Meadow Heights.

“The new station means local residents in these suburbs no longer have to travel to either Broadmeadows or Roxburgh Park to access a train station.

“There are adequate car parking and bike facilities at the station and it is an inviting and safe facility that helps connects people to where they need to be.

“The new station improves access to high quality public transport services for residents living in Coolaroo, Dallas and Meadow Heights.” - Grant Meyer

“A very excited community came to the station opening celebration to see the first trains roll in, and take part in the festivities of the day,” he said.

One particular striking feature of the station, which was developed with the help of the local Coolaroo community, is its prominent and colourful artwork.

The artwork was created by Melbourne artist, Matthew Johnson, in collaboration with Coolaroo South Primary School.

“Mr Johnson worked with all year levels of Coolaroo South Primary School and used student ideas on the topic of public transport to create artwork on the lift shaft walls,” Mr Meyer said.

“The artwork is a landmark for Coolaroo and is clearly in view from the nearby, busy Pascoe Vale Road.”

For more information about the Coolaroo Train Station or the Victorian Transport Plan contact the Department of Transport or visit www.transport.vic.gov.au
Located in Campbellfield is a pioneering and family-run company that is keeping the art form of pickled food alive and well.

The Original Pickle Company was created by Spero Dellaportas 47 years ago in 1963. Spero was the first person in Victoria to start operating a food pickling business and it continues to be operated today by his son and Director, Phillip Dellaportas.

Operating under three brands; The Original Pickle Company, Ma’s Pantry and The Crumbing Specialist, the company manufactures a range of traditional European family recipes including pickled vegetables and seafood, antipasti, various pasta meals and crumbed seafoods.

The Original Pickle Company Director, Phillip Dellaportas, believes the pickling of food is becoming a dying art form.

“I believe that the pickled food market is becoming a diminishing market with other older competitors dying off, which means that we may be one of the only companies left in Victoria with such a vast array of pickled products.” - Phillip Dellaportas.

“We have done a lot of product research over the years and we are always releasing new products. We are also keeping up with new packaging technologies to ensure we keep up with the market trends as they happen.

“We may be one of the only companies left in Victoria with such a vast array of pickled products.”

“Since moving into Hume City we have experienced greater positioning as we are surrounded by great freeways and ring roads, we are close to the Melbourne Airport, and the new food market opening soon in Cooper Street will create further opportunities.

“Being a part of the Plenty Food Group for the past two years has also delivered us greater overall exposure to various areas of the food supply sector, both here in Australia and in overseas markets,” he said.

To find out more about The Original Pickle Company visit www.theoriginalpickleco.com.au.
To find out more about the Plenty Food Group visit www.plentyfoodgroup.com.au

“Although we are yet to look at the export market, it is a market we are planning to investigate further and could account for some of our future growth,” he said.

As well as experiencing fantastic growth, the company’s move into Hume City has also delivered a raft of other benefits.
Located in Campbellfield is an up and coming manufacturing business that is combining ambition, technology and experience to make an impact in the windows and doors industry.

Established more than 30 years ago and run by its current owners since 2006, Bonds Windows and Doors provide aluminium windows and doors to both the commercial and domestic industries.

Bonds Windows and Doors Manager, Elliott Gracievski, says although they have only been in this business for a short time, they possess vast experience in the industry.

“My business partner, Alex and I, worked in the industry for a number of years before we decided to take on the business and we are lucky to also have a team that has a lot of experience behind them.

“We manufacture for a range of commercial and domestic customers, which includes all configurations of windows, privacy screens, blinds, security doors, glass balustrade and louvres.” - Elliott Gracievski

“We manufacture for a range of commercial and domestic customers, which includes all configurations of windows, privacy screens, blinds, security doors, glass balustrade and louvres.”

“The system also doesn’t allow any room for error, which means our production and manufacturing is very efficient.

“A lot of other manufacturers will have more employees on the factory floor, but with our software and the investment we have made into our machinery it allows us to have the majority of our 23-man team out in the field undertaking installations, while five experienced employees operate the factory floor.

“We also work with a jig system around the factory floor which sees the product moved through each stage of the manufacturing process without any fuss or heavy lifting and allows us to have one worker per stage.”

With the business undergoing strong and consistent growth, 2011 will see the establishment of a second site with the domestic and commercial work to be split and become two separate entities.

