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# HUME CITY COUNCIL ECONOMIC UPDATE

SEPTEMBER 2019

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HUME CITY

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HUME CITY COUNCIL IS A PROUD SUPPORTER OF THE AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

Cover: Coast to Coast RV Services

If you have any comments, suggestions or stories of interest for the Economic Update, or if you would like to receive a copy please contact us on 03 9205 2200, or visit Hume City Council's website [hume.vic.gov.au](http://hume.vic.gov.au)

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# MAYOR'S INTRODUCTION

## WELCOME TO THE SEPTEMBER EDITION OF THE ECONOMIC UPDATE

This edition showcases some of the innovative businesses that are driving growth in Hume and what sets them apart from others.

In this edition we feature:

- The Fresh Cheese Company, established in a quaint family garage, which has become one of Australia's most successful award-winning cheese manufacturers.
- A new local café – Humble Harry, the perfect destination for a great dining experience in Broadmeadows.
- Lawson Sideloader Services, a Tullamarine based transport company that specialises in short-service shipping container transport across metropolitan Melbourne is in its 20th year of operations.
- Baron Rubber and Technologies, a leading manufacturer in precision moulding and silicon, rubber and plastic components, with a diverse portfolio of over 1,000 products.
- MOBA, a specialist mobile automation company that builds engineered lasers across a variety of industries, which is setting its sights for the future by investing its technology and expertise resources into waste management.
- iBuild, a niche business for modular construction and kit homes which has a revolutionary way of developing, manufacturing and engineering in the housing and construction industry in Australia and overseas.
- Sussex Taps, which has been a family brand since its inception in 1995 - a true local industry - with their own foundry and manufacturing workshop right here in Campbellfield.
- Supercart, Australia's first and only manufacturer of consumer shopping trolleys made from recycled plastic, which has been pushing the boundaries of trolley design for over 30 years.
- Coast to Coast, one of Australia's largest importers and distributors of over 4,500 recreational vehicle (RV) products, who prides itself on exceptional products and service with over 40 years' experience.

Our 'People in Hume' section captures more inspiring and motivating stories.

I hope you enjoy reading this edition of the Economic Update and please do not hesitate to contact Council's Economic Development Department on any of the stories featured.

**Cr Carly Moore**  
Mayor of Hume City Council



# HUME DREAMTIME BUSINESS LUNCH

The inaugural Hume Dreamtime Business Lunch took place at Meadowbank Estate Campbellfield, during the AFL Indigenous Round in May this year. Over 200 people attended the event in the lead up to the “Dreamtime at the G” match between Richmond and Essendon.



BRENDON GALE, SHELLEY WARE AND XAVIER CAMPBELL



BRENDON GALE, MICHAEL LONG AND XAVIER CAMPBELL



Guests were invited to join Council over lunch with some very special guests, Brendon Gale, CEO of the Richmond Football Club and Xavier Campbell, CEO of the Essendon Football Club.

Shelley Ware, host of the Marngrook Footy Show and passionate Carlton supporter, facilitated a conversation with the two CEOs. Shelley delved into their past with some anecdotes and looked to the future to share how the two clubs have thrived with the significant contribution of Indigenous players.

Brendon and Xavier shared their insights on the challenges and triumphs they've faced as CEOs and the transformations made within their clubs.

The annual AFL Indigenous Round acknowledges the contribution of Indigenous players to Australian Rules Football. Each year, the “Dreamtime at the G” match, celebrates the role the game has played in building bridges between Indigenous and non-Indigenous Australia, and the substantial contribution Aboriginal and Torres Strait Islander cultures have made to football.

The event provided excellent networking and professional development opportunities for the business community and was proudly sponsored by Telstra Store Broadmeadows and Telstra Business Centre Essendon.

Hume City Council is proud of the relationships it has built with its businesses and is looking forward to continuing to offer these networking opportunities in the future.

# A WORLD CLASS CHEESE MANUFACTURER SELLING DIRECT TO PUBLIC WITHIN HUME

Established in a quaint family garage, The Fresh Cheese Company has become one of Australia's most successful award winning specialty cheese manufacturers.

In 1988 Paolo Facchino, an Italian migrant, converted his family garage in Mordialloc into a small handmade cheese factory, creating Mamma Lucia Cheese - one of Australia's first manufacturers of fresh, high quality Mediterranean style cheese.

Originally selling through local delicatessens and shops, over time Mamma Lucia Cheeses became so well known within the local community that one of the current directors saw potential and partnered with Paolo in order to expand the business.

Fernando Machado, Marketing & Export Manager of The Fresh Cheese Company remarked, "The Italians in the local community really enjoyed the great range of traditional products that Paolo manufactured, so with the assistance of his new partner, they moved Mamma Lucia Cheese to a purpose built factory in Dandenong."

Over time, Mamma Lucia Cheese expanded and with the substantial growth of the business, new directors came on board. Alfonso Inglese, Geoffrey Sharpe and Gerald Delany created The Fresh Cheese Company and began purchasing other Australian cheese companies in order to diversify its product offering.

The directors then amalgamated the businesses and created The Provedore Group, which included two manufacturing entities, The Fresh Cheese Company and Montana Foods.

The Fresh Cheese Company produces products under the Mamma Lucia Cheese, Puglia Cheese, Jaycroix Cheese and Apollo Cheese brands, whereas Montana Foods manufactures all non-cheese products, including dip and pesto varieties under the Chef's Delight brand and yoghurt under The Provincial Dairy brand. The Fresh Cheese Company also manufactures under private labels for numerous companies domestically and internationally.



BOCCONCINI IS ONE OF THE MANY CHEESES CREATED BY THE FRESH CHEESE COMPANY

The growth of businesses like this plays an important role in contributing to the city's liveability and supporting the creation of job opportunities.

Hume's accessibility and ability for distribution of goods was also a defining factor in the company's decision to relocate its headquarters, manufacturing and distribution base.

