MAYOR’S INTRODUCTION

Welcome to the last edition of the Hume Economic Update for 2015 and my first edition as the Mayor of Hume. This edition reflects on the various industries in Hume.

We will hear from Grant and Daniel from Gradan, a fabrication engineering business located in Campbellfield. They talk about the importance of diversification and how they are exploring new markets after diversifying their business.

Labelmakers, based in Campbellfield, has become the largest Australian-owned label printer in the country. Working with some of the biggest brands and industries across the world, they are innovative and believe in sustainability.

Hudson Pacific has emerged from humble beginnings to become one of the most successful businesses in Melbourne’s North. Owner and Group Chairman Ken shares the story of how Hudson Pacific has become one of the largest food manufacturing businesses in Hume, with four subsidiary companies.

Super Sprout is at the forefront of cutting edge food technology. You will read how this business is exploring new markets internationally.

What happens when a stockbroker starts a business around environmentally friendly packaging? Allviron is the only business in Australia manufacturing completely biodegradable packaging. Jonathan tells us how he started the business and how he tries to be ahead of the game in this competitive market.

There are up to 180 caravan manufacturers in Australia and approximately 90% of those are based in Hume City. Caravan Trade & Industries Association of Victoria (CIA Victoria) has been representing the industry since 1952. We will hear how they are supporting the caravan industry. We will also hear from three caravan manufacturers on how they are growing in this market.

I hope you enjoy reading this latest edition. I’d also like to wish you Seasons Greetings - stay safe and well and I look forward to meeting you in 2016.

Cr Helen Patsikatheodorou
HUME BUSINESS AWARDS

The Hume Business Awards celebrate businesses that produce a quality product or service, as well as entities that demonstrate excellent customer service.

The annual Hume Business Awards were held on Thursday 22nd October, at the Victoria Ballroom of the Parkroyal Melbourne Airport. Over 160 people turned out to celebrate Hume City’s most innovative businesses.

Those in attendance at the sought after event were entertained with canapes and a two course dinner, speeches and dancing, as they celebrated success. MC Tony Leonard of the Coodabeen Champions and 3AW and musician Joe Correnza kept all involved entertained throughout the night.

A total of 14 Hume businesses received awards in 2015, in categories that included retail, small business, customer service, and innovation and enterprise. Hume City Council is proud to celebrate businesses that create job opportunities.

Hume City Councillor Adem Atmaca said it was vital to honour Hume’s businesses.

“The business leaders in Hume who put everything on the line to innovate and take risks are the drivers of prosperity in our community,” he said.

“Hume is fortunate to be home to a range of different industries, such as transport, manufacturing, tourism, and retail.”

Hume City Council supports businesses with a range of activities, including business breakfasts, training workshops, and the recruitment of local workers.

Cr Adem Atmaca

“ The business leaders in Hume who put everything on the line to innovate and take risks are the drivers of prosperity in our community.”

CATEGORY WINNERS

BUSINESS OF THE YEAR
Breathometer Corporation Pty Ltd

BUSINESS LEADER
Emilio De Lorso – Della Rosa Fresh Foods

CAFÉ & RESTAURANTS
Zin Viet Vietnamese Street Food

CUSTOMER SERVICE
Horne Street Chiropractic Centre

EXPORT
Della Rosa Fresh Foods

HUMAN RESOURCES
Cummins South Pacific

INDUSTRY EDUCATION ENGAGEMENT
NDZ Industries Pty Ltd

INNOVATION AND ENTERPRISE
Kitchen Innovations

MANUFACTURING - SMALL
Breathometer Corporation Pty Ltd

MANUFACTURING - LARGE
Concept Caravans

NEW AND EMERGING SMALL BUSINESS
Salt Room Café

PROFESSIONAL SERVICES
McMahon Osborne Group

RETAIL
TJM Sunbury

SMALL BUSINESS
Essential Imaging

SUSTAINABILITY
ecoMaster Pty Ltd

TOURISM & HOSPITALITY
Mantra Tullamarine Hotel
A Tullamarine company whose innovative product has helped to reduce drunken behaviour on Australia’s streets has been named Hume’s 2015 Business of the Year.

Breathometer Corporation took out the top honour at the Hume Business Awards on Thursday 22 October 2015 at the Parkroyal Melbourne Airport.

Former Hume Mayor, Councillor Adem Atmaca, said Breathometer Corporation was a great example of an innovative business.

“Breathometer Corporation manufactures machines which enable people to determine their blood alcohol level before they make a decision about whether to drive a car,” said Cr Atmaca.

The business installs these innovative machines in licensed venues across several Australian states, and continues to refine and upgrade its technology.

Over the past 18 months, Breathometer Corporation has developed a brand new BM8 model, and their instruments are recognised for improving road safety.

Breathometer Corporation’s machines have reduced the number of drunken arrests at events including the Southern 80 ski race in Echuca, as the devices help people to become aware of how intoxicated they are.

Breathometer Corporation commenced in 1985 and has moved from a small factory in Essendon to a modern manufacturing base in Tullamarine, a change which has helped the business to expand its operations.