“We want to build a second factory that will be approximately four times the size of our current site,” Mr Gracievski said.

“Once we have the two sites it will mean that we will be able to manufacture windows and doors for two to three houses a day, while maintaining current turnover on our commercial products of about 25 medium sized projects a year.

“It is an exciting future for us and something we are all eagerly looking forward too.”

To find out more about Bonds Windows and Doors call 9357 5799
Hume City Council is preparing to launch their Broadmeadows Youth Mentoring and Employment Program and is looking for interested businesses and mentors to participate.

An initiative out of the Employment and Learning Committee 3047, the program is being designed for disadvantaged young people to gain valuable life skills and benefit from mentoring.

The program will consist of four stages:

**Stage One - Mentee Workshops**
Workshops will prepare the mentee for the mentor relationship.

**Stage Two - Mentoring**
This stage involves the mentor meeting with their selected mentee for one hour, once a week for a period of 13 to 26 weeks, with the meetings taking place at the mentor’s workplace or a place negotiated by both the mentor and mentee.

**Stage Three - Employment**
The mentee will be employed with a business partner where they will gain on the job experience and new skills.

**Stage Four - Employment Pathway**
The mentee can undertake vocational or non-vocational training to assist them with further development of their career goals.

“Mentors will develop a relationship with their mentee that will lead to mutual respect and rapport, providing an effective and positive experience for not only the young person, but the mentor as well.” - Silvia Sidzimovska

Hume City Council Employment and Learning Officer, Silvia Sidzimovska, says the council is looking for Hume City businesses and mentors to participate in the program.

“Mentors will develop a relationship with their mentee that will lead to mutual respect and rapport, providing an effective and positive experience for not only the young person, but the mentor as well.

“The program will provide the mentee the opportunity to gain employability skills, self confidence, negotiation and problem solving skills, access to value resources and networking, as well as the realisation of personal goals.”

“Those businesses within Hume City interested in being involved in the program will employ a young person and provide a paid opportunity where they can learn on the job,” she said.

If you or your business is interested in being involved in the program as a mentor or employer, or both, contact Silvia Sidzimovska on 9205 2200.
From July to September this year, 10 Hume City businesses participated in a Resource Efficiency and Action Program (REAP) to develop sustainable management skills and competencies required to support long term growth.

Initiated by Hume City Council’s Business Efficiency Network (BEN) and developed in partnership with the Victorian Employers’ Chamber of Commerce and Industry (VECCI), REAP was made possible through State Government funding and the Victorian Business Centre’s group program stream.

The objectives of the program were to deliver:

- Hands on sustainability practices
- Essential information on resources efficiency and carbon management
- Easy to use tools to help businesses measure resource usage
- Opportunities to reduce resource usage and greenhouse gas emissions; and to
- Establish business-specific carbon footprint and action plans.

VECCI Sustainability Services Marketing and Communications Manager, Megan Stuart, says all businesses that participated in the program achieved measurable results.

“The results from the participating businesses varied from energy reduction, water savings, waste reduction, greenhouse gas emissions reductions, environmental policies and they made cost savings ranging from $400 to $65,000.

“The program was developed to assist participants in adopting sustainable business practices, gain knowledge on carbon management and outline ways to implement sustainable behaviour change.

“The program was very useful in assessing our energy use and identifying ways to move forward and achieve tangible savings.” - Jonathan Macmillan

Three of the participating Hume City businesses who experienced benefits from the program were Unibic, Allviron and Anglopac.

Unibic General Manager Manufacturing, Mark Seeley, says his company, a manufacturer of specialty biscuits, decided to participate after attending a number of Victorian baking forums and completing another VECCI-run program, Grow Me the Money.

“Sustainability is becoming very ‘front of mind’ in the baking industry, so when Hume City Council offered us the opportunity to participate in REAP we thought it could be valuable to our business.

“Over the three months we were armed with knowledge of sustainability and resource efficiency concepts from experts in the sustainability field.

“These experts then came to our Broadmeadows site and applied their theory to our practice and helped us put actions in place to save on energy and waste costs.

“It also assisted businesses in realising the financial savings and reputational gains they can make by improving their environmental performance, while enabling them to mitigate risks and better determine consumer demands,” she said.
“Our light usage is also now more efficient and we have plans to collect water in the future for toilet and heating usage,” he said.