***“The Fresh Cheese Company, located in Broadmeadows, is one of many food manufacturers in Hume to sell direct to public, adding to the vibrant and growing Visitor Economy.”***

– Fernando Machado, Marketing & Export Manager

“The Hume area has great access to the freeways for our trade routes and it offered more space than where we were located previously in Brunswick. It also assists with the export of goods and packaging materials with the company being so close to Melbourne Airport,” said Fernando.

Across the entire company, there are approximately 130 employees and 115 of those are employed within the Hume facility. Twenty five percent of the employees are local Hume residents and The Fresh Cheese Company has plans to expand further, creating more jobs for the local community.

The Fresh Cheese Company procured the old Kraft “Lanes Biscuit” factory when the business outgrew its facilities in Brunswick, transforming the factory into a cheese-grade manufacturing site.

Throughout the company's 20-year history, the legacy of Paolo's passion for cheese making has remained strong. The company's dedicated staff pride themselves on creating the highest quality product possible, through the freshest ingredients and exceptional service.

For more information on Hume's direct to public offer, follow @discoverhume on Instagram visit: [freshcheese.com.au](http://freshcheese.com.au)

# THE COFFEE AND DINING EXPERIENCE PUTTING BROADMEADOWS ON THE MAP

A new local café! Humble Harry Roasting Co. is the perfect destination for a great dining experience in Broadmeadows.



TASTY HALAL FOOD IS SERVED SEVEN DAYS A WEEK AT HUMBLE HARRY

Harun and Erkan share a love for coffee roasting, quality food and great service. Starting from small beginnings, in just five short years, the duo has established a successful local coffee roasting business, a small local café (Corner Store Espresso) and the newest addition to their portfolio, Humble Harry Roasting Co.

Since opening its doors in January 2019, Humble Harry Roasting Co., located in the busy Broadmeadows Railway Station, has become a well-known coffee and food experience in the Broadmeadows community, expanding the range of dining options that are available across Hume City.

Harun (also known as Harry) explained how the adventure started, "I was inspired after I bought a coffee machine for home and started experimenting with roasting coffee beans. The passion grew when my business partner and I imported a roasting machine and started roasting coffee beans from home in Craigieburn."

The café offers the only local in-house coffee bean roasting facility and a full dining menu. "Not only can our customers buy our coffee beans, they can immerse themselves in the process of how it is created."

"As part of the experience we offer cupping sessions for those who are serious about their coffee and want to grow their knowledge in the industry."

***"We are so privileged to have such a strong following of loyal customers; we are one of the only dine-in cafés in the area that do what we do."***

– Harun Bultan, Owner

Humble Harry offers a wide selection of house roasted arabica beans, sourced from around the world. The stable blend or house blend, playfully named *Sunny Boy*, is the hero of the selection on offer. The owners however, like to change things up, "We like to rotate single origins, whatever is fresh and in season. We will give it a whirl to see the response of the locals and coffee enthusiasts."

The halal kitchen pumps out classic brunch and lunch options, popular burgers alongside vegetarian and vegan options. Humble Harry has also extending its hours to a new and exclusive dinner menu from Friday through to Sunday nights.

"Our customers range from those waiting for international airport transfers, to visitors venturing from outside of the Melbourne area. Our strongest customer base is really the local community," said Harun.

The business has worked closely with Council's Economic Development Department through the planning process and in promoting this new addition to the Visitor Economy in Hume.

"Council's plans for the town centre really inspired us in deciding on this space. I always felt like this complex just needed someone to make a change. I believe that we can contribute to the changing of the Broadmeadows profile. Humble Harry's and the Council's five year plans align and complement each other very well. We want to put Broadmeadows on the map."

For more information on Hume's dining offer follow @discoverhume on Instagram visit: [humbleharry.com.au](http://humbleharry.com.au)

# SIDELoader TRANSPORTATION FROM HUME TO GREATER MELBOURNE



LAWSON SIDELoader SERVICES SERVICES GREATER MELBOURNE FROM ITS TULLAMARINE HEADQUARTERS

Melbourne's largest sideloader company, Lawson Sideloader Services is in its 20th year of operations, moving into the future at full speed.

Lawson Sideloader Services is a Tullamarine based transport company that specialises in short-service shipping container transport across metropolitan Melbourne.

The business' unique 'hub and spoke' model was dreamt up by Founder and Managing Director David Eroglu. "As opposed to the majority of the transport industry, we do things differently. We use multi-container trucks for long distance and smaller, sideloader trucks for short distances, saving us time and money. We're the first to come up with this system and now others are beginning to follow us," said David.

The method is simple but effective: drivers collect numerous freight containers from inbound terminals, transporting them to one of Lawson's three hubs in Tullamarine, Dandenong or Laverton.

***"The transport industry is in high demand with goods and containers arriving 24/7. We operate a night shift to keep the business running and to continuously meet our clients' needs all day, every day."***

– David Eroglu, Founder and Managing Director

They are then loaded on to a smaller, one-container sideloader vehicle and delivered to the next or final destination within Melbourne. The driver then collects an empty container to return.

"We send the trucks to pick up the goods and deliver them to you. If you only have room for one container at a time, we collect containers to avoid terminal storage charges and deliver one at a time and keep rotating them

through. Then we will return the containers back to the depot."

With over 60 trucks (35 which are sideloaders) in continuous operation, Lawson Sideloader Services transports approximately 40,000 containers a year.

"The transport industry is in high demand with goods and containers arriving 24/7. We operate a night shift to keep the business running and to continuously meet our clients' needs all day, every day. Our holding yards allow for continuous operation to minimise delays," explained David.



LAWSON'S FLEET OF 35 SIDELoader VEHICLES CREATE AN IMPRESSIVE TEAM



**24/7  
OPERATION**



**40,000  
CONTAINERS PER YEAR**



**20-YEAR  
HISTORY**

The benefits of David and his team's unique services are plentiful. "Rigid tray trucks are often on a deadline, must be unloaded on the spot and tend to require loading bays, whereas side loading trucks allow for containers to be loaded and unloaded virtually anywhere and can be moved with forklifts. We give our customers a week to unload, which allows them to maximise efficiencies and time management," said David.