The ceremony’s other major prize, the Hume Business Leader Award, was won by Emilio De Lorso, the managing director of Campbellfield’s Della Rosa Fresh Foods.

Cr Atmaca said the firm had kept pace with its market, a factor which was also behind the success of Emilio De Lorso.

“Breathometer Corporation has advanced a product that consumers can now buy in Woolworths, Coles, and IGA.

The company’s growth is phenomenal, with Della Rosa Traditional Fine Foods now a supplier of pizza to mainland China.

Emilio has driven a focus on personalised service, and his business now adapts its products to suit the tastes of people in different markets around the world.

“The firm is a very welcome resident of Freeman Street in Campbellfield, and Emilio should be so proud of the way he has provided jobs to many, many people,” said Cr Atmaca.

“Our 2015 Hume Business Leader continues to grow Della Rosa Traditional Fresh Foods at a rapid rate.”

Cr Adem Atmaca

Emilio De Lorso has built a family company that is passionate about pizza and continues to cultivate new flavours and textures.

In just five years, Emilio has advanced a product that consumers can now buy in Woolworths, Coles, and IGA.

The company’s growth is phenomenal, with Della Rosa Traditional Fine Foods now a supplier of pizza to mainland China.

Emilio has driven a focus on personalised service, and his business now adapts its products to suit the tastes of people in different markets around the world.

“The firm is a very welcome resident of Freeman Street in Campbellfield, and Emilio should be so proud of the way he has provided jobs to many, many people,” said Cr Atmaca.
Business partners Grant Powell and Daniel Spiteri created the Australian business four years ago, and simply combined their two first names to form Gradan. Originally operating in a shed in Rockbank, Grant and Daniel soon upgraded to a factory in Campbellfield, where they could build upon their network.

“We investigated a number of locations across Melbourne and from an economic standpoint, Campbellfield was the best option. We’ve experienced additional unexpected benefits in this location as well, with a great network of suppliers and better accessibility to major routes, shortening travel times to both metropolitan and regional areas. I see a lot of potential for Campbellfield and the network of businesses here grows every year,” said Daniel.

Gradan not only supports its own fabricators, but also surrounding businesses, often sharing jobs with those in their network.

The quality finishes and service available to customers sourcing fabricated products within Australia can’t be trumped by overseas competitors. Gradan is remaining one-step-ahead of its competitors through the diversification into a range of industries.

As a business, diversification gives you more opportunity. We’re a true fabricator and there is no project too big or small for Gradan, from a baking tray to roller coasters, there is nothing we can’t do.

“We have diversified into water features, signage, shopfitting, kitchens, food grade systems, sculptural projects and even wind turbines,” said Daniel.

“There are great resources on offer in Hume City, from steel suppliers to laser cutting and powder-coating, the array of likeminded businesses willing to team up for projects is remarkable.”

Daniel Spiteri

Gradan’s capabilities extend to project management, helping customers transform and draft their designs and assisting clients to source the best option for their project. Gradan is becoming more involved with commercial shopfitting and the caravan industry, a growing market within Hume City.

Gradan has recently completed a nine month project with Leighton Contractors, collaborating on fabrications for the post-quarantine facility. This saw the Gradan team constructing specialised handrails, custom cladding, coverings and much more.

“Many clients have the option of going offshore, but it’s Gradan’s ability to offer short turnaround times to meet tight deadlines that secures the work.

“We are working on a number of shopfitting projects at the moment, and it’s a great job because it’s always different. We’ve also constructed neon signs and a nut flavouring system for adding flavour to macadamia nuts, providing us with a range of projects that keep the team engaged,” said Daniel.

Gradan’s team is made up of eight staff, most of whom live locally in Hume City. The business has been successful in drawing upon a solid local base of trades based employees.

“We have never had trouble sourcing local staff and Hume City has been a great area for this reason. It’s exciting to see the younger staff rise up in the industry, and many of them are building for themselves at home and being creative, which is great for learning new skills and diversifying into new areas,” said Daniel.

“Diversifying is the ideal strategy for businesses in the current economic climate and we’re always seeking the next advancement in technology. The future is looking prosperous and quite buoyant, it’s all about diversification and creativity and always looking for that next step forward,” said Daniel.

For more information on Gradan, visit: gradan.com.au

Gradan, a fabrication engineering business located in Campbellfield, is utilising their staff’s creativity to diversify into new markets. Specialising in sheet metal, Gradan works with aluminium, stainless steel, mild steel, copper and brass. Gradan also offers heavier fabrication for projects involving structural steel and architectural designs, taking on projects of every scale and scope.

HUME CITY COUNCIL ECONOMIC UPDATE / 5
The former Chief Operating Officer of Visy, Kevin Bamford, founded Labelmakers in 1987. The business has since grown from a small operation to a multimillion dollar organisation. Labelmakers’ Group Technical Manager Graeme Lang has been with the business for the past 25 years, and was with the company when it developed the very first pressure sensitive label and stamp. Labelmakers’ vertically integrated supply chain has provided the business with a unique point of difference. Raw materials and label stock for printing is all manufactured in-house. Printing is conducted in collaboration with major brand owners.

