

wyndhamcity



**WYNNING BUSINESS**  
**NEWSLETTER**

JUNE 2020

# FARM FRESH VEG HELPS WYNDHAM CACHE BUSINESS THRIVE

**There's still plenty happening at Wyndham Cache in Werribee South.**

A third-generation family business it includes a farm with 30,000 chickens, a deli stocked with gourmet produce and a café.

Although the café has had to close due to COVID-19 restrictions, the farm and deli keep farmer Danyel Cucinotta and the rest of the Wyndham Cache team very busy.

As an essential service, the deli is still open and offers fresh eggs daily as well as locally grown fruit and vegetables, honey and other local products seven days a week.

Danyel said that customers generally feel quite comfortable as only a few people are allowed in at a time and strict cleaning protocols are in place.

However, for those that would prefer to order from their own home, Wyndham Cache has introduced a click and collect service which is proving so popular they may continue to offer it when restrictions ease.

"Our clients virtually get a personal shopping service. From their home, they choose what they want from a list of our most popular 150 items and pay over the phone.

"We then get everything ready for them to collect their order in our car park", said Danyel.

Clients can call in the morning and find out what fresh fruit and vegetables are available as the selection changes every day.

Wyndham Cache has also partnered with other local businesses such as Hazel Baby Soy Candles and local barramundi producer Mainstream Aquaculture.

"We did a Mother's Day hamper with Hazel Baby which helped support her business and ours", said Danyel.

"We've also teamed up with Mainstream Aquaculture and we offer a weekly local delivery box of our products and theirs on Thursdays", she added.

Wyndham Cache continues to thrive and adapt to the changing world 50 years after Danyel's grandparents started it as LT's Egg Farm.

## **Contact Information**

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*Danyel Cucinotta & Renay Ahmed*







# THINKING OUTSIDE THE BOX

**Thinking outside the box is paying dividends for home-based Truganina business The Sweetest Bite by Kylie G.**

Kylie Gardiner started her business providing gourmet dessert cups, cookie cakes, cookies and celebration cakes for parties and special events in 2017.

With her main source of revenue curtailed when social distancing rules were introduced, a re-think was required.

"No one can have a big party in iso so I'm mixing it up," said Kylie.

"Normally on the weekends I do a flash sale of leftover desserts and they always sell so I figured why not do a mixed box of treats and change it every week with different flavours and different things".

With the mixed boxes 'flying out the door' and people celebrating their birthday or other special event on the day it falls rather than postponing it to the weekend, Kylie is busy cooking every day of the week.

Apart from running her business and looking after her young daughter, which now involves some home schooling, Kylie said she likes to do as much as she can to support the local community.

"Last week I donated six boxes of cookies after I asked people to nominate a nurse or someone else that deserved a treat on my FaceBook page.

"From that Werribee Mercy now wants to order and a medical centre as well. Good karma brings good karma", she added.

#### **Contact Information**

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# MULTIPLE CHOICE ONLINE

## A test a day gives you an A

That's the philosophy of Anousone Keomany (known as AK), founder of free app Multiple Choice Online and winner of the WYNNovation Pitch Competition earlier this year.

AK designed his online platform to give students across Australia the opportunity to practice multiple choice exam questions - and it doesn't cost them anything.

"The app provides practice questions for grade 1 to year 12 students based on the Australian curriculum, VCE, NAPLAN and VCAT", said AK.

"There are more than 27,000 questions across 30 plus subjects available with more being added all the time", he added.

The content for the app is based on past exam questions as well as questions developed by experts on a range of topics.

AK started his business to help his 10 year-old daughter with her school work. He soon realised that he could assist a lot more students and started building the app which launched in November 2019.

Life has changed significantly for AK as he has since left his full-time management role at large auditing firm KPMG to concentrate solely on Multiple Choice Online.

"Coming from a big auditing company the discipline I learned there has helped me in my own business. And I've been able to use my knowledge about compliance and privacy especially, but it's certainly been very different", said AK.



Earlier this year AK won the first prize of \$5,000 in Wyndham City Council's inaugural WYNNovation Pitch competition where a group of local businesses participated in training to develop their business pitch skills.

AK was one of the final 10 businesses selected to give a five-minute pitch. He impressed the independent panel of judges with the feasibility, viability and scale potential of his product.

AK invested the \$5,000 prize money in search engine optimisation (SEO) marketing which he thinks, along with Facebook advertising and word of mouth, helped boost the number of users of his platform. Business has more than trebled in just six months.

"Being in the early stages of the business you can't compare to the year before so it's hard to know what to attribute the growth to exactly," he said.

"I think the COVID-19 situation with more students online and looking at what's available would have also helped," he added.

AK, who began supporting his daughter with her schoolwork, now wants to get every school student in Victoria to use his app and eventually go global.

"From Victoria, we'll take on Australia and then we'll tackle the world".