With its headquarters being based in Tullamarine, the decision to start and stay in Hume was based both on logistics and convenience; all major freight forwarders, shipping lines, many clients and staff are based in the area, there is no need to be anywhere else.

Lawson Sideloader Services started with humble beginnings. David started the company after a four year career with an airport logistics company and decided to go it alone.

"It was a crazy time, I was 25, newly married, my wife was seven months pregnant. I was ignorant and naïve but I'm so glad I did it. I saw an opportunity where I thought 'I'll give this a go' and make my own hours."

"After six months of working for myself I realised I could never work for anyone else! I have put in a lot of hours, it worked out and now my wife works for the business and does all the accounting too."

The hard work has proven successful – Lawson Sideloader Services is now 20 years old; is the sixth largest container carrier, and largest sideloader operation with 35 sideloaders in its fleet. The company now employs 70 staff across all facilities and job descriptions.

**For more information, visit:  
[lawsonsideloader.com.au](http://lawsonsideloader.com.au)**

# BARON LEADS THE WAY IN SILICONE & RUBBER TECHNOLOGY



MEDICAL GRADE MANUFACTURING CALLS FOR STRICT SANITARY ENVIRONMENTS

Baron Rubber is not just a rubber company but also a leading manufacturer of silicone based healthcare and industrial products manufactured in Broadmeadows and distributed globally.

Founded and established in North Coburg by Barry Newell in 1976, Baron Rubber has been in continuous operation as a leader in precision moulding and silicon, rubber and plastic components. The business prides itself on investing in new technologies, always pushing boundaries to make the impossible, possible.

After outgrowing its Coburg facilities in 2011, Broadmeadows was selected for the next phase of expansion for convenience purposes. "We were looking for a new factory and site, somewhere close for our staff, so we selected Broadmeadows as it was still within the 10km radius - we weren't disruptive of travel times and families. The location is also perfect for logistics," Owen explained.

***"We can basically manufacture most items made from plastic, rubber and silicone. We receive some weird enquiries which appear unworkable but our designers/engineers surprise us time and time again with practical solutions."***

– Owen Newell, Managing Director

With a diverse portfolio of over 1,000 products, Baron Rubber has the capability to manufacture a broad range of products such as rail pads, mining screens, medical devices including sleep apnea, dental products, footwear, baby products and veterinary products.

"We have actually had a few participants from the Shark Tank use our facilities for their product ventures in market," said Owen.

Baron Rubber is dissimilar from its competitors in many ways. We design and manufacture our own compounds, then only approve material after rigorous testing and experimentation. A lot of Australian companies will outsource this service however, we prefer to keep quality control within Australia.

In 2006, Baron Technologies an Australian owned, Chinese-based facility was formed as an arm of Baron Rubber, due to the difficulties of onshore manufacturing. This allows the business to provide manufacturing choices to its customers. The company is still managed and jointly run from the Broadmeadows facility.

78

STAFF IN AUSTRALIA

1 MILLION

PARTS WEEKLY

43 YEARS

OPERATING LOCALLY

ISO 13485

MEDICAL DEVICES QUALITY MANAGEMENT



WORKERS CREATING RUBBER FOR COMMERCIAL GOODS

"We established an Australian owned business in Shanghai to provide us with global opportunities in new diverse international markets. As a global supplier, we need to be close to our customers and our facilities in Shanghai assists with the proximity to the Asian markets, but more importantly compliments our Australian operations," said Owen.

The business recently received a government grant for the installation of solar panels to assist energy usage at the facilities. This has been a beneficial move, with the company seeing a decrease in electrical usage charges and is now looking at installing solar panels on its new buildings.

"There isn't a lot of support for Australian manufacturers at the moment; there is a lot for biochemical and high-end manufacturing, but I think that local tier one and two manufacturers and engineering companies have missed out since the automotive plants have shut down. It is great to see support coming through the Council on an important issue such as Australian manufacturing," said Owen.

Moving forward, Baron Rubber is poised for the future. "We have planned for our growth, securing several factories next door to each other for the Australian operations, ready for when they are required."

"We continue to invest and support the Australian manufacturers in China and vice versa. China has grown quite large under the Baron group, but we are hoping for a change which will see more manufacturing come back to Australia," said Owen.

For more information, visit: [baronrubber.com.au](http://baronrubber.com.au)

# SPECIALIST LASER COMPANY SET SIGHTS ON FUTURE

MOBA Mobile Automation Australia Pty Ltd is a specialist mobile automation company that builds engineered lasers across a variety of industries.



Originating as MCE Lasers, the business was acquired by global German-based company MOBA as its Australasian representation, becoming the twelfth subsidiary around the world and the sole representative in this region.

MOBA's largest market is lasers and machinery for land levelling and earth moving and control equipment for farming irrigation. Essentially, the user sets the slope at which they need the land on a laser command unit. A receiver intercepts the beam and automatically adjusts the angle at which the machinery cuts the land.

"This market is around 50% of our business. We export this around the world and sell to the US, Pakistan, Egypt, Europe, Korea and many other countries," said Daniel Ramondetta, Managing Director, MOBA Australia.

The other 50% of business operations involves engineering lasers for building and construction, positioning lasers, industrial lasers (e.g. tunnelling and mining) and pipelaying lasers, respectively.

All products are engineered from scratch and internal components are handmade by a team of specialists in their fields. This level of engagement allows for all lasers and components to be customised and modified to each client's specific workflow and requirements.

Daniel explained the process succinctly, "The engineers facilitate how we will make the product and then our staff will specialise in software development – i.e. what are the features the customer wants; the human/machine interface. Then we begin to make the product, including the enclosures."

"We conduct a range of testing to ensure it is fit for purpose and then sell to our client or other distributors."

