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Spring 2017

Business Horsham

Ch

Footy fever has come and gone and now we move into Spring and the warmer weather. I think as we go about our usual recreational and retail activities we are reminded of the importance of supporting our local attractions and businesses. Spending money locally provides jobs and vitality to our region.

Before shopping or spending out of town make sure you give the locals a chance to quote or source what you are looking for. You may be surprised what the locals can do at a competitive price.

Business Horsham continues to be active in assisting it's members. Attracting growth through decentralisation remains on the BH agenda and is now a major focus of State and Federal politicians.

The Grampians/Wimmera area has a lot to offer and needs to be constantly promoting it's unique features so that it remains prominent on the radar of opportunity through investment.

BH executive members regularly attend information sessions to keep up to date with opportunities and to provide information to businesses. We all need to keep looking for ways to improve our bottom line and we need to support each other.

I hope you were able to get to see Business Horsham's latest motivational speaker Glenn Capelli.

Glenn is another world class speaker that BH have been able to bring to Horsham so that locals can have access to affordable, informative seminars.

Glenn was very informative and thought provoking and I recommend that when BH brings a speaker to town that you make the effort to come along as it is well worth it and great value right here in our own backyard.

As we move towards the festive season I remind everyone to take care and remember why you are striving for success. It is important to have a balance of business and family life and to stop and smell the Roses occasionally.

Remember Business Horsham is here to help and we want to see everyone prosper so that Horsham can continue to be a thriving community.

**Brian O'Connor
Chairperson**




Business

From the Office



*From the 2017/2018
Executive Committee*



Brian O'Connor



Graham Keay



Andrea Cross



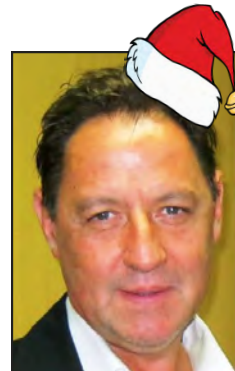
Brian Watts



David Bowe



Pauline Schmidt



Robin Barber



Shana Miatke



Rachel Deckert



Paul Atherton



Wendy Mitchell

Thank you to our valued members of which we have now reached a record number at 173. Together with the executive team we are so grateful for your trust and support in our organisation and we wish you all the best Christmas season ever. We look forward to a continued strong relationship going into 2018.

Wendy Mitchell

Events & Programs



Christmas in the 'Cattle Shed'

As a valued member of Business Horsham
you are invited to join the
Executive Committee to celebrate
Christmas with us.



**Horsham Showground's
Tuesday 5th December @ 7pm**



Pizza provided

RSVP Dec 1st
info@businesshorsham.com.au
0418 266 310



DRINKS AFTER DARK ...

an open invitation to business owners and staff to an informal gathering.



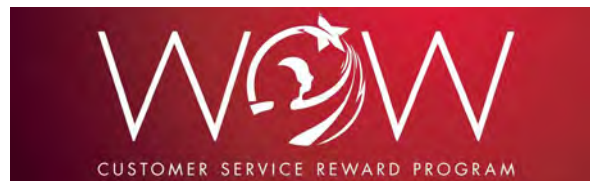
Friday 8th December at the Bull & Mouth Hotel
From 6pm - ALL WELCOME!

Hosted by

A shared plate of nibbles will be provided, drinks at own cost.

BUSINESS HORSHAM INC.

Here are two opportunities to catch up with fellow
business owners prior to Christmas...



The WOW Customer Service Reward Program sponsored by The Wimmera Mail-Times is an ongoing program.
Members can join in at any time of the year at no cost.

There are two prizes every two months, one for the business voted by your customers to have the best
customer service as well as one for an individual staff member in a business voted for by your
customers to have outstanding customer service qualities.

This is all about **YOUR CUSTOMERS** and what they think of your businesses customer service.
So if you are interested in becoming a part of this program please contact the office to register.

This is a great opportunity to showcase your business to our region.

After each judging period the business winner will receive a print advertising package from
The Wimmera Mail Times to the value of \$550 at the conclusion of the financial year the annual winner
selected from the 6 bimonthly winners will receive an advertising package to the valued of \$1650.

Individual staff winners for each bi monthly period will receive a certificate to add value to their CV.

PLUS each winner is photographed and published in the Wimmera Mail Times and receives a
certificate to display in their business. Check out the July/Aug and Sept/Oct winners on page 15.



Program Sponsor

Sponsor of Certificates



Event Review



This year our major motivational speaker was Glenn Capelli.

Glenn presented three seminars. One to businesses, one for community members as well as a presentation to Year 11 students at St Brigid's College to assist to prepare them to enter into their final year of college and to better understand themselves.

Some of their comments, after the presentation, are below and it was so inspiring to read them and this consolidates the reason why we love to bring motivational speakers to Horsham.

Overall for the three presentations the feedback received was 10/10 from over 90% of attendees and that's the results we want. Many thanks to those who attended.



"Thought this would be boring but it was really informative and interesting and was overall a great presentation"

"I thought that today was really good and I thought of things that I never really had before"

"It was good, don't usually try to listen to these. It made me think about life."

"I wanted him to keep talking, sharing how to improve. Thanks for the inspiration"

"I only came for a short time but it was really captivating and loved learning"

"The presentation was great, really enjoyed it. Keep up the good work."

"I learnt a lot of different sign language and a lot about myself. I loved the positivity"

"Great, yeah real good and informative to young people"

"Today was good to see going into year 12, had good messages and is really good for young people."

Interactive and not boring this was good

Very interesting and creative, well done and thanks.



From the students

Members

New Members



Mick Clark, Emma & