



# WYNNING BUSINESS NEWSLETTER

SUMMER 2021



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

WELCOME TO THE FINAL EDITION OF WYNNING BUSINESS FOR 2021

I'm pleased to have joined Council in August this year as the new Chief Executive Officer. This is my fourth CEO role, most recently I've been the CEO at Maribyrnong Council.

I don't think I've ever started at an organisation in stranger times! And I know for you this has been another difficult year. I hope we are past the worst of things and that you are all focussed on rebuilding your businesses for a more successful 2022.

Council's Economic Growth Unit has been working with a number of businesses over the past 18-months and will continue to support you into the future. The team have been working with businesses large and small to ensure you all understand and receive the Government support available to assist during lockdowns. And now, the team are working with a number of businesses who are experiencing workforce shortages as we move out of the pandemic and seek to stay open.

Now that we are moving out of the worst of the pandemic, I'm looking forward to meeting with many of you at events around Wyndham. I've attended a Committee for Wyndham meeting and look forward to the return of these forums face-to-face in 2022.

I understand the important role you play in our community, giving residents the dignity and support of employment. I'll look to work with you closely in my time at Wyndham to ensure as our population grows, we are supporting employment opportunities for our residents.

Please feel free to reach out to my office if the Council can assist in any way - [CEOoffice@wyndham.vic.gov.au](mailto:CEOoffice@wyndham.vic.gov.au). I'm looking forward to meeting with you.

**Stephen Wall**  
**Chief Executive Officer**  
**Wyndham City Council**

For any questions about the articles in this publication or business support contact the Economic Growth Unit at Wyndham City.

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# IN GROWTH MODE?



Taking a business to the next level can be a challenge any time. Add post pandemic conditions to that and its twice as hard! But perhaps the Innovate to Regenerate Program can be the answer.

This free Program is targeted at those mature businesses which have been operating for more than four years and are likely to be somewhat more established. It is for those that may have experienced strong initial growth in their business but are now facing challenges in taking the business to the next level of maturity. This could be related to the turbulent COVID-19 period and associated restrictions or it could be due to other external forces like changes in legislation/political arena/environmental factors that may have a direct impact on the specific business. The Program will be most useful for those businesses who want to re-build lost momentum and fast-track improvement and restoration of performance. Together with owners from across a range of industries and segments, this event could be the turning point for growth for you and your enterprise.

Taking a planned and strategic path to growth is what lies at the heart of the Innovate to Regenerate Program. It offers a rare opportunity to consider and implement growth enabling change - including markets, structure, people, and operations. Clarity, confidence, and sense of purpose are elements of this Program. Innovate to Regenerate will assist those small and medium sized businesses whose successful future will require impactful change to continue to succeed.



The Program is open to ten Wyndham businesses. It consists of six 2-hour hands-on workshops designed to choose and build a growth plan for their business. Moreover, there will be 20 hours of personalised one-to-one business coaching provided by business consultants and business coaches who are all experts in their fields. Together with other local, growth seeking business owners, the sessions are designed to foster confidence and clarity in choosing a strategy and managing the transition to the next level of business. The Program will be delivered between April and June 2022 and some of the topics addressed include;

- Choosing your growth path
- Developing your markets
- Developing your customer offer
- Improving productivity & performance
- Aligning people and purpose
- Introducing change successfully with staff

Should you have any queries do contact the Economic Growth team on [business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au).

**Applications:** <https://www.wyndham.vic.gov.au/services/business-investment/business-support/innovate-excelerate-innovate-regenerate>

INNOVATE 2  
regenerate  
GROWTH PROGRAM



# LT EGG FARM

Like father, like daughter. Brian and Danyel, take a bow!



Danyel Cucinotta is a third-generation egg farmer in Werribee South and like her parents, and their parents before them, is making her mark in the world of egg farming.

LT's Egg Farm is located at 234 K Road, Werribee South, in the heart of the Werribee South Intensive Agriculture Precinct and across the road from the Werribee Park Tourism Precinct. With its origins dating back to 1970 when Cypriot immigrants Aliye (Julie) and Irfan (John) Ahmed's vision of raising their family in the country was realised. Hard work was second nature to them and working for themselves and owning a piece of land was their goal.