Looking toward the future, MOBA is investing its technology and expertise resources into waste management. As part of investing in 'smart cities', MOBA is launching sensors, underbody scales

and dynamic front-loading abilities, alerting council about bin weights and fullness.

This will work to improve processes around waste collection, improving economies of scale and time management. "Rather than paying for the pickup of the

bin, the customers will be paying for the weight of the bin. That's what's happening in Europe and we're working on bringing the process to Australasia," said Daniel.

***"Industrial lasers can be very specific, and we do a lot for the tunnelling and mining industries. Companies like Rio Tinto and BHP who have large underground tunnels, use our lasers to guide boring to keep their direction and pitch."***

– Daniel Ramondetta, Managing Director



**2007, 2008 & 2015  
HUME EXPORT AWARD WINNER**

For more information, visit:  
[mcelasers.com.au](http://mcelasers.com.au)

# BUILDING TOWARDS THE FUTURE

A revolutionary way of developing, manufacturing and engineering the housing and construction industry in Australia and overseas.

Migrating from China, iBuild founders Michael Zeng and Jackson Yin shared a common interest in property investment throughout Australia, America and China, focusing on mining accommodation structures. Inspiration sparked after the pair discovered a niche in modular building design, engineering and construction and in 2014, iBuild was created.

Originally opening in Mulgrave, iBuild expanded its engineering base into a new Campbellfield facility last year, thanks to business expansion and opportunities. "Before moving to Hume, a lot of the manufacturing was done interstate or offshore in China. The new spacious building allowed us the opportunity to keep 50% of the work in Melbourne, including design, engineering, project management and manufacturing," said Michael.

iBuild have two different arms: modular construction and kit homes. In modular construction, iBuild constructs the building in the factory and delivers to the client in parts, whereas kit homes are built by the individuals who purchase them. Client requirements vary - from redevelopment to extensions, or completely new buildings. The process can last from a few months all the way up to a year.

"In terms of sales, our small kit home named 'Avila' is our most popular offering. The customers love it – they can place it in their backyard as a granny flat or select it as a new residential home," commented Michael.

The company has a very strong social conscience, understanding that what they do can benefit many. In 2018, iBuild was selected by the Victorian Government as one of three companies to deliver six small modular homes, creating housing for the homeless in Brighton.



TEAM MEMBERS PREPARE PARTS OF A PRE-FABRICATED BUILDING

The structures took three months to construct and were erected onsite in two weeks. "We were very proud to be part of such an important campaign with the Victorian Government. We believe that we have a social responsibility to help those less fortunate wherever we can. That is a principle that drives us," Michael explains.

The company also developed a school in Papua New Guinea as part of a United Nations project, funded by the Chinese Government. iBuild provided the building and technology system packages, inclusive of internet and computer system services.

Michael is currently speaking to the UN about disaster relief opportunities and is in constant communication with a building agency in the Philippines.

"As a company, we hold relief aid close to our hearts and want to develop this further," said Michael.

iBuild was recently engaged in modular design research with Monash University, one of the leading research projects in Australia of its kind. The company assisted students with key insights into structure, design, mechanical engineering and transportation of modular structures.

Moving forward, iBuild's ambitions are prosperous. "We want to be the leading modular supplier in Victoria and around Australia. With the larger projects we are currently pitching for and winning, it seems that we are on the right path to being in the top competitive space for modular construction."

For more information, visit: [i-build.com.au](http://i-build.com.au)



**2 DAY  
MODULAR HOME ERECTION**



**50 YEAR  
MINIMUM LONGEVITY**

# SUSSEX TAPS STRONGER THAN EVER

Sussex Taps have been a family brand since the business' inception in 1995.

The business was founded by Nicolaas Johannes Van Putten, a skilled Dutch immigrant who arrived in Australia in 1960. A jeweller and watchmaker by trade, his keen eye for detail eventually turned to high end tapware after his original shop began to make components for Caroma Dorf.

Director (and daughter of Nicholaas Van Putten), Vanessa Katsanevakis explains simply, "Dad loved Australia. Being of Dutch descent, everything he did was based around precision and making everything work like clockwork. That is his legacy that we carry on. We don't take any shortcuts and make sure that what we produce is engineered to the highest possible standard."

59 years later and now producing approximately 600,000 components a year, that attention to detail shines through. All products, including those that are readily available, are made specifically in-house to achieve consistent quality. "We could buy certain parts for a couple of cents, but we do it the hard way – the best way," said Vanessa.

The ambition within the business is clear as Sussex Taps is in the process of taking over multiple sites in Campbellfield, expanding from its first site 18 years ago.

The business also continues to invest in additional facilities and sustainability initiatives.

Sussex Taps are the only company of its kind in Australia with a proprietary foundry to melt and re-form swarf (unused metal shavings) into workable material. This saves materials, money and time and reduces the company's environmental impact.

"Our products are manufactured from a solid brass bar and of what the machine mills away about 40% is wastage - that goes back into our foundry. We re-melt the swarf to form it back into a bar, ready to be reused. That helps us to keep the material's value, rather than sell it off as scrap. There are only five foundries of this type in Australia - one is at the Perth Mint," explained Vanessa.



"It's really engrained in how we do things. My dad set up the business – it's vertically integrated so throughout the whole process, we do as much as we can internally. There are only a few things we import as we don't have the expertise or the ability to manufacture here. For example, a plastic cartridge that we purchase from Germany. Otherwise we make everything we possibly can."

A number of other sustainability initiatives exist at Sussex Taps; three quarters of the roof is covered in solar panels, the factory utilises LED lighting and has a 90% saving in energy cooling costs at the foundry, having installed a 3kw air cooler. The business also strives to reduce emissions by 10% year on year.



**65+**  
**EMPLOYEES**



**10%**  
**EMISSIONS REDUCTION  
YEAR ON YEAR**



**90%**  
**SAVINGS IN ENERGY  
COOLING COSTS**

The three Campbellfield sites (two next door and one a five-minute drive away) were chosen originally for affordability and proximity to where Johannes lived. Now, with much business growth in Hume, many suppliers to Sussex Taps are conveniently nearby. Hume's central location, close to both the airport and the CBD, prove perfect for Sussex Taps' continued growth in the market.