### Contact Information

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# HOW WYNDHAM CITY COUNCIL IS HELPING LOCAL BUSINESS

Wyndham City has announced a \$5m WYNLocal Economic Support package to assist businesses impacted by COVID-19

## **WynLocal Professional Services Advice Program**

- free professional business advice

Wyndham businesses can receive a free one-hour online consultation with a local specialist in one of four subject matter areas - business planning, digital marketing, finance and human resources/ industrial relations.

"This is a great opportunity for small businesses to choose the kind of expert advice that would most help their business and it doesn't cost them anything", said Daryl Wilson of Wyndham City Council.

"We've seen many different types of businesses taking advantage of this service including accountants, restaurants, trades and creative arts businesses. It's all about locals helping locals", he added.

Luciana Manrique, Marketing and Business Development Coordinator at Telstra Business Centre, Melbourne's West recently participated in the program.

"It was great to have one-on-one specialist digital marketing advice from Tina Okey of Launch Digital. Tina inspired us with her expertise and guidance", she said.

"I highly recommend the program to other small businesses", Luciana added.

To arrange your free session, [complete](#) the simple application form and choose the type of advice that would help your business. We will then connect you with the most suitable local expert on our external provider panel for the one-hour consultation.

For more information and to apply click [here](#).



Luciana Manrique gets digital marketing advice

## **\$1.5m Business Grants Program**

Wyndham City is providing funding to support Wyndham businesses negatively impacted by COVID-19 and help them adapt to a post COVID-19 economy. The grants are only open for applications from businesses that employ 50 people or less (includes sole traders) and other eligibility criteria applies. The funding could be used to invest in: new technologies and digital platforms, marketing systems, professional development and other projects that will help build entrepreneurship, innovation and business capacity. Projects that generate local employment potential and business growth in the longer term will be highly valued.

Applicants are encouraged to read the funding guidelines carefully before submitting their application.

Applications are subject to a competitive process and close Tuesday 9 June 2020 at 5.00pm.

For more information and to apply go to: <https://www.wyndham.vic.gov.au/business-recovery-and-growth-fund>

## **Business Rates Deferral Scheme**

- choose to pay your rates later

Businesses paying commercial, industrial or farming rates can apply to defer their outstanding rates for the 2019-20 financial year. This means that payment will be deferred up until 30 September 2020 without interest being charged. If you are interested, you will need to complete an application form as this is an opt-in scheme.

For more information and to apply click [here](#).

## **Waiver of Fees & Charges for Food Premises & Beauty Premises**

Wyndham City will waive fees and charges for food and beauty premises for the six-month period 1 March to 31 August 2020. There is no need to formally apply as the relevant Council department will contact businesses directly.





## Buy Local Campaign

Wyndham City is encouraging everyone in the community to support the local economy, and in turn each other, by buying local products and services.

Council has rolled out the Wyndham "We're in it together" campaign to get the community behind local businesses and local jobs.

Why buy local? Council commissioned economic modelling experts, Remplan to measure the local impact of local expenditure. The results are in and the numbers speak for themselves:

For every \$100 spent in Wyndham's local economy, \$67.16 stays in Wyndham. If you shop on-line with a non-Wyndham business a meagre \$4.17 stays in the city. Now more than ever is the time to think local so next time you click....click on a Wyndham based business website.

## Are you open for business?

If you're open for business let the community know by completing this [form](#) and your business will be included in our online [WyndhamOpen Business Directory](#).

Support Wyndham City's Buy Local Campaign.



## Connect with other Wyndham businesses through Localised

Join the new online platform Wyndham Localised and enhance your connections with other local businesses.

Wyndham Localised is free for all Wyndham businesses and offers:

- Free business directory with high level of search capacity
- Find businesses, find services, find products and find customers
- Online business forum to stay connected
- Expert articles to enhance business development

Click [here](#) to list your business today.

**Wyndham City Business Support**  
Ph 9742 8170  
[business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au)  
Or complete this [online enquiry form](#)

# OTHER GOVERNMENT SUPPORT FOR BUSINESS

**There is a range of government initiatives available to help businesses impacted by COVID-19 and it can be hard to know what you are eligible for and where to start.**

To answer your questions the Victorian Government has set up the Business Victoria Hotline 13 22 15. Trained staff can help you with information about state and federal government support.

Alternatively, answer a few questions about your business [here](#) and find out what support you may be eligible for.


Federal government business support includes:

- **JobKeeper payment for employers and employees** businesses impacted by COVID-19 may be eligible for a \$1,500 per fortnight wage subsidy for each employee
- **JobKeeper payment for sole traders** sole traders may be eligible to receive the \$1,500 per fortnight JobKeeper payment
- **Boosting cash flow for employers** the Australian Tax Office will provide tax-free cash flow boosts of between \$20,000 and \$100,000 to eligible businesses via credits in the activity statement system. The cash flow boosts will generally be the amount withheld from employee wages from March to June 2020.
- **Temporary relief for financially distressed businesses** higher thresholds and more time to respond to demand from creditors
- **Increasing the instant asset write-off** from \$30,000 to \$150,000 and expanded to include businesses with an annual turnover of less than \$500 million (up from \$50 million) until 30 June 2020
- **Backing business investment** accelerated depreciation deductions to encourage investment
- **Supporting apprentices and trainees** wage subsidies of 50 per cent from 1 January to 30 September 2020
- **Supporting the flow of credit** the government will provide a guarantee of 50 per cent to small and medium enterprises (SME) lenders for new unsecured loans for working capital.