LT's Egg Farm was born with Julie, John and their two sons, Brian and Hilmi, managing 1,500 birds, both free range and caged.

Reflecting Brian says:

"Dad drove trucks during the day while mum, Hilmi and I looked after the chickens. On weekends we caught up with jobs around the farm and the whole family had a role to play with visiting relatives even pitching in".

Cast forward 51 years - Innovation and diversification have been instrumental in taking the 1970's business to where it is today - a very impressive business which houses 25,000 laying hens who lay roughly eight million eggs per year.

"At times farmers are faced with forks in the road, difficult decisions need to be made out of necessity, and the nature and difficulty of the decision still linger for many years".

But with the innovation of LT's Egg Farm owner Brian Ahmed has helped transform the family

egg farm into a thriving business, and he is adamant that clear decisions have steered his business in the right direction.

Forty years after the family egg farm was established, the business entered into the retail and hospitality industry under the banner of Wyndham Cache, developing products to complement the farm's egg and poultry products. Brian believes the new direction continues to benefit the ever-expanding business today.

"Diversification has provided the business long-term security and a sustainable model".

An active community member, Brian has been involved with Werribee Rotary Club since early 2000's and the Victorian Farmers Federation since 1990, holding numerous positions in the group including board member and current Egg Group President.

Like father, like daughter - Brian's daughter Danyel is not only involved in the operations of the business alongside her father Brian, but she strives to support the growth and sustainability of the farming sector through her position as Vice President of the Victorian Farmers' Federation.

Thinking beyond the farm boundaries, Danyel understands the need for industry to connect with consumers and together with her sister Renay have developed a pioneering virtual reality tour of their farm to provide stakeholders and school children the opportunity to visit from the classroom or even Parliament!

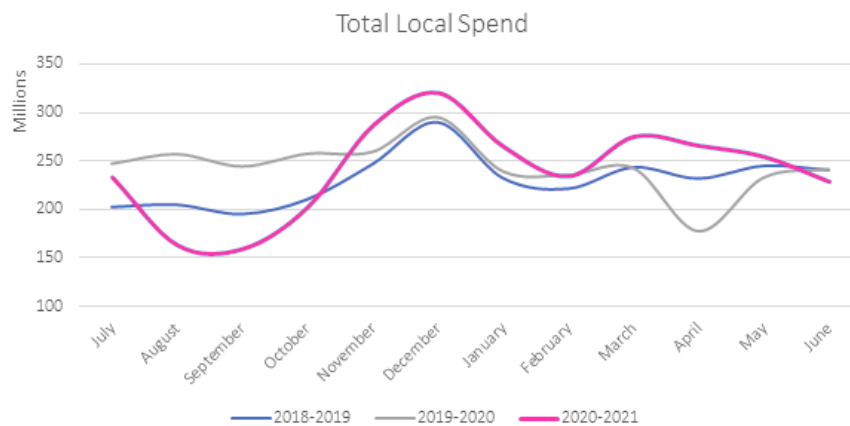
Brian and Danyel - take a bow!

# WYNDHAM ECONOMIC UPDATE

## Total Local Spend

Wyndham Regional Product is \$12.05 billion (June 2020): This is 2.6% of Victoria's Gross State Product

The chart shows the total amount of money spent month-to-month within Wyndham over the three financial years 2018-19 to 2020-21. Cyclical, 2019-20 can see the Christmas bump followed by the January lull, with the COVID-19 impact showing in the 2019-2020 trend (grey).



The following table shows the difference in spending between years. Between June 2019 and June 2020 there was a difference of \$240 million for total local spend (+0.2%). Most of this bolstered by local grocery shopping, partially offset by the decrease in money being spent in other LGAs by Wyndham residents. The resident online spending shows the move to online purchasing with a large jump between 2020 and 2021.