Innovation is a core focus of the business. We are currently working towards a three dimensional label, with augmented reality set to be the next trend in product labels."

Graeme Lang

"The business’ client list reads like a who’s who of the food and beverage industry including Coke, Schweppes, Asahi, Lyon, Parmalat, CUB, SABMiller, Heinz and Nestlé. We print virtually every milk label in Australia. About 80% of the labels on supermarket shelves are produced by Labelmakers, and we hold an estimated 90% of the market share within Australia," said Graeme.

For more information on Labelmakers, visit: labelmakers.com.au

SHINING THE GREENLIGHT ON BUSINESS

In partnership with some of Labelmakers’ bigger brands, the business has become increasingly aware of the need to report on their products’ environmental impact. This in turn led to an increased need to become informed on environmental processes.

“Environmental issues that ten years ago we paid scant regard to, such as energy usage and waste disposal, are now a significant part of our daily focus and costs.”

“A few years ago I had ‘a lightbulb moment’ when I visited the Visy recycling plant. I was aware of the figures regarding how many bottles are sent for recycling, but seeing it in person shocked me. Most of the products had labels produced by Labelmakers, and a number of products could not be recycled because of its labelling material. The bottles were therefore being incorrectly identified based on their label. It was then I realised we have the potential to effect the national recovery rates and decided to investigate what changes we could make,” said Graeme.

Labelmakers participated in the Northern Greenlight Program, supported by Hume City Council, and found the online sustainability tool that assists businesses in their decision-making processes particularly effective.

Re-evaluating their processes, Labelmakers are able to provide advice to their clients on where to place labelling and decoration on bottles and the best label materials to ensure products are recycled successfully.

Prior to participating in the Northern Greenlight Program, Labelmakers were generating an average of 15 tonnes of waste per day. Since the program, Labelmakers has reduced this figure by 50%, which has also equated to substantial cost savings for the business.

“The Northern Greenlight Program really put the environment on the agenda for us and we’re looking at installing energy saving LED lights in the future. Today businesses can’t afford to not be making the right decisions when it comes to our environmental impact,” said Graeme.
PASSION, PEOPLE AND PERSEVERANCE: THE RECIPE FOR SUCCESS

Hudson Pacific has emerged from humble beginnings to become one of the most successful businesses in Melbourne’s North West. Offering food processing and manufacturing capabilities Australia-wide and food distribution services throughout Victoria and metropolitan Melbourne, Hudson Pacific’s wide reach encompasses many of Australia’s most-loved brands.

“We’ve grown the company and I’m proud of what we have achieved in 25 years. We’re now in the top five food service companies in Australia,” said Ken.

This Australian owned family business employs over 450 staff, several of which have been with the company for over 15 years. This has provided Hudson Pacific with a solid business structure comprising of a hardworking and loyal team that has delivered successful results over many years.

“Our success has been due to our passion, hard work, team building and the support of a lot of good people. This is a school of everything here at Hudson Pacific. I’ve been in the food and catering business all my life, and the successful recipe for this industry is you need to like people and love food. Hudson Pacific was built on a lifelong love and passion for quality food.”

Ken Skoullos

“This passion led to my interest in manufacturing and processing. I enjoy being the man behind the brands, providing a service and value-adding for my clients,” said Ken.

Many of the staff are local and live within minutes of Hudson Pacific and its manufacturing facilities. As the business continues to grow, supporting local employment will continue to be at the forefront of the business’ strategic direction.

“Employing locals has been one of the key factors in the business’ success over the past 25 years. Our employees spend less time in traffic and share a sense of community and it’s a great feeling to know I am member of the community too,” said Ken.

Hudson Pacific’s next strategic plans for their expansion include relocating their cheese manufacturing and processing operations to a new facility in Campbellfield. This $6 million investment will see Dairy Country create new opportunities in cheese processing for popular brands from Australia and New Zealand.

Hudson Pacific is continuously seeking the latest trends from around the world and opportunities to expand, improve the business’ standards and processes and build upon its loyal workforce and network of partnering companies.

For more information on Hudson Pacific Food Services, Bakers & Co and Bakery Fresh, visit: hudsonpacific.com.au
Hudson Pacific Food Services began its operations in 1990, under the name A&K foods. As the company grew and acquired a number of food service companies, the business became the household name that it is today.

Every day, we supply cafés, caterers, bakeries, restaurants, hospitals, hotels and airlines with ingredients, frozen, chilled and dry products, fresh produce and an array of high quality products. We also offer a variety of cuisines including Greek, Italian, Indian and many more.

Ken Skoullios

The business currently offers over 5,000 product lines, from everyday necessities to the most innovative products on the market, supplying large and small businesses with premium Australian and international products.