Allviron Managing Director, Jonathan MacMillan, says REAP renewed his film packaging company’s enthusiasm for responsible manufacturing.

“The program was very useful in assessing our energy use and identifying ways to move forward and achieve tangible savings.

“It also put us in contact with experts in the sustainability field that can help you come up with realistic solutions.

“We are now getting an action plan in place to make future savings via alternative energy sources for our machinery, as well as already doing small things, like putting displacement bottles of water in the toilet cisterns to save water during flushing,” he said.

Anglopac, a civil construction company located in Bulla, participated in REAP because they were interested to see what a construction company could do from a sustainability point of view.

“The program showed us that there are always things you can achieve, no matter what kind of business you are.” - Leah Newey

“We have an awareness of the environment, so we thought it would be a good opportunity to get another perspective on our practices and how we could improve them from a sustainable viewpoint,” Anglopac Environmental Works Manager, Leah Newey said.

“The program showed us that there are always things you can achieve, no matter what kind of business you are.

“It was also good at getting you into the habit to monitor your practices and to make sure you are not wasting materials and energy.

“We see the program being an ongoing process where we will continue to tick off our actions and investigate new ways to become more sustainable.”

To find out more about REAP contact VECCI at sustainabilityevents@vecci.org.au, or to find out more about Hume City Council’s support for business efficiency contact Amadis Lacheta at business@hume.vic.gov.au

“The results from the participating businesses varied from energy reduction, water savings, waste reduction, greenhouse gas emissions reductions, environmental policies and they made cost savings ranging from $400 to $65,000.” - Megan Stuart
Whether from work or play, sooner or later most of us need the services of a good physiotherapist. In Hume City there is one group who is assisting people to return to work and recreational activities following injury or ailment.

Northwest Physiotherapy Group was established in 2001 and is owned and operated by Practice Principals, Russell Visser and Graham Nelson who have over 45 years of experience.

The duo is supported by another physiotherapist, Helen Shih, who recently joined the team and three administration employees and provide the following services:

- Early intervention for work injuries
- Rehabilitation following orthopaedic surgery
- Hydrotherapy
- Treatment of sports injuries, neck and back pain; and
- Pilates.

Northwest Physiotherapy Group Practice Principal, Russell Visser, says the group chose to establish itself in Hume City because there were limited services in the area.

“There was a need for an active approach to rehabilitation of work injuries that was identified in consultation with local General Practitioners.

“As a result we also had the practice fitted out with a full equipped gym specifically designed to meet this purpose.

“Being located in Roxburgh Park means we are in close proximity to a large array of businesses and we have access to facilities such as Hydrotherapy at Broadmeadows Hospital and community health services such as Dianella,” he said.

As well as treating existing injuries, the group also puts a priority on early intervention and promoting actions that can avoid workplace injuries.

“We prioritise early intervention and return to work so that the worker can regain full recovery sooner and injury expenses to the employer are kept to a minimum.” - Russell Visser

“The best way to avoid many workplace injuries is to employ correct lifting principles in manual handling. Risk assessment of tasks performed in the workplace is also important, which can be done by a physiotherapist or ergonomist,” Mr Visser said.

“Other actions are early reporting of minor injuries and modifying duties in the short term and musculoskeletal screening at the pre-employment stage to identify areas of risk.

“We prioritise early intervention and return to work through effective communication with all stakeholders, so that the worker can regain full recovery sooner and injury expenses to the employer are kept to a minimum. Our results focussed approach to treatment also empowers the patient to be actively involved in their recovery.”

Like most businesses, the group sees innovation as one of its key goals to ensure it provides results to its clients, by introducing a number of specialist services to complement its core business.

“We are working in conjunction with an Exercise Physiologist to provide services for the diabetic community and have introduced evening pilates classes for the management of back pain and core strengthening and flexibility.

“We also have a state of the art diagnostic tool called Gaitscan which assesses lower limb biomechanics to improve foot and lower limb pain caused by poor foot posture.

“Finally we focus on educating our clients on how to effectively manage long term/chronic conditions through specific active exercise programs. This flows on to reduced costs to the employer and a quicker return to health for injured workers. There is no doubt that we are committed to continually upgrading our skills so we can provide the best care for our clients.”

For your free report “5 Ways to Reduce Your WorkSafe Expenses and Develop a Safer and Healthier Workplace call Northwest Physiotherapy Group on 9370 5654 or visit www.nwpg.com.au
Hume City Council has recently completed the Craigieburn Business Expansion and Retention (BEAR) project, which sought to identify the concerns, successes and issues affecting Craigieburn businesses and improve their relationship with residents.

Jointly facilitated by the Council’s Economic and Social Development (Craigieburn Community Renewal - CCR) Departments, the project was an action-orientated and community based approach to economic development.

Hume City Council Economic Development Manager, Grant Meyer, says the project represented a structured approach to identifying and supporting the needs of existing businesses.

“The BEAR project was proposed to complement the Council Plan 2006-2010, the Social Justice Charter 2007 and Council’s Economic Development Strategy 2008-2012 to support ongoing development of Hume businesses, creating pathways to employment and identifying local education and training needs.

“The implementation of the project met two key outcomes of the Community Renewal initiative by influencing the creation of new job and learning opportunities and providing opportunities for neighbourhood volunteering. The project engaged 52 of the 216 businesses located in Craigieburn and 29 volunteers from a variety of backgrounds, including secondary school students, retirees, job seekers, general community volunteers and recently arrived residents.

“The preliminary findings of the project were also communicated to participating residents and informed the revision of the CCR Local Action Plan in late 2009,” he said.

The project was rolled out via four separate stages, which were:

**Planning** - Development of a local leadership team, assigning a Council Economic Development team member to coordinate the project over a six month period and developing a structure questionnaire to gauge economic climate in Craigieburn.

**Visitation** - Implementation of an action and referral system for any immediate issues arising from either the surveys or consultation.

**Analysis** - Collation of the survey results, identification and resolution of any red flag issues and opportunities and formulation of actions, and possible resources, to improve the community as a place to do business.

**Community Feedback** - Communication of survey results and recommendations for action plans to the community. Continued support and assistance for the Craigieburn business community across a range of business support areas from the Council’s Economic Development Department, including connection to free and low cost training, recruitment through existing programs and promotional opportunities in the Economic Update Magazine.

Two creative thinking workshops were also held, to generate ideas, build up networking and find ways to better engage with the community.

“The Craigieburn BEAR project has been a valuable tool in reconnecting local business operators with residents,” Mr Meyer said.

“It has highlighted the need for greater alignment between local vocational training opportunities and skills shortages in the area experienced by businesses and has precipitated the reconvening of the Craigieburn Learning Cluster.

“It has also allowed the leadership team and CCR Steering Committee to develop and implement strategies to respond to a changing business environment and expand and retain business in Craigieburn.”

To find out more about the Craigieburn Business Expansion and Retention Project contact the Hume City Council Economic Development Department on 9205 2200.
In September the Plenty Food Group attended Australia’s largest international food and hospitality event, the Fine Food Australia exhibition.

Held over four days from 13-16 September at the Melbourne Convention and Exhibition Centre, the exhibition attracted over 23,000 buyers from the retail, food service and hospitality sectors, and hosted over 1,000 exhibitors from 27 different countries.

Plenty Food Group Coordinator, Marshall Dwyer, says it was the fourth time the group had showcased at the exhibition, with 12 food manufacturers on display across two stands, including six businesses located within Hume City.

“Being the leading and largest food trade show, Fine Food Australia is an exhibition that manufacturers should have a presence at to gain a high profile in the industry.” - Marshall Dwyer

Contacts from this exhibition can, in time, return business to our local food manufacturers to the tune of tens of thousands to millions of dollars in product sales. In turn this helps our local economy with increased employment opportunities and flow on business benefits,” he said.

As well as exposing their products and brand to thousands of buyers, Plenty Food Group manufacturers will form part of a strong delegation of Victorian manufacturers heading to India.

“During the exhibition an Indian delegation showed a keen interest in our local products,” Mr Dwyer said.

“As a result 45 companies have registered to participate in an Indian delegation, including seven from the Plenty Food Group, which will aim to achieve good business relationships with relevant Indian food industry representatives.

“The trip will also look to generate business leads for our region’s food manufacturers to follow up and, most importantly, will help us gain an education on the Indian food market, buyers and consumers.