Expenditure Type	June 2019 Millions	June 2020 Millions	June 2021 Millions	Change 19-20%	Change 20-21%
Total Local Spend	\$241.6	\$241.0	\$228.3	0.21	-5.29
Resident Local Spend	\$184.3	\$184.3	\$175.7	-0.03	-4.65
Visitor Local Spend	\$56.3	\$56.8	\$52.7	0.98	-7.34
Resident Escape Spend	\$117.9	\$96.8	\$92.8	-17.84	-4.17
Resident Online Spend	\$136.5	\$144.9	\$175.2	6.14	20.92

# A BILLION BARRAMUNDI AND COUNTING

Mainstream Aquaculture was founded in 2001 by two mates inspired to feed the world with delicious, sustainably produced fish. One a doctor, the other a plumber, they put the last of their combined savings into finding the perfect water source and after several years they found what they hoped would be the ideal location in Werribee, Victoria. Since they first opened the tap, crystal clean, warm spring water has continued to flow allowing the barramundi to thrive.

The original two have formed a fantastic team around them who continually push the boundaries of traditional farming, growing fish in geothermally heated, pristine spring water drawn from the ancient aquifer that sits under the Werribee site. MainStream has since expanded operations into Queensland, where a further 3 farms are either growing, or soon to be growing barramundi.

Whilst the company has certainly expanded and grown in recent years, it has retained the core principles that originally drove success. Driven by the mantra to become a “business for the future”, MainStream is constantly innovating and exploring new and exciting ways to revolutionise the barramundi industry.

This includes MainStream’s advanced genetic program, which supplies high quality juvenile barramundi to 27 countries. Now the largest supplier of barramundi fingerlings in the world, MainStream’s fingerlings demonstrate rapid growth, low growth variance, high fillet yield and disease resistance.

During its history, MainStream has produced more than 1 billion barramundi larvae from several

thousand family lines and carried over 10 million individuals through its production facilities as juvenile fish. MainStream has isolated, genotyped and nurtured a population of the rare ‘golden’ coloured barramundi for over 12 years and today sell ornamental Golden, Platinum and unique coloured barramundi to aquariums all around the world.

COVID-19 has certainly impacted MainStream through the closure of hospitality and food service industries in Victoria and New South Wales, although it has also provided opportunities to build relationships in the retail space and pivot towards new products in the barramundi industry. Through the Infinity Blue barramundi brand, MainStream has developed a range of beautiful, artisan smoked barramundi products. Investment in on-site fish processing equipment has allowed MainStream to scale and fillet fish according to individual orders which represents a huge step in vertical integration for a primary producer.

Unfortunately, COVID-19 has severely impacted MainStream’s ability to contribute to the wider Wyndham community. Prior to the outbreak, there were frequent educational farm tours offered to schools and universities. The company is committed to supporting the local community by offering work experience and are actively involved in teaching at various academic institutions. MainStream Aquaculture also actively supports numerous charities and local sporting clubs.

**More information** on Mainstream Aquaculture can be found by visiting their website - <https://www.mainstreamaquaculture.com/>







# EXTENDING LIFE THROUGH TECHNOLOGY AND MORE

Avweld is a Laverton based business whose sole purpose is to extend the life of machinery. The company started its journey in 1985. In those days, its focus was in the field of aviation welding hence its name! The business was formed in a small 'shed' on the side of Ballarat airport to now operating a modern 4,600 sqm workshop facility in Laverton. Its Wyndham location is an advantage because it offers the business access to a transport and communication infrastructure.

The business has evolved and moved away from aviation to focus more heavily on the refurbishment and life extension of critical machinery and associated components in industries that are highly susceptible to machinery with large wear potential. These include mining, sugar mills, pulp and paper, quarries, cement and wood processing. Technology has changed during the years and Avweld continues to invest more in this field to be at the forefront of it all. Their recent focus on technology led to a large capital investment in robotic and automated infrastructure. The brand-new robotic laser cladding system is the latest and most powerful laser cladding system of its type in Australia. The robotic cell includes capacity for welding 30 tonne jobs, up to 3m in diameter and 10m long.

A key component of its success can be attributed to the quality and expertise of its people. Avweld, is still a family owned business led by the Managing Director Philip Bond who has a keen focus on providing a safe working environment, where each of the 40+ team members, many of whom live in Wyndham, feel valued and cared for regardless of the work they do. The length of tenure of many of the employees within Avweld, which sometimes spans across decades, is testament to this. Just recently, Avweld's first two employees celebrated 35 years working for the company. This world of experience instils trust in Avweld's customers who will always be looking for reliable advice and solutions. Avweld's sister company, Alloys International, which supplies specialised surfacing and cladding consumables is also managed with the same philosophy. The knowledge and experience gained by Alloys International through selling welding wire is a key contributor and vital to the success of Avweld which would then use the wire to resurface the worn-out equipment. "The experience shared ensures we have the right product, know the uses of it and apply it correctly to the equipment to extend its life" added Phil.

Being part of an essential industry, even during these COVID-19 restrictions, Avweld continued to operate and offer breakdown and critical maintenance services to its loyal clients. Where to next? The future certainly looks bright. Avweld plans to increase its revenue by 50% in the next 5 years by continuing to invest in developing the technology and the expertise of its people.

**More information** [www.avweld.com.au](http://www.avweld.com.au)



# WILL YOUR BUSINESS KEEP UP WITH THE CHANGE TO SUSTAINABILITY?

Sustainability can mean different things to each of us, but if your business isn't becoming environmentally sustainable today, then it won't be financially sustainable tomorrow. More and more consumers are looking for businesses that care for our environment; primarily through energy, water and waste reduction. Environmental sustainability can also result in significant cost savings. So if you are looking for ways to be more competitive in your marketplace, you need a strong commitment to sustainability and Wyndham City is here to help you make that change. The following programs are here to support local Wyndham businesses start their sustainability journey.

## ASPIRE

Join ASPIRE now to save costs on waste disposal and procurement, it's free for Wyndham businesses! ASPIRE is a business-to-business online trading platform for resources you no longer need. The idea is that instead of paying for items to go to landfill, you can give them to another business that can reuse/recycle them, and vice-versa. Wyndham Council has subscribed to the platform allowing businesses (any business that operates in Wyndham with less than 150 employees) to join for free. If you have more than 150 employees, please contact Aspire to discuss the best option for your organisation.

**More information** and to register, go to <https://aspireme.com/>.

## Supply Chain Sustainability School

The Supply Chain Sustainability School online portal supports Wyndham City Council local businesses and suppliers improve their sustainability understanding by providing FREE resources on sustainable procurement and general sustainability topics. Local businesses and Council suppliers are encouraged to register and complete a self-assessment which then provides suppliers with learning pathways to support improved environmental, social and economic outcomes.

**More information** or to register <https://www.supplychainschool.org.au/learn/partner-landing-pages/vcss/city-of-wyndham/>.

## Environmental Upgrade Finance

Businesses in Wyndham can access Environmental Upgrade Finance for projects that help them save money and improve their economic and environmental performance. Wyndham has partnered with Better Building Finance to offer this program to local businesses. Environmental Upgrade Finance (EUF) is a loan for building upgrade works, repaid via quarterly council rates. A lender provides the upfront capital for the works, which the business then repays through the council rates system over periods of up to 20 years. Council then remits it back to the lender.

**More information** <https://betterbuildingfinance.com.au/frequently-asked-questions-faqs/>.

For more information about these programs to become more sustainable, please contact Council officers:

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# SPARK INNOVATION HUB

Council is committed to building the capacity of local businesses and aspiring entrepreneurs.



The COVID-19 pandemic has delivered challenges of an extraordinary level for all community members and whilst this has seen the closure of a number of businesses, the capacity for the vast majority of businesses to respond to those challenges and maintain a level of confidence for the future has been nothing short of amazing. In part the survival of these businesses can be credited to the resilience of individuals as well as the capacity of those businesses in establishing commercially viable foundations through the attainment of smart business acumen and personal skills development.

Whilst COVID-19 has impacted the delivery of some of Council's suite of business development initiatives, our response to the pandemic has not compromised most programs including the very successful Innovate to Excelerate and Innovate to Regenerate Programs, WYNnovation Festival, the Small Business Entrepreneurship and Innovation Fund and our ongoing Business Training Program.

Over the past twelve months Council has been working towards establishing a space for occupation by small businesses within the East Werribee Employment Precinct at 600 Sneydes Road.