BAKERY FRESH

Bakery Fresh specialises in supplying private label garlic bread products to national pizza chains, major Australian supermarket and retail chains including Coles, Woolworths, Aldi, IGA and Retail Food Group. This specialist production facility manufactures large volume chilled and frozen products for export and the Australian retail and food service industries. Interestingly, Bakery Fresh was the original and first manufacturer of garlic bread in Australia.

“My passion for bread resulted in Hudson Pacific buying a company that was producing all kinds of filled, chilled bread from baguettes and garlic breads to a delicious range of tear-and-share products. We have 100 staff that value-add for a number of private labels to create the most-loved breads on the market,” said Ken.

DAIRY COUNTRY

Dairy Country incorporates a state-of-the-art high volume dairy processing service soon relocating to an impressive facility in Campbellfield. The business value-adds for clients, with 120 dedicated staff processing cheese products for local and export markets.

“Many of the cheeses you see at the supermarket have been processed by Dairy Country. For example if we receive a one tonne palette of cheese, we can convert this to three palettes of grated cheese for our client. This is just one great example of Dairy Country’s ability to value-add. Our central location in Hume City also reduces logistical costs for our clients, making our processing much more cost-effective than processing in other locations,” said Ken.

For more information on Dairy Country, visit: dairycountry.com.au
A passion for quality food led Ken Skoullos to develop Bakers & Co, a biscuit and pizza manufacturing subsidiary of Hudson Pacific.

“I wanted to create a pizza business to produce the best quality pizza bases and toppings for retail in supermarkets. I travelled to Italy to research stone-baking methods, knowing that Italy has great pizza bases. I wanted to bring this method to Bakers & Co, so that pizzas made using this technique could be made available to everyday Australians,” said Ken.

Bakers & Co has the capabilities to source the best ingredients from around the world. Ken’s extensive travels have led to his discovery of new cuisines, techniques, ingredients and ideas to bring to the Australian market.

“We can also source the best toppings, such as tomatoes from the world renowned San Marzano in Italy,” said Ken.

Pizza manufacturing soon led to the addition of biscuit manufacturing for Bakers & Co. Their manufacturing capabilities were ideal for the diversification into biscuits, and Bakers & Co soon married the two manufacturing arms together. Bakers & Co is home to the famous biscuit brand ‘Koala’.
Super Sprout's flagship product is their organic broccoli sprout powder. Grown onsite in Campbellfield, the sprout form is 20 times more potent than the average broccoli plant.

“Independent testing has shown that our broccoli powder contains high levels of sulforaphane, a naturally occurring compound that’s produced during digestion. There has been a lot of research into the effects of sulforaphane in those fighting disease and inflammation. Many of our customers are those fighting illness, and we receive a constant flow of anecdotal evidence that it really helps improve quality of life. Our quality broccoli sprout powder is our most successful product and it’s been really rewarding to see its health benefits.

The hype surrounding superfoods has increased awareness of powdered superfood products. Super Sprout uses a unique freeze drying method, locking in nutrients and removing the need for any additives. This process doesn’t break the cell of the produce until digestion, which is the key to maintaining nutritional value.

Super Sprout’s products are available online through their website and in select health food and organic retail stores. Super Sprout has distributors internationally in China, Malaysia, Czech Republic, Singapore and Dubai. The business has recently entered into the American market, where they hope their healthy powdered foods will achieve success and become their primary market.

Brendan and the team at Super Sprout also believe a number of countries in South-East Asia will become a great future market for their products.

“We’re a local business, a primary producer, a manufacturer and an exporter, so we cover a lot of the supply chain. In the future we’d like to grow into a larger facility and within 18 months this could be a possibility for us,” said Brendan.

For more information on Super Sprout, visit: supersprout.com.au
“The colour, contour and texture of our products are superior to anything else on the market. When considering quality and purity, we believe we have the best products in the world.”

Brendan Richards
Managing Director Jonathan MacMillan relocated the business in 2003 to Campbellfield, purchasing a factory that was ideally positioned near electricity infrastructure essential to fulfilling Allviron’s business needs. Another factor influencing Jonathan’s decision to move his business to Campbellfield was that the majority of Allviron’s 13 staff live in nearby suburbs.

Allviron’s network of likeminded businesses in Campbellfield has allowed the sharing of resources and equipment in times of need. “There are a number of businesses nearby in the same industry, and we can swap manufacturing supplies when one of us is in need. We also supply to a number of local businesses, and have formed relationships with them. This has stood us in good stead as a lot of our work comes from referrals. Our honesty and guaranteed timeframes have built upon Allviron’s reputation for reliability,” said Jonathan.

Allviron’s exceptional delivery times provide the business with an advantage over its international competitors, whose orders and shipments can take up to six weeks. Allviron can deliver in less than a week, and when required in less than 48 hours. “Over the past five years we’ve collaborated with a Japanese-owned company based in Australia, seeking alternative uses for their bubble wrap. Bubble wrap is used in a variety of products today, including pool covers, insulation for factories, underfloor insulation, food storage and even for organ transplants. This company has grown massively in recent years, and we’ve assisted them to diversify their offerings.”