“All of our participating manufacturers have also been successful in generating strong leads from the Fine Food Australia exhibition with some already generating orders.

“Attending these exhibitions continues to strengthen the Plenty Food Group’s reputation and that of our local manufacturers across the various food supply markets,” he said.

To find out more about the Plenty Food Group visit www.plentyfoodgroup.com.au
There are many businesses within Hume City that may not think they are affected by tourism, but the reality is that they are!

Helping businesses to recognise this fact is part of a new guide created by Destination Melbourne called ‘Tapping into Tourism’.

Destination Melbourne, established nearly 10 years ago, are the publishers of the Official Visitor Guide to Melbourne and deliver tactical marketing campaigns intrastate and interstate.

Destination Melbourne Chief Executive, Chris Buckingham, says a growing part of the business is working with industry to deliver leadership and development programs.

“Destination Melbourne has been working with Hume City Council for a number of years, but the relationship has really stepped up after we partnered with local governments across Melbourne’s north to encourage residents to get out in their own backyard and educate people about how important tourism is to the social and economic wellbeing of communities.

“Tourism is all about the visitor. It is incredibly important to local businesses. The Visiting Friends and Relatives (VFR) market is a major opportunity.

“By thinking about people who come to Melbourne as visitors rather than tourists, we start to think like hosts.

“People come to Melbourne for all sorts of reasons, but the thing that they take away is memories of their interactions and conversations with locals. From a business perspective happy people spend money.

“When visitors and their hosts spend money in a community, they help generate jobs close to home. As a business the first step in generating income from tourism is understanding where your customers are coming from and then developing products and services that meet their needs.

“Too often businesses ignore tourism because there is a perception that it all happens in the CBD,” he said.

“A ‘visitor’ to Hume City is anyone outside of our boundaries who are here for at least a day trip, for example, some people visit Hume City specifically to go shopping at a particular store.” - Amanda Martindale

Hume City Council Tourism Development Officer, Amanda Martindale, says Hume City retailers, restaurants, nurseries, petrol stations and many more businesses benefit from visitors to the region.

“A ‘visitor’ to Hume City is anyone outside of our boundaries who is here for at least a day trip, for example, some people visit Hume City specifically to go shopping at a particular store.”

“Destination Melbourne recognised this and sought engagement from all Melbourne local government areas to tap into this with a series of workshops in late 2009.

“As a result of these workshops Destination Melbourne have produced a guide called ‘Tapping into Tourism’, which provides business groups and Councils with valuable information on how to tap into the VFR market.

“One project Hume City Council has developed from the workshops is a partnership with local radio station 3NRG. Every Thursday morning a different tourism business is interviewed by the host to talk about what they do to get people to learn more about what products and services are in their backyard,” she said.

The very core of ‘Tapping into Tourism’ is best summed up by Mr Buckingham.

“Local businesses will benefit from tourism by simply working more closely with their neighbours and referring business to each other and by keeping the visitor experience top of mind.”

To find out more about ‘Tapping into Tourism’ call Destination Melbourne on 9869 2444 or visit www.destinationmelbourne.com.au
Rosemary Cain is the Centre Manager of the Broadmeadows and Roxburgh Park Shopping Centres.

In the role since December 2008, Rosemary brings together, at the centre level, the multiple business functions involved in the management of a shopping centre, while tailoring it to the circumstances associated with the asset.

“My day to day focus is on the delivery of operations, marketing, other income and centre administration and indirectly leasing, development and centre Net Rental Income.

“I am also accountable for the short-term performance of the centres and the successful delivery of the centres’ Strategic Asset Plans,” she said.

With more than 25 years experience in the shopping centre industry, degrees in business, marketing and management, and accreditation as a Shopping Centre Manager of Australia, Rosemary has worked in a variety of roles and states.

“I have the most amazing, dynamic career that has seen me living in Victoria, Queensland and Western Australia. I have gained experience at a range of centres including Pacific Fair, Robina Town Centre, Karrinyup and Garden City, with many of these roles working through major developments,” she said.

Working in the challenging shopping centre environment means Rosemary balances the needs of customers, retailers, owners and the centre team within a highly dynamic environment.