Approximately 65 employees work across the three sites in a mixture of administration, sales and factory workers. Of these, about 80% are local to the Hume area.

Vanessa outlined, "I hope that we'll double in the next five years. That's what we are working towards. We don't ever sit back and rest on our laurels. We've been growing at 25% to 30% over the last five years and we hope to maintain that. My main priority is for Sussex to be an iconic Australian brand – that's my lifetime's work."

For more information, visit:  
[sussex taps.com.au](http://sussex taps.com.au)

***“Council has been amazing, to be honest. It’s only in the last couple of years that we have been tapping into their resources and their people, and it’s been great. We love the sense of community, the awards and the networking abilities. I’m very impressed with Hume and they’re big supporters of ours.”***

– Vanessa Katsanevakis, Director



**VANESSA KATSANEVAKIS - YOUNG WOMAN MANUFACTURER (2018)**



**WINNER OF THE HUME BUSINESS AWARDS IN MANUFACTURING (2017) AND SUSTAINABILITY (2018)**

# SUPERCART PUSHING THE BOUNDARIES OF TROLLEY DESIGN



Located in Campbellfield, Supercart is Australia's first and only manufacturer of consumer shopping trolleys made from recycled plastic.

Supercart was first founded in South Africa and has been 'pushing' the boundaries of trolley design for over 30 years. With its expansion into Australia 10 years ago, the business now exports to New Zealand, Malaysia, India and other parts of the world.

The business produces trolleys made entirely of recycled plastic and in May 2018, released its first range of 'hybrid' trolleys. This range combines the best attributes of traditional steel trolley manufacturing with recycled plastic and was only made possible through thorough research and development.

General Manager Louw van Tonder explains, "The benefits of recycled plastic trolleys are clear: they are lightweight, durable, don't damage fittings and vehicles, tactility is more pleasant."

***"Another great benefit is that our trolleys are still recyclable at the end of their lifecycle. The same material can be used to produce new trolleys and new designs. We also offer a buyback scheme."***

– Louw van Tonder, General Manager

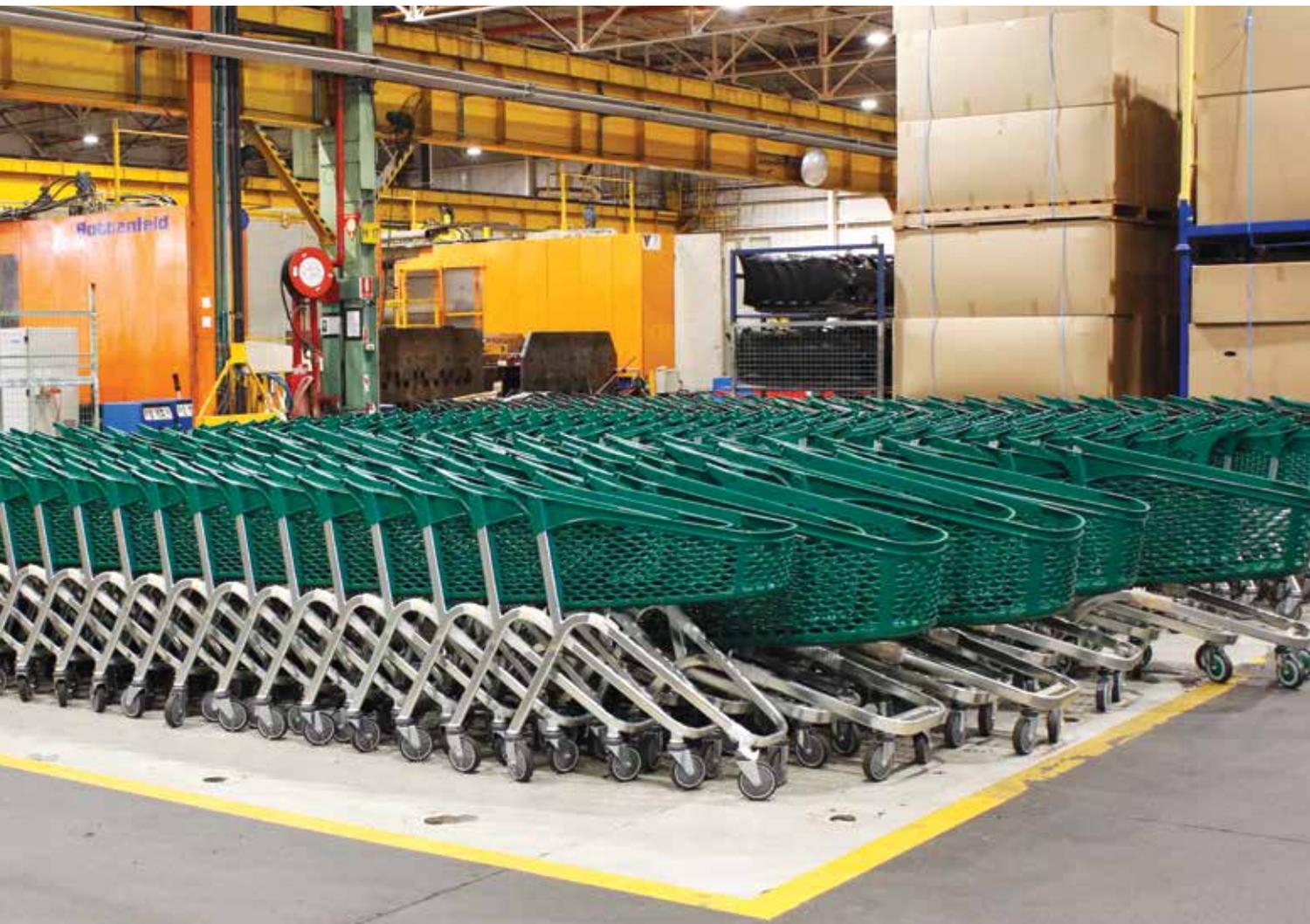
"Plastic is more comfortable for children, they provide great branding opportunities, are more attractive than a steel cage and ultimately, are much better for the environment."