We had to learn on the fly in the factory, but no matter the challenge we always persevered because it is something we are passionate about. We’re still the only company in Australia manufacturing completely biodegradable packaging.”

“Allviron: Evolving in All Areas of Business

An Australian owned business manufacturing industrial packaging, Allviron is known for its reliable service and unique biodegradable products. Creating innovative flexible packaging solutions for local and national manufacturers, Allviron’s products include bags for polyester insulation, bubble wrap, asbestos removal, furniture, ducting as well as film in tubing or sheet form. In addition, products can be made from biodegradable material.

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Allviron’s customers include: federal, state and local governments, universities seeking to promote green alternatives, a drycleaner in Sydney with a focus on environmentally friendly processes, and even the shipment of biodegradable bags to Gallipoli for the Dawn Service.

Constantly seeking new ways to improve his business, Jonathan has invested in an upgrade to his business’ software, switching to the cloud-based Xero. “Xero is advantageous for our business, as we can see how stock is tracking and all our receivables and supplier payments can be kept up-to-date and easily accessible. It’s been a very useful enhancement and part of the reason for switching to Xero is that it is much easier for third-party programs to interact with each other. This will greatly enhance our business going forward as we are improving our margins and improving our profitability,” said Jonathan.

Persisting has been the key to Allviron’s success, as the business perseveres with the development and reimagining of existing products. Allviron has been focused on innovation since the business’ inception, as Jonathan sought the task of creating Australia’s only biodegradable plastic bag.

For more information on Allviron, visit: allviron.com.au
"The caravan industry is definitely prospering, contributing over $1.4 billion every year to the Victorian economy and employing 5,500 people directly and 20,000 indirectly. We’re one of the only manufacturing industries to experience a growth of 8% year in, year out, since the GFC," said Robert Lucas, CIA Victoria's Chief Executive.

The growing number of young families seeking caravans has increased steadily, creating new business and job opportunities within the industry. CIA Victoria has recognised this trend and is in planning for the creation of 100 new roles in the industry within Hume City over the next year.

"Ten years ago there were 24 caravan manufacturers in Australia, now there are up to 180. Approximately 90% of those are based in Hume City, and this flow on effect has seen the growth of dealerships, suppliers, parts manufacturers and service and repair businesses. There's plenty of opportunities," said Daniel Sahlberg, CIA Victoria's Industry Development Manager.

CIA Victoria recently organised a round table with members of the automotive industry to explore ways of generating business and the transition between industries. Victorian Minister for Industry and for Energy and Resources Lily d'Ambrosio MP attended, and the event was well received by both automotive and caravan industries.

"Creating networking opportunities is invaluable in our industry. We run networking events, social functions, workshops and our Hall of Fame and Business Awards. This is in addition to our shows, training courses and other promotional activities," said Daniel.

"If you consider the involvements of building a caravan, the skills cross so many different areas and therefore understanding the requirements isn't always easy. We also provide advice, education, training and support to our members.

"At shows we have a responsibility to ensure all products on display meet the standards and regulations. Only CIA Victoria members can participate in our shows and they must comply with these regulations. Unfortunately, there is only one chance for compliance issues.

"We conduct compliance checks at all of our shows and also invite VicRoads and the Victorian Building Commission (Plumbing Industry Commission) and Energy Safe Victoria to conduct audits and provide feedback," said Daniel.
**TRAINING**

The industry ‘blueprint’ identified the need for professionalism and development in line with the growth and development of the caravan industry, with an estimated 80% of the industry without any formal qualifications in this niche market.

As an association we recognised we had a role to play to make our industry state-of-the-art and hold the same standards across the board. We decided to create training and accreditation opportunities and programs to help the industry develop.  

Daniel Sahlberg

“The courses for the caravan industry involve a mixture of automotive, manufacturing, communications, upholstery and textiles,” said Daniel.
ROYAL FLAIR CARAVANS
Campbellfield based Royal Flair is a family business dedicated to creating a bright future for the caravan industry in Hume City. Owner of Royal Flair, Bill Deralas, has been involved in the industry for his entire life.

His father started New Home Caravans in 1972, the same year Bill was born. During the school holidays, Bill would help his father to fit lights and other small jobs. Upon finishing school, Bill worked solely as a painter, before his father offered him a position within his business.

In 1991, Bill’s father founded Royal Flair and the business continued until 1995, when it closed. The same year, Bill reopened Royal Flair and continues to operate the business today, along with his two sisters.

Bill is committed to the future of the industry and has been a Councillor and committee member at CIA Victoria for the past 9 years. Bill is proud that young school-leavers can now enrol in industry specific training through CIA Victoria’s National Caravan Industry Training College. This idea was central to the council after identifying a need for industry-specific trained and skilled employees.

“The in-house training allows our industry to access qualified employees with specialised caravan industry skillsets,” said Bill.

The regulation available is the most important element of CIA Victoria’s role in the industry.