“To say that ‘no two days are the same’ is an understatement, but that is why I look forward to the new day and challenge, while working with incredible people.”

Ian Harrison is the Chief Executive Officer of Australian Made, Australian Grown (AMAG) Campaign, the not for profit organisation which plays an important role in identifying and promoting Australian products around the world.

In the role since 2004, Ian’s responsibilities include growing and developing the campaign so the logo remains Australia’s most recognised and trusted country of origin symbol. He does this via negotiations with government and industry bodies, establishing strategic relationships with major businesses and approving mainstream marketing and advertising campaigns.

“The campaign has doubled in size over the last six years and it’s terrific to see more and more businesses applying to use the logo. The logo is close to celebrating its 25th anniversary so one of the challenges we are addressing is keeping the brand fresh and appealing to younger generations,” he said.

Ian’s career spans back to his graduation from Flinders University in 1972 with a Bachelor of Economics, where he then progressed through a range of positions centred on policy and economic matters within business organisations.

“I worked for Business SA as its General Manager for Finance, Administration and Policy for 12 years. I also spent five years as the Chief Executive of the South Australian Business Vision 2010 project,” he said.

In his time at AMAG Ian has seen Hume City businesses embrace the campaign.

“For a number of years Hume City Council and our licensees in the area have worked hard to collectively promote the logo and the thousands of great products which carry it and we really appreciate their continued support of the campaign.”

Mary Corso is the Complex Manager of Bunnings Sunbury, which was joint Australian Bunnings Store of the Year for 2010.

Located at Bunnings Sunbury since the store first opened in 2005, Mary has been in her current role for two and a half years and with the company itself for 27 years.

“I started at Bunnings as a casual team member when trading hours were a lot different to now.

“Over the years I have been given the opportunity to work in various areas of the business and have completed several Bunnings Management programs.

“These management programs, combined with the different managers and leaders I have worked with, have all had an impact on the type of leader I am today,” she said.

With 128 team members to oversee, Mary’s position involves managing different development needs, skill sets and personalities, while also engaging in customer service, providing ongoing training and development opportunities and getting out and supporting the local Sunbury community.

“I need to ensure that Bunnings Sunbury is heading in the right direction so we can continue to get closer to achieving our goals.

“I get great satisfaction from the high level of interaction the store has with our local community and the team and I took tremendous pride in our Australian Store of the Year win.

“It was a wonderful acknowledgement for all the hard work our team has committed to our store,” she said.
The June 2010 property results showed strong property value increases across all sectors. The median price for vacant residential land in Hume is now $200,000, up from $181,000 in the last quarter and the median price for improved properties is $360,000, up from $348,000 in the March quarter.

Additionally, Broadmeadows increased 11% in the quarter, from $350,500 to $390,000 and Dallas increased 12% from $301,500 to $337,000. Westmeadows also performed well with the median value up 14%, from $372,500 to $425,000. A number of suburbs stayed fairly stable with Craigieburn increasing from $345,000 to $352,600, Roxburgh Park up 2% to $367,750 and Tullamarine up 3% to $371,000. Sunbury showed a 10% increase in vacant land values, up from $186,500 to $205,000 this quarter, however the median improved value fell from $329,500 to $327,000.

There were a high number of sales in the industrial sector with a significant increase in the value of industrial land. This went from $376,250 in the March quarter to $592,828 this quarter.

The improved properties also showed a significant increase from $500,000 to $535,000. These results are a bit of an anomaly as the median vacant land price is higher than the improved median industrial value, however this can be explained as the land sales were for larger allotments that pushed the median vacant land value up. For the commercial/retail sector, the median price was $502,000, up from $358,500 last quarter, also indicating a strong result.

However, whilst the June quarter results were strong, there are signs that the property sector is slowing towards the end of this year. The interest rate rises are starting to have an impact with the auction clearance rates in November around 60%.