Victorian state government support includes the following initiatives and more information can be found on the Business Victoria website [www.business.vic.gov.au](http://www.business.vic.gov.au).

- **Payroll tax refund** - businesses with annual Victorian taxable wages up to \$3 million will have their payroll tax for the 2019-20 financial year waived.
- **Liquor licence fees waived** renewable liquor licence fees for 2020 will be waived. Businesses who have already paid will be reimbursed.
- **Land tax deferral** landowners due to pay 2020 land tax that have at least one non-residential property and total taxable landholdings below \$1 million have the option of deferring their 2020 land tax payment until after 31 December 2020.
- **Business Support Fund** the fund provides eligible businesses with one-off grants of \$10,000
- **Working for Victoria** helps Victorian jobseekers find work and employers find workers
- **Rent relief for tenants in government buildings**
- **Commercial Tenancies Relief Scheme** introduced by the Victorian government to alleviate the financial hardship faced by tenants and landlords as a result of COVID-19.

**Business Victoria Hotline**  
13 22 15  
[www.business.vic.gov.au](http://www.business.vic.gov.au)



### **Matching Victorian job seekers with employers**

The Working for Victoria website aims to link employers with job seekers in Victoria. List your business and you can advertise your roles to workers who are also registered on the Working for Victoria online platform.

Positions should be for at least three months and must be paid at the award rate or equivalent wage rate of the existing workforce, whatever is higher. You will be able to screen and select from the full list of applicants or if you prefer you can choose from a shortlist of applicants.

**More information:**

[www.vic.gov.au/workingforvictoria](http://www.vic.gov.au/workingforvictoria)

### **Relief for Commercial Tenants**

The Victorian Government has announced a commercial tenancy relief scheme to help reduce the hardship faced by tenants and landlords as a result of COVID-19.

As part of the scheme evictions will be put on hold for six months for businesses with an annual turnover of under \$50m and at least a 30 per cent reduction in turnover. There is also a freeze on rent increases during this period.

On the other hand, the Victorian Government will provide land tax relief to commercial landlords that provide rent relief to their tenants, as long as certain conditions are met. More information is available [here](#).

If you would like to discuss your commercial tenancy situation contact the Victorian Small Business Commission for guidance.

**Victorian Small Business Commission**

13 8722

[enquiries@vsbc.vic.gov.au](mailto:enquiries@vsbc.vic.gov.au)

[www.vsbc.vic.gov.au](http://www.vsbc.vic.gov.au)



## COVID-19 Australian Business Survey

### Take the survey and help us get results for Wyndham

Economic modelling experts REMPLAN are surveying businesses throughout the COVID-19 pandemic about the impact on their operations.

Results so far show that businesses in the arts and recreation sector are the hardest hit by the COVID-19 crisis, reporting the highest revenue losses of any industry. Average impact on revenue being reported by arts & recreation businesses is -55.7 percent, greater than accommodation & food services (-49.3 percent) and other services (-46.5 percent).

However, while the effects of COVID-19 are predominantly negative for businesses, there are some that are seeing positive operational changes. These include greater customer acceptance of online delivery of services, increased use of local suppliers and more flexible work arrangements.

REMPAN's survey will be open for at least the duration of the COVID-19 crisis. Businesses are encouraged to respond several times throughout the crisis as policy and circumstances change.

If enough local businesses respond, we will be able to get data specifically for Wyndham. You don't need to provide any personal information and the survey will take you less than 10 minutes.

To take the survey now click on this link:  
[remplan.co/C-19](https://remplan.co/C-19)

### Help for manufacturers to reduce waste disposal costs

Aspire is an online platform that assists small to medium enterprises (SMEs) reduce their waste disposal costs by matching them with potential remanufacturer, purchasers or recyclers of waste resources.

Hayley Jarvis, who leads the Waste Management team at Wyndham City, said the benefits to business can be significant as the Aspire tool provides businesses with a more sustainable option than landfilling their waste.

"It also helps them save money and improve their efficiency", she said.

To date the ASPIRE program has focussed on manufacturing, but it is expected to expand into other sectors such as farming and construction.

You can find out more at [www.aspiresme.com](https://www.aspiresme.com) or email [hayley.jarvis@wyndham.vic.gov.au](mailto:hayley.jarvis@wyndham.vic.gov.au)



# ASPIRE 2.0 is now live !

Visit us at [aspimesme.com](https://www.aspiresme.com)