“It is great knowing that when consumers attend industry shows and buy products, they are quality approved and meet Australian Standards and there is governance provided for the industry. This supports all manufacturers to create the best products for customers,” said Bill.

For more information on Royal Flair: royalflair.net.au

SUPREME CARAVANS
Frank Prosenik’s 30 years of experience has seen Supreme Caravans grow from a small retail operation in Sydney Road to a large manufacturing and retail business employing over 165 staff.

After five years of partnership with his brother, Frank ventured into small manufacturing in addition to caravan retailing. The brothers manufactured one caravan per fortnight and soon grew their business, relocating to a factory in Campbellfield, where they were able to increase their manufacturing operations to produce two caravans per week. Supreme Caravans currently produces up to 20 caravans per week.

In addition to a nation-wide dealer network, Supreme Caravans relocated its retail operations to a four acre site in Craigieburn, complete with an indoor showroom.

“We saw the need to expand the retail business as sales started to take off. We keep our retail separate to our manufacturing, for OHS and to achieve the best customer experience, although we do guided tours of our factory upon request,” said Frank.

Supreme Caravans’ manufacturing arm has grown to include four satellite factories in Campbellfield, with each factory dedicated to different elements of caravan manufacturing.

The business is an active member of CIA Victoria in addition to CIA New South Wales, CIA Queensland and CIA Australia.

“We attend all the industry endorsed shows, including two major and two rural Victorian shows each year. The industry is growing so rapidly, it’s surprising how many people attend the shows and how many are employed in the industry,” said Frank.

For more information on Supreme Caravans, visit: supremecaravans.com.au

NOVA CARAVANS
Robert Cataldo had been employed in the caravan industry for 15 years when he decided to start his own business, Nova Caravans, partnering with his wife Eloise. Over the past nine years, Nova Caravans has grown to include a purpose-built factory in Campbellfield and a dedicated team of 80 staff.

Nova Caravans partners with 10 dealerships Australia-wide, and is supported by the vast network of suppliers in Campbellfield.

“I have always been based in the area, and I’m excited by the growing caravan industry in Hume City. A number of suppliers currently based in South East Melbourne are relocating to Hume City, which will be really advantageous.”

Robert Cataldo

Robert and Eloise are members of CIA Victoria and attend every industry show. They have enrolled in CIA Victoria’s Caravan Industry Lean Program and are excited about the new training opportunities.

Nova also took part in a CIA Victoria fundraiser for ‘Kids Under Cover’, partnering with other nearby caravan manufacturers to build a caravan to be raffled. Nova donated their services and constructed furnishings for the caravan. In total $60,000 was raised for ‘Kids Under Cover’.

Nova Caravans’ support of the community has continued, and the business recently participated in a pilot youth employment scholarship program for youth experiencing difficulties with employment. Through participation, Nova Caravans was able to employ two young staff members.

For more information on Nova Caravans, visit: novacaravans.com.au
Franchisee and Property Manager Amber Ainsaar has been with Quest Melbourne Airport since the business opened in 2014.

Quest Melbourne Airport predominantly caters to extended stay business travellers, with many working in the Melbourne Airport business park precinct, Tullamarine, Airport West, Broadmeadows and Gladstone Park.

"I really enjoy providing our guests with personalised experiences and at Quest Melbourne Airport we take pride in our ability to create a home-away-from-home experience. We often have guests that stay with us for more than one week, so we get to know them quite well. There is never a dull moment," said Amber.

Prior to joining Quest, Amber worked for Australia's largest residential developer, Stockland, for over eight years in residential home and land sales. She was primarily based in Western Australia and the northern suburbs of Melbourne. As Amber's husband also works for Quest, she was familiar with the Quest business structure and seized the opportunity to work for their Melbourne Airport franchise.

"The most rewarding part of my role is working with a great team of passionate people who take pride in their work and embody the Quest Apartment Hotel brand," said Amber.

Looking to the future, Amber wants to continue to grow Quest Melbourne Airport and explore the possibility of becoming a multi-unit franchisee with Quest, taking on additional Quest franchise businesses.

Claire Dickens’ passion for empowering women to achieve their fitness goals drives her role as Club Manager at Fernwood Fitness Tullamarine.

Claire’s passion for the health and fitness industry began when she was appointed head of programs at a gymnastics club while studying exercise science. Claire’s first Fernwood experience at Chirnside Park helped grow her skillset and knowledge base, which then saw her become Club Manager at Tullamarine.

“As Club Manager at Tullamarine I am responsible for all aspects of the business, and I love the variety of my position. I enjoy pushing the boundaries and coming up with new programs and challenges for our members. We are more than just a gym, and I feel a personal reward when I see our members achieve their goals," said Claire.

Claire aspires to one day own her own Fernwood Fitness business within a community that does not have existing access to niche fitness locations for women.

In 2001, Erika Hughes joined her husband Paul's business Integra Systems in a supporting role. She soon took on the role of Marketing Director for the growing business, utilising her many years of experience in the field of marketing communication, strategic business development, management and strategic marketing. Integra Systems works with clients to achieve their product development aspirations from design through to full execution.