This compares with the clearance rates in November 2009 that were approximately 80%. As much of Hume’s property market is targeted towards first home buyers, interest rate rises can have a significant effect and we are likely to see the impact of this in the next quarter results.
## MELBOURNE WATER RESERVES

<table>
<thead>
<tr>
<th>Reservoir</th>
<th>October 2009</th>
<th>October 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Volume (ML)</td>
<td>Percent full</td>
</tr>
<tr>
<td>Thomson</td>
<td>201,007</td>
<td>18.8</td>
</tr>
<tr>
<td>Cardinia</td>
<td>104,433</td>
<td>36.4</td>
</tr>
<tr>
<td>Upper Yarra</td>
<td>145,179</td>
<td>72.6</td>
</tr>
<tr>
<td>Sugarloaf</td>
<td>41,416</td>
<td>43.1</td>
</tr>
<tr>
<td>Silvan</td>
<td>35,962</td>
<td>89.9</td>
</tr>
<tr>
<td>Tarago</td>
<td>25,064</td>
<td>66.8</td>
</tr>
<tr>
<td>Yan Yean</td>
<td>7,747</td>
<td>25.8</td>
</tr>
<tr>
<td>Greenvale</td>
<td>18,684</td>
<td>69.2</td>
</tr>
<tr>
<td>Maroondah</td>
<td>18,134</td>
<td>82.4</td>
</tr>
<tr>
<td>O’Shannassy</td>
<td>3,222</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600,848</strong></td>
<td><strong>33.2</strong></td>
</tr>
</tbody>
</table>

Source: Melbourne Water

## WEATHER INFORMATION HUME CITY

<table>
<thead>
<tr>
<th>September Quarter</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Temperature (°C)</td>
<td>7.0</td>
<td>5.9</td>
</tr>
<tr>
<td>Rainfall (mm)</td>
<td>1.3</td>
<td>1.4</td>
</tr>
<tr>
<td>Total Rainfall</td>
<td>115.8</td>
<td>132.4</td>
</tr>
</tbody>
</table>

Source: Bureau of Meteorology

Note: Weather information recorded at Melbourne Airport monitoring station.

## INTERNATIONAL AIR TRAFFIC

### MELBOURNE AIRPORT

- **JUNE QUARTER 2009**
  - Passengers (no.): 1,179,985
  - Freight (tonnes): 44,076
  - Aircraft Movements (no.): 6,981

- **JUNE QUARTER 2010**
  - Passengers (no.): 1,317,426
  - Freight (tonnes): 48,627
  - Aircraft Movements (no.): 7,572

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

## MELBOURNE WATER RESERVES

<table>
<thead>
<tr>
<th>Reservoir</th>
<th>Volume (ML)</th>
<th>Percent full</th>
<th>Volume (ML)</th>
<th>Percent full</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomson</td>
<td>201,007</td>
<td>18.8</td>
<td>337,239</td>
<td>31.6</td>
</tr>
<tr>
<td>Cardinia</td>
<td>104,433</td>
<td>36.4</td>
<td>137,165</td>
<td>47.8</td>
</tr>
<tr>
<td>Upper Yarra</td>
<td>145,179</td>
<td>72.6</td>
<td>170,286</td>
<td>84.9</td>
</tr>
<tr>
<td>Sugarloaf</td>
<td>41,416</td>
<td>43.1</td>
<td>95,731</td>
<td>99.5</td>
</tr>
<tr>
<td>Silvan</td>
<td>35,962</td>
<td>89.9</td>
<td>36,184</td>
<td>89.5</td>
</tr>
<tr>
<td>Tarago</td>
<td>25,064</td>
<td>66.8</td>
<td>24,230</td>
<td>64.5</td>
</tr>
<tr>
<td>Yan Yean</td>
<td>7,747</td>
<td>25.8</td>
<td>19,402</td>
<td>64.1</td>
</tr>
<tr>
<td>Greenvale</td>
<td>18,684</td>
<td>69.2</td>
<td>18,846</td>
<td>70.2</td>
</tr>
<tr>
<td>Maroondah</td>
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<td>82.4</td>
<td>22,279</td>
<td>100.0</td>
</tr>
<tr>
<td>O’Shannassy</td>
<td>3,222</td>
<td>100.0</td>
<td>3,181</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600,848</strong></td>
<td><strong>33.2</strong></td>
<td><strong>864,543</strong></td>
<td><strong>47.7</strong></td>
</tr>
</tbody>
</table>

Source: Melbourne Water

## WASTE HUME CITY

- **SEPTEMBER QUARTER 2009**
  - Domestic Waste Collection: 8,607 tonnes
  - Kilograms per Household per Week: 11.80
  - Waste Weighed at Council Landfills: 7,864 tonnes