Previously occupied by State Government, the space, which has been vacant for a period of more than ten years, has undertaken an internal fit-out which now includes 26 workstations in a shared office and open space configuration, meeting rooms, collaboration spaces and a function space including an outdoor BBQ area.

This initiative is an outcome of the recommendations of the Small Business Hub Feasibility Study which was formerly endorsed by Council.

The aim of the initiative is to create a vibrant hub where tenant businesses are embedded in an inclusive collaborative environment that fosters active participation in initiatives which enable accelerated growth.

Tenant businesses will have access to business training and mentoring opportunities, relevant state and federal government services, key industry organisations and a dedicated Council officer who will be available to provide support and advice.

As an overarching theme, individuals and small businesses seeking to take up a place in the Hub will need to demonstrate high impact potential, innovation and a capacity to address scalable markets. These businesses may be start-ups, early stage companies or in some circumstance mature enterprises who are seeking to pivot and adapt innovative solutions that deliver exponential growth. Typically, these businesses will demonstrate a high level of digital literacy and utilise existing technology or seek to create or adapt new technology to drive market share and revenue. In keeping with Council's objective to ignite rapid business growth, the new hub program has been designated the name **SPARK** with the tagline *Innovation Starts Here*.

Participation for individual tenants within SPARK is limited to a twelve month period with an option of a further twelve month period at the discretion of Council.

An expression of interest process will commence soon, however anyone interested in exploring this opportunity is invited to email the SPARK Coordinator at [business@wyndham.vic.gov.au](mailto:business@wyndham.vic.gov.au)



# UPSKILL WITH LEADERSHIP AND MANAGEMENT SHORT COURSES

Victoria University (VU) Polytechnic, the TAFE arm of VU, is offering non-accredited short courses to the businesses of Wyndham to build leadership skills, enhance capabilities and boost confidence in managing a team – all at a discounted rate.

**Short courses include:**

- Introduction to Change Management
- Introduction to Emotional Intelligence
- Introduction to Project Management
- Leading a Team.

The learning environment allows for live interaction between our expert facilitators and participants, with strong emphasis on real-world application of theory, knowledge, and skills. It is ideal for all staff, especially managers, supervisors or those looking to step into a leadership position.

In a long-standing relationship with VU, professional development short courses were previously provided to Gymnastics Victoria (GV) to upskill their workforce while gymnastics clubs remained closed during lockdown. Based on positive feedback received, GV have secured VU as its preferred provider for ongoing training. Gen Simmons, General Manager at GV, said:

“The team at VU Polytechnic has been fantastic to work with and the feedback we have received from our community about the Leadership and Management short courses has been excellent. We sought a timely solution to be able to upskill our workforce while gymnastics clubs were unable to open and the team provided a solution which included setting up four short courses and an online landing page with booking functionality within 48 hours. Demand for the courses were high and we’re pleased to now have an ongoing partnership to be able to offer courses to our community.

There has been a positive impact to the GV community as club owners, managers and administrators have been able to use the time when their club is shut during lockdown to upskill in the areas of effective communication, emotional intelligence and managing workplace priorities.

I look forward to continuing to grow the sport of gymnastics as we recover from the effects of COVID-19 so that we can ensure all people are active and moving. We have some exciting plans in place to connect with Victorian Primary Schools to ensure all primary school kids are able to experience a taste of gymnastics and that classroom teachers feel confident to be able to teach the sport of gymnastics.”

Whether or not your industry was impacted by lockdown, VU Polytechnic is committed to supporting all businesses in the Wyndham community.

Our short courses are a cost-effective and a quick way to sharpen skills and upgrade specialist knowledge with industry-relevant, targeted training. Taught by industry professionals, they will fast-track your ability to harness skill sets and become a leader in your industry.

**To register**

<https://shortcourses.vu.edu.au/wyndhamcity-courses/>

# BEST TIME FOR ICE CREAM? ANYTIME!



Voted Melbourne's Best Ice Creamery in 2020 (Herald Sun), Sprinkles Ice Creamery, Lollies n More is a must do. Affectionally known by locals simply as 'Sprinkles', the business is the brainchild of brothers Zane and Kuda Assaad.