Working closely alongside a recycling company, Supercart's trolleys are made from high density polyethylene (HDPE) which originates as milk or juice bottles. The material is kerbside collected, sorted, washed, cleaned and reprocessed to be

certified as food grade, meaning it's clean and safe to use.

"Only about 30% of milk bottles can be reused as milk bottles, which leaves 70% that can be re-used elsewhere or must be disposed of. So that is very attractive to the

recycler and they worked closely with us to get this process right, as it's opening a new market for that material," explained Louw.



**154 X 2L  
MILK BOTTLES  
= 1 LARGE TROLLEY**

The smaller of the two trolleys uses around 3 kilograms of recycled materials, equating to 66 2L milk bottles; the larger using 7 kilograms of raw material, around 154 milk bottles.

“There are typically 300 trolleys in a retail or grocery store in Australia (e.g. Coles or Woolworths), so every store that converts, is effectively saving 1.5 tonne of landfill or around 33,000 milk bottles.”



**66 X 2L  
MILK BOTTLES  
= 1 SMALL TROLLEY**

Every 1,000 mini-hybrid shopping trolleys and mid-size hybrid shopping trolleys removes in excess of 66,000 and 152,000 used 2L milk bottles respectively from the waste cycle; the equivalent of 3 tonnes and 7 tonnes of plastic respectively.

Innovative Plastic Solutions (IPS), the parent company of Supercart in Australia, started production in the facility in the mid-nineties. Over the last seven years, the business started to diversify due to the decline in motor vehicle production.



**60+  
STAFF**

Today, along with Supercart, IPS also produces automotive accessories and parts, lightweight steel framing (Blueframe), blow-moulded water tanks and LED shelving and lighting units (Picalux).

IPS employs 60 people across all areas of its business, with the majority calling Hume City home, and has plans to expand by another 20 staff members as the Supercart product begins to progress in the market.

**For more information, visit:  
[supercart.com.au](http://supercart.com.au)**

# A DIVERSE RANGE OF PRODUCTS STRETCHING FROM COAST TO COAST

With over 40 years of experience in the recreational vehicle industry and over 4,500 products, Coast to Coast prides itself on exceptional service.

Coast to Coast is one of Australia's largest importers and distributors of recreational vehicle (RV) products. The business started in Sydney in 1975 with four employees and today has grown to over 100 employees nationally. Located in four states across Australia, the business recently expanded into New Zealand. As a company, Coast to Coast prides itself on having an excellent reputation amongst customers and a diverse range of products on offer.

As a wholesaler, Coast to Coast supplies products to dealers, repairers and manufacturers who then distribute to the consumer. Besides Australian businesses, Coast to Coast partners with a large network of international companies and Australian suppliers to ensure they are distributing the latest and most innovative products.

Victorian Branch Manager Joe Waring remarked on the business' offerings, "If you were to build a house, think of all the appliances that go in to that house. Picture that for a caravan. For example, the cooker, microwave, rangehood, etc. This is a small example of some of the items we supply. Reduced weight and safety features are also something we must also consider when developing new products and standards for RVs. We have to meet different parameters to actually make them work for an RV setting."

The repair industry represents a large business interest for the company, supplying components for awnings, aluminium repairs, updates and upgrades of existing products. Coast to Coast also have a proprietary aluminium roll forming machine, assisting the business to create outer skins for vehicles.

"60% of our products are imported whilst the other 40% are our own aluminium products and those from locally sourced suppliers with several from the Hume area," Joe explained.



COAST TO COAST OFFER A WIDE VARIETY OF PRODUCTS FOR THE RV COMMUNITY

The Somerton warehouse is the largest in the company at 5,400 square metres. The company selected Hume to base its operations due to rapid growth and has remained in the area since opening in Melbourne 16 years ago. In Victoria, Coast to Coast service over 350 clients, 130 of which are within 10 kilometres of the warehouse.

***“We have future plans to offer a cardio gym and fitness stations for the benefit of our employees, utilising the upstairs section in our offices.”***

– Joe Waring, Victorian Branch Manager

"These client relationships are very important to us. We offer product training and have external sales representatives that visit, promote and introduce the newest products to our clients," Joe explained.

Along with focusing on client relationships, the company prides itself on fostering and developing its internal culture, which in turn reflects on the way it does business with customers.

"We're one big team. As a branch of a national company, we can't help our customers without the support of our head office or our international and

local suppliers - we require other businesses to work with us to help us succeed. Everything we achieve is because of a combined effort. We don't exist without our customers and that's why we have such a customer-first focus. We are all in it together."

As part of fostering positive culture, Coast to Coast has started creating a workplace gym facility to encourage a healthy work life balance.

**For more information, visit:**  
[coastrv.com.au](http://coastrv.com.au)

# PEOPLE IN HUME



▶ **KERRIE  
BRADBURN**

Born from necessity, as a mother of two children with learning disabilities, Kerrie's journey towards Learn and Leap began when her eldest son entered the school system with a limited amount of assistance. Channelling her passion for education and literacy, Kerrie founded Learn and Leap in 2012 as an educational coach to assist children from ages 3-16 with learning disabilities. Kerrie's love for literacy is engrained in her programs stating, "if you cannot read something, how are you going to learn?"

"My motivation to be a special needs coach stems from personal experience, as the statistics are quite frightening. Dyslexia affects 10% of the Australian population, with 1 in every 70 having some form of autism. My children and those statistics are the reason I do what I do with Learn and Leap," said Kerrie.

A former member of the Rotary Club of Sunbury, Kerrie has also had a career in the not-for-profit sector and was the president of SOLD (Support & Opportunities for Learning Disabilities) for five years. She has also been on the Board of SPELD Victoria (Specific Learning Difficulties Victoria) assisting with the management and operations of the organisation by developing programs that support families with children diagnosed with learning disabilities.