- **SEPTEMBER QUARTER 2010**
  - Domestic Waste Collection: 8,926 tonnes
  - Kilograms per Household per Week: 11.92
  - Waste Weighed at Council Landfills: 6,343 tonnes

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Vacant Sales</th>
<th>Improved Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Sales</td>
<td>Median Price ($)</td>
</tr>
<tr>
<td>JUN 09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEP 09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCT 09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV 09</td>
<td></td>
<td></td>
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<tr>
<td>DEC 09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAR 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUN 10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Hume City Council

## INDUSTRIAL PROPERTY SALES

<table>
<thead>
<tr>
<th>Year</th>
<th>Vacant Sales</th>
<th>Improved Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Sales</td>
<td>Median Price ($)</td>
</tr>
<tr>
<td>JUN 09</td>
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<td>OCT 09</td>
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<tr>
<td>MAR 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUN 10</td>
<td></td>
<td></td>
</tr>
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</table>

## RESIDENTIAL PROPERTY SALES

<table>
<thead>
<tr>
<th>Year</th>
<th>Vacant Sales</th>
<th>Improved Sales</th>
</tr>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>JUN 10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Hume City Council
MEDIAN PRICE OF RESIDENTIAL PROPERTY
SALES BY PRECINCT HUME CITY

MARCH QUARTER 2010

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Vacant</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attwood</td>
<td>na</td>
<td>$500,000</td>
</tr>
<tr>
<td>Broadmeadows/Jacana</td>
<td>na</td>
<td>$350,500</td>
</tr>
<tr>
<td>Bulla/Wildwood/Clarkefield/Oaklands Junction/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yuroke/Mickleham/Kalkallo</td>
<td>na</td>
<td>$675,000</td>
</tr>
<tr>
<td>Campbellfield/Somerton</td>
<td>na</td>
<td>$345,000</td>
</tr>
<tr>
<td>Craigieburn</td>
<td>$178,051</td>
<td>$345,000</td>
</tr>
<tr>
<td>Dallas/Coolaroo</td>
<td>na</td>
<td>$301,500</td>
</tr>
<tr>
<td>Gladstone Park</td>
<td>na</td>
<td>$441,000</td>
</tr>
<tr>
<td>Greenvale</td>
<td>$295,000</td>
<td>$515,000</td>
</tr>
<tr>
<td>Meadow Heights</td>
<td>na</td>
<td>$325,000</td>
</tr>
<tr>
<td>Melbourne Airport</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Roxburgh Park</td>
<td>$220,000</td>
<td>$360,000</td>
</tr>
<tr>
<td>Sunbury/Diggers Rest</td>
<td>$186,500</td>
<td>$329,500</td>
</tr>
<tr>
<td>Tullamarine</td>
<td>na</td>
<td>$360,000</td>
</tr>
<tr>
<td>Westmeadows</td>
<td>na</td>
<td>$372,500</td>
</tr>
<tr>
<td>Hume City</td>
<td>$181,000</td>
<td>$348,000</td>
</tr>
</tbody>
</table>

JUNE QUARTER 2010

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Vacant</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
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<tr>
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</tr>
<tr>
<td>Campbellfield/Somerton</td>
<td></td>
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<tr>
<td>Craigieburn</td>
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</tr>
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<td>Tullamarine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westmeadows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hume City</td>
<td></td>
<td></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

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 333 during the September Quarter 2010, down by 47.1% on the previous quarter (296). During the September Quarter, Craigieburn recorded the highest number of lots released – 201 lots. Sunbury had the second highest number of lots released with 49, followed by Greenvale with 43 and Tullamarine with 21 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 9.9% in the June Quarter 2010. Hume City’s unemployment rate remains higher than both the Melbourne Statistical Division (5.4%) and Victoria (5.5%). Unemployment is significantly higher than the same quarter last year, when the unemployment rate for Hume City was 6.4%.

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
Hume’s youth offer a range of skills and boundless enthusiasm, and Hume City Council have a range of initiatives and programs to partner our youth and businesses in productive and mutually beneficial working relationships.

To find out more about our programs such as the Employment and Learning Committee 3047 and the Neighbourhood Renewal Project contact Hume City Council’s Economic Development Department on 9205 2200 or business@hume.vic.gov.au