Growing up Zane and Kuda lived in 'the back of a milkbar' working seven days a week with their parents and saw the important place that the good old-fashioned corner milk bar held in the local community. Listening to the countless stories, daily conversations and building friendships with their valued customers was a large part of their growing up years.

Cast forward and the brothers now fathers themselves, wanted to create a neighbourhood business and bring back the good 'ol days when children would ride their bikes to the milkbar with \$1 for a bag of lollies, grandparents could take their grandchildren for a special treat or mums and dads could pop past to grab that last minute bottle of milk or loaf of bread. A place where locals frequent, are welcomed and come together to help foster community spirit. And that is exactly what has been created with Sprinkles Ice Creamery, Lollies n More!

'Sprinkles' opened its doors at 170 Thames Boulevard, Tarneit, in 2018 offering 48 flavours of ice cream, a massive range of lollies and for those wanting something during the cooler months, nothing nicer than a hot jam donut or churros with a freshly brewed coffee.

The brothers keenly support local - whether it be their staff, their suppliers or the environment - they are impressive with their Buy Local, Support Local ethos. 'Sprinkles' sponsor over 20 local sporting clubs and employ locals giving many their first ever job. All things considered, it is no wonder 'Sprinkles' was a Finalist in the 2019 Wyndham Business Awards.

And for the icing on top of the cake (or the sprinkles on top of the ice cream) the Point Cook community are lucky to have a 'Sprinkles' in their backyard with Zane and Kuda opening their second shop at 30 Tackle Drive, Point Cook in 2021.

Pop in to say hello to Zane and Kuda to try one of over 60 flavours of icecream. Congratulations to the Assaad brothers - keep doing what you do!

**More information** Follow Sprinkles on Facebook: @sprinklesicecreamerynollies or Instagram: @sprinkles\_ice\_creamery.



# WYNNOVATION 2022 IS JUST AROUND THE CORNER

This is your last chance to secure early bird tickets to the WYNNovation Festival



## The Summit - Friday 4 February

The WYNNovation Festival, presented by the Economic Growth Unit, now in its fifth year, is a fantastic opportunity for businesses and aspiring entrepreneurs to learn, network and be inspired by some of Australia's most renowned business leaders.

Including some of the 'must do' business events in Wyndham, the Summit will be held on 4 February providing a wonderful opportunity to hear from incredible keynote speakers in the innovation and entrepreneurship space.

Also, featuring a panel discussion of Wyndham businesses sharing their successes and challenges.

### A huge line-up including;

Naomi Simson, Co-founder of Big Red Group (BRG) and the founder of RedBalloon - also known from Australian Shark Tank

Dr Jordan Nguyen, Inventor, TV presenter and author of the book A Human's Guide to The Future

Dan Monheit, Co-Founder of Hardhat, Australia's foremost agency built around Behavioural Science

Wyndham City is delighted that Victoria University, our valued partner, is once again the Festival sponsor.

The Summit is an incredible opportunity for anyone wanting to feel inspired, motivated and energised.



## The Masterclass - Friday 11 February

Shade Zahrai is an Award-Winning Leadership Strategist, Harvard-trained coach and member of the esteemed Forbes Coaches Council, Shade Zahrai is a specialist in building a success mindset, self-belief and self-mastery for business professionals, and enhancing people-centric cultures.

In this Masterclass, Shade will guide you through the neuroscience research behind how to embrace an opportunity mindset, how to feel more empowered and focused, and how to more effectively influence others. Shade will reveal some of the latest evidence-based practices to transform your performance, supercharge your impact, and optimise team engagement.

The half day masterclass includes morning tea, networking opportunities and key learnings for businesses of any size, industry sector or stage of maturity. Tickets are limited and only available to businesses in Wyndham.

## Community Classroom

The Community Classroom is in its second year appearing in the WYNNovation Festival, the 2022 Community Classroom will focus on taking up to 20 Wyndham businesses through four sessions to assist them in developing and managing their online presence whilst also handling the transition back to running your business in person.

The Community Classroom four stage workshop will commence in mid-Feb and conclude in March 2022.



To buy tickets to the Summit or Masterclass or register your interest for the Community Classroom head to [wyndham.vic.gov.au/wynnovation](http://wyndham.vic.gov.au/wynnovation)