“I am tasked with setting targets and I spend a lot of time working on the business to make sure it runs smoothly, is positioned well in the market and is financially secure," said Erika.

Integra Systems has its own manufacturing facility and 3D prototyping capability that allows the business to develop prototypes, and then follow through with complete execution in their core light metal manufacturing facility.

“I love trying new things and implementing them in a structured way, and when I see enthusiastic uptake in the team and the results that follow, that's when I am at my happiest," said Erika.

There are a diverse range of manufacturing businesses in Hume City delivering impeccable quality and service. Collaborating with these companies has been incredibly rewarding for Integra Systems.

“I think we have been true to ourselves, our staff expectations and customer deliverables and this is what motivates me. I enjoy seeing results through saying what we do, and doing what we say," said Erika.
### Hume City Snapshot

**Facts at a Glance**

**September Quarter 2015**
- Total number of Residential Properties in Hume: 64,537
- Number of Residential Lots Released: 693
- Number of Planning Permit Applications: 273
- Consumer Price Index, Melbourne (% change from previous quarter): 0.5%

**June Quarter 2015**
- Number of Property Sales: 1,197
- Hume City Unemployment Rate (%): 8.9%

**June Quarter 2014**
- Hume City Estimated Residential Population (ABS): 188,832
- Number of Businesses (REPLAN): 12,580
- Gross Regional Product – nominal (REPLAN): $10,7358

### Weather Information

**September Quarter 2015**
- Average Minimum Daily Temperature (°C): 6.1
- Average Maximum Daily Temperature (°C): 14.4
- Average Daily Rainfall (mm): 1.2
- Total Rainfall for the Quarter (mm): 110.8

Source: Bureau of Meteorology.

**Note:** Weather information recorded at Melbourne Airport monitoring station.

### Building Work*

**Hume City**

<table>
<thead>
<tr>
<th>No. of Building Permits</th>
<th>Value of Building Work ($’000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic/Residential</td>
<td>873</td>
</tr>
<tr>
<td>Commercial/Retail</td>
<td>68</td>
</tr>
<tr>
<td>Industrial</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>975</strong></td>
</tr>
<tr>
<td><strong>Value of Building Work</strong></td>
<td><strong>$231,200</strong></td>
</tr>
</tbody>
</table>

**Melbourne**

<table>
<thead>
<tr>
<th>No. of Building Permits</th>
<th>Value of Building Work ($’000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic/Residential</td>
<td>16,659</td>
</tr>
<tr>
<td>Commercial/Retail</td>
<td>2,498</td>
</tr>
<tr>
<td>Industrial</td>
<td>176</td>
</tr>
<tr>
<td>Other</td>
<td>709</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20,042</strong></td>
</tr>
<tr>
<td><strong>Value of Building Work</strong></td>
<td><strong>$6,681,858</strong></td>
</tr>
</tbody>
</table>

**% of Melbourne**

<table>
<thead>
<tr>
<th>No. of Building Permits</th>
<th>Value of Building Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic/Residential</td>
<td>5.2%</td>
</tr>
<tr>
<td>Commercial/Retail</td>
<td>2.7%</td>
</tr>
<tr>
<td>Industrial</td>
<td>6.8%</td>
</tr>
<tr>
<td>Other</td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4.9%</strong></td>
</tr>
</tbody>
</table>

Source: Victorian Building Authority

*Please note, there were errors with some of the previous data in this table.

The value of all building works in Hume City during the three months to September 2015 was $231.2 million, representing 3.5% of the value of all building works in the Melbourne Metropolitan area.

Domestic/Residential works amounted to $168.6 million and Commercial/Retail works $38.2 million. A total of 975 building permits were issued in Hume City in the three months to September 2015, 4.9% of the Melbourne Metropolitan total.
Waste

<table>
<thead>
<tr>
<th>September Quarter</th>
<th>Domestic Waste Collection</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Total waste collected (tonnes)</td>
<td>10,169</td>
<td>10,567</td>
<td></td>
</tr>
<tr>
<td>- Kilograms per household per week (kg)</td>
<td>12.4</td>
<td>12.4</td>
<td></td>
</tr>
<tr>
<td>Waste weighed at Council landfills (tonnes)</td>
<td>9,380</td>
<td>9,469</td>
<td></td>
</tr>
</tbody>
</table>

Source: Hume City Council

Median Weekly Rent

<table>
<thead>
<tr>
<th>Region</th>
<th>3 bedroom house</th>
<th>2 bedroom flat</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2014</td>
<td>June 2015</td>
<td>June 2014</td>
</tr>
<tr>
<td>Hume City</td>
<td>$320</td>
<td>$330</td>
</tr>
<tr>
<td>North West Melbourne</td>
<td>$340</td>
<td>$350</td>
</tr>
<tr>
<td>Metro Melbourne</td>
<td>$350</td>
<td>$360</td>
</tr>
</tbody>
</table>