A resident of Sunbury since 1983, Kerrie established Learn and Leap to assist the local community, with most of her students living in the Hume area. Some students travel from outer areas, however most of the children are from the Sunbury area.

"As a learning coach, I feel it's important for students with a learning disability to know that it's okay to make mistakes. So many students have a 'wall' to learning because they have been shut down and therefore feel misunderstood. We create an environment where the expectations are fair, the teaching is individualised and fun, and we can start to break down those walls."

**For more information, visit: [learnandleap.com.au](http://learnandleap.com.au)**



▶ **PETRA  
CHAMBERS**

Petra is a secondary school educator, with 20 years of experience as a biology and science teacher. Currently working part time, her week is filled creating beeswax wraps for The Grove 3429.

An alternative to single-use plastics, the wraps last up to 12 months and carry natural anti-fungal properties and antibacterial properties, keeping food fresher for longer. Handmade and made of natural cotton, the wraps are reusable, never go to landfill and are totally compostable.

Petra is passionate about sustainability and the benefits of beeswax wraps and has perfected her material quantities, opened an online store and started running workshops to educate the community on the importance of reducing single-use plastic consumption.

Petra was recently part of the 2018 Enviro Champions Program, run by Hume City Council. "It was a fantastic opportunity. Environmental issues within Hume was a main topic of focus. The program taught us about behavioural change and how this can be implemented in the community," said Petra.

The Grove 3429 also runs private workshops, teaching the community the importance of sustainability and how to make beeswax wraps at home. These workshops are also offered through Hume City Council's Libraries and Learning Program.

"If people know they can make a change to reduce their environmental impact, however small it is, they really feel like they have some control and are empowered. That's where I want The Grove 3429 to really shine".

**For more information, visit: [thegrove3429.com](http://thegrove3429.com)**

# HUME CITY SNAPSHOT

## FACTS AT A GLANCE

<b>JUNE QUARTER 2019</b>	
Total number of Residential Properties in Hume	75,518
Number of Residential Lots Released	1,644
<b>MARCH QUARTER 2019</b>	
Number of Planning Permit Applications	188
Hume City Unemployment Rate (%)	7.8%
Number of Property Sales	686

Source: Hume City Council

## POPULATION ESTIMATES

	2019	2024	2029	2034	2039
<b>JUNE QUARTER</b>					
Estimated Population	232,709	270,286	303,810	334,682	361,996

Source: Hume City Council Population Forecasts, id consulting, January 2019

## MEDIAN WEEKLY RENT

REGION	3 bedroom house		2 bedroom flat	
	MAR 2018	MAR 2019	MAR 2018	MAR 2019
Hume City	\$360	\$380	\$330	\$340
North West Melbourne	\$380	\$390	\$465	\$490
Metro Melbourne	\$400	\$400	\$440	\$450

Source: Department of Health and Human Services, Rental Report

## NO. OF RESIDENTIAL PROPERTIES BY PRECINCT

<b>JUNE QUARTER 2019</b>	
Attwood	1,082
Broadmeadows/Jacana	5,399
Bulla/Wildwood/Clarkefield/Yuroke	444
Campbellfield/Fawkner	1,752
Craigieburn	18,543
Dallas/Coolaroo	3,370
Gladstone Park	3,257
Greenvale	5,836
Kalkallo	786
Meadow Heights	4,718
Mickleham	3,178
Oaklands Junction	156
Roxburgh Park	6,470
Sunbury/Diggers Rest	14,860
Tullamarine/Melbourne Airport/Keilor	3,108
Westmeadows	2,559
<b>Hume City</b>	<b>75,518</b>

Source: Hume City Council

## BUILDING WORK

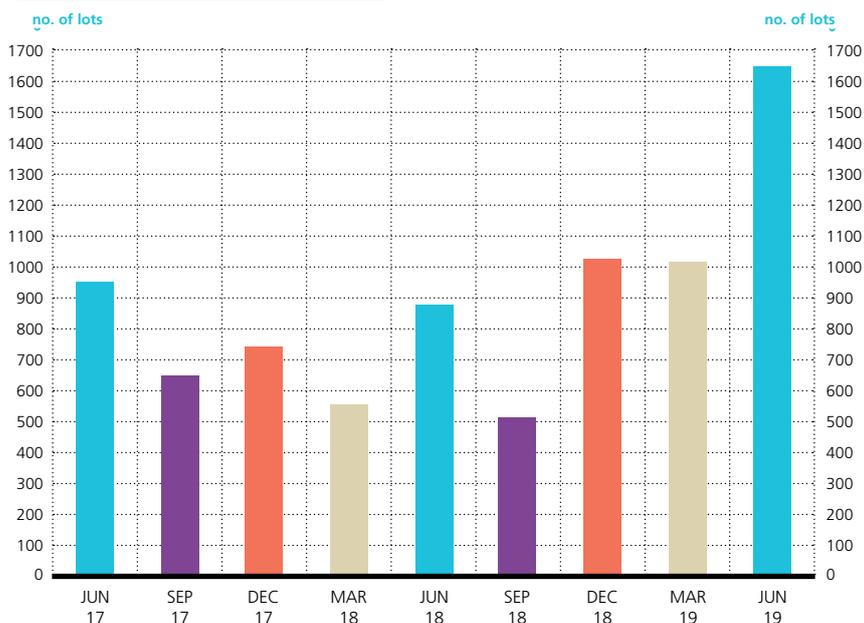
	Hume City		Melbourne		% of Melbourne	
	No. of Building Permits	Value of Building Work (\$'000)	No. of Building Permits	Value of Building Work (\$'000)	No. of Building Permits	Value of Building Work
<b>MARCH QUARTER 2019</b>						
Domestic/Residential	828	\$210,196	13,162	\$4,553,637	6.3%	4.6%
Commercial/Retail	63	\$26,752	1,826	\$1,809,065	3.5%	1.5%
Industrial	11	\$15,508	130	\$100,665	8.5%	15.4%
Other	44	\$24,812	754	\$747,004	5.8%	3.3%
<b>Total</b>	<b>946</b>	<b>\$277,267</b>	<b>15,872</b>	<b>\$7,210,371</b>	<b>6.0%</b>	<b>3.8%</b>

Source: Victorian Building Authority, Building Permit activity data  
The value of all building works in Hume City during the three months to March 2019 was \$277 million, representing 3.8% of the value of all building works in the Melbourne Metropolitan area. Domestic/Residential works amounted to \$210 million and Commercial/Retail works \$27 million. A total of 946 building permits were issued in Hume City in the March Quarter 2019, 6.0% of the Melbourne Metropolitan total.

SUBURB	MARCH QUARTER 2018		MARCH QUARTER 2019	
	Vacant	Improved	Vacant	Improved
Attwood	na	\$725,000	na	na
Broadmeadows/Jacana	na	\$500,000	na	\$492,000
Bulla/Wildwood/Clarkefield/Oaklands Junction/Yuroke	na	na	na	na
Campbellfield/Somerton	na	\$560,000	na	\$542,000
Craigieburn	\$386,500	\$544,900	\$392,500	\$496,000
Dallas/Coolaroo	na	\$493,000	na	\$438,000
Gladstone Park	na	\$630,000	na	\$633,750
Greenvale	\$495,000	\$712,000	\$413,000	\$726,000
Kalkallo	\$330,000	\$570,000	\$475,000	\$510,000
Meadow Heights	na	\$490,000	na	\$450,000
Melbourne Airport	na	na	na	na
Mickleham	\$290,000	\$540,950	\$300,500	\$460,100
Roxburgh Park	\$300,000	\$540,000	\$330,000	\$540,000
Sunbury/Diggers Rest	\$355,500	\$536,500	\$365,000	\$509,000
Tullamarine	na	\$513,000	na	\$552,500
Westmeadows	na	\$570,000	na	\$552,500
<b>Hume City</b>	<b>\$330,000</b>	<b>\$545,000</b>	<b>\$380,000</b>	<b>\$510,000</b>

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

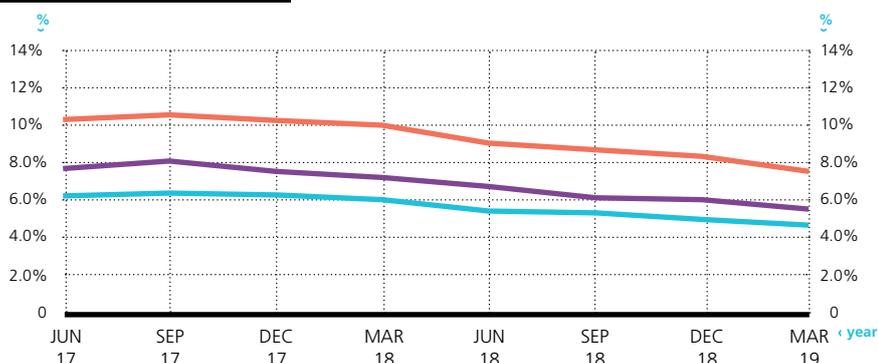
**RESIDENTIAL LOTS RELEASED**



There were 1,644 residential lots released during the June Quarter 2019. This was 62% higher than the March Quarter, and 87% higher than the same quarter in 2018. The suburbs with the most lots released were Craigieburn (452), Mickleham (417) and Greenvale (411).

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.

**UNEMPLOYMENT RATE**



The unemployment rate for Hume City decreased from 8.2% in the December Quarter 2018 to 7.8% in the March Quarter 2019. Hume City's unemployment rate remains higher than both Greater Melbourne (4.8%) and the 'Melbourne - North West' region (5.7%).

— HUME  
 — Melbourne - North West  
 — Greater Melbourne

Source: Department of Jobs and Small Business, Small Area Labour Markets Australia

FOR MORE HUME STATISTICS VISIT:



Hume Economic Profile



Hume Community Profile



# UPCOMING EVENTS

## NORTHERN BUSINESS ACHIEVER AWARDS BREAKFAST

- 5 September 2019
- 5 December 2019
- 5 March 2020

## SOCIAL MEDIA WORKSHOPS

- 17 October – Social Media Marketing 101
- 24 October – Facebook for Small Business Simplified
- 31 October – Digital Marketing Essentials
- 7 November – SEO Foundation for Small Business

## SMALL BUSINESS BUS

- 7 October – Gladstone Park
- 25 November – Sunbury
- 28 November – Westmeadows

## SMALL BUSINESS CLINIC

- 22 October – Broadmeadows
- 19 November – Sunbury

## STARTNORTH MASTERCLASSES

- 8 November – StartNorth Coworking Space Grand Opening Celebration
- 13 November – Business Planning Essentials: How to build a road map to success
- 5 February 2020 – Marketing Your Business: How to get it right the first time
- 15 April 2020 – Finance Fundamentals: How to keep cash flowing

## ATO WORKSHOPS

- 10 September – ATO Record Keeping for Small Business
- 21 October – ATO Single Touch Payroll
- 22 October – Tax Essentials for Small Business
- 29 October – ATO Record Keeping for Small Business
- 19 November – ATO Resourcing and Tax (Sole Traders)

For the current listing of all events and booking information, visit [www.hume.vic.gov.au/businessesvents](http://www.hume.vic.gov.au/businessesvents)

Follow

us on Instagram



@discoverhume

Things to do, places to visit and foods to eat in Hume! Share your experiences by tagging [#discoverhume](#) [#humeeats](#)



## HumeLink

Hume City Council's  
multilingual telephone information service.  
General enquiries: Telephone 9205 2200

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9679 9815

معلومات باللغة التركية

9679 9809

Za informacije na bosanskom

9679 9816

Za informacije na hrvatskom

9679 9817

Για πληροφορίες στα ελληνικά

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Per avere informazioni in italiano

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За информације на српском

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