Source: Department of Health & Human Services

International Air Traffic

<table>
<thead>
<tr>
<th>June Quarter</th>
<th>Melbourne Airport</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passengers (no.)</td>
<td>1,882,826</td>
<td>2,010,025</td>
<td></td>
</tr>
<tr>
<td>Freight (tonnes)</td>
<td>60,586</td>
<td>66,150</td>
<td></td>
</tr>
<tr>
<td>Aircraft Movements (no.)</td>
<td>9,807</td>
<td>10,053</td>
<td></td>
</tr>
</tbody>
</table>

Source: Air Transport Statistics – International Airlines, Bureau of Infrastructure, Transport & Regional Economics

Property Sales

<table>
<thead>
<tr>
<th>COMMERCIAL/RETAIL</th>
<th>INDUSTRIAL</th>
<th>RESIDENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>VACANT</td>
<td>VACANT</td>
<td>VACANT</td>
</tr>
<tr>
<td>no. of sales</td>
<td>no. of sales</td>
<td>no. of sales</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>0</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Hume City Council
There were 693 residential lots released during the September Quarter 2015; this was a decrease of 10.1% on the previous quarter (771 lots released). Mickleham had the highest number of lots released (202) during the quarter. This was followed by Craigieburn (148 lots) and Greenvale (131 lots).

MEDIAN PRICE OF RESIDENTIAL PROPERTY SALES BY PRECINCT*

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Vacant June Quarter 2014</th>
<th>Improved June Quarter 2014</th>
<th>Vacant June Quarter 2015</th>
<th>Improved June Quarter 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attwood</td>
<td>$285,000</td>
<td>na</td>
<td>na</td>
<td>$460,000</td>
</tr>
<tr>
<td>Broadmeadows/Jacana</td>
<td>na</td>
<td>$345,000</td>
<td>na</td>
<td>$360,000</td>
</tr>
<tr>
<td>Bulla/Wildwood/Clarkefield/Oaklands Junction/ Yuroke</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Campbellfield/Somerton</td>
<td>na</td>
<td>$343,750</td>
<td>na</td>
<td>$375,000</td>
</tr>
<tr>
<td>Craigieburn</td>
<td>$211,500</td>
<td>$340,000</td>
<td>$235,000</td>
<td>$385,000</td>
</tr>
<tr>
<td>Dallas/Coolaroo</td>
<td>na</td>
<td>$307,750</td>
<td>na</td>
<td>$310,000</td>
</tr>
<tr>
<td>Gladstone Park</td>
<td>na</td>
<td>$395,000</td>
<td>na</td>
<td>$450,500</td>
</tr>
<tr>
<td>Greenvale</td>
<td>$259,000</td>
<td>$542,500</td>
<td>$280,000</td>
<td>$505,000</td>
</tr>
<tr>
<td>Kalkallo</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Meadow Heights</td>
<td>na</td>
<td>$309,000</td>
<td>na</td>
<td>$333,000</td>
</tr>
<tr>
<td>Melbourne Airport</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Mickleham</td>
<td>$186,900</td>
<td>na</td>
<td>$211,900</td>
<td>$621,500</td>
</tr>
<tr>
<td>Roxburgh Park</td>
<td>na</td>
<td>$345,000</td>
<td>na</td>
<td>$395,000</td>
</tr>
<tr>
<td>Sunbury/Diggers Rest</td>
<td>$252,500</td>
<td>$345,000</td>
<td>$212,000</td>
<td>$360,044</td>
</tr>
<tr>
<td>Tullamarine</td>
<td>na</td>
<td>$382,500</td>
<td>na</td>
<td>$400,000</td>
</tr>
<tr>
<td>Westmeadows</td>
<td>na</td>
<td>$390,000</td>
<td>na</td>
<td>$440,000</td>
</tr>
<tr>
<td>Hume City</td>
<td>$228,000</td>
<td>$350,000</td>
<td>$236,000</td>
<td>$380,000</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 unemployment rate for Hume City decreased from 9.1% to 8.9% in the June Quarter 2015. Hume City's unemployment rate remains higher than both the Greater Melbourne (6.5%) and Victoria (6.4%). Unemployment for Hume City is lower than the same quarter last year, when the unemployment rate was 10.0%.

**Note:** Please note, there were errors with some of the previous data in this table.

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

Source: Hume City Council

*Please note, there were errors with some of the previous data in this table.

Note: 'na' denotes not available due to an inadequate number of sales or incomplete data. Excludes 'Rural' sales.
VISUAL MERCHANDISING – WHY? WHAT? WHERE? AND HOW?

This series of 10 short videos will take you through some simple steps to improve your store presentation with only a small amount of time and effort.

Topics include:

• What is visual merchandising?
• A welcoming shop front and getting the basics right
• The elements in a good display
• Some ‘tips’ for creating impact with your display
• Fashion and Accessories Displays
• A feast for the eye - Food and Deli’s
• Homewares, Florists and Gifts
• Merchandising tips for Cafés and Restaurants
• Your VM toolbox and annual VM check-up
• Visual Merchandise reminders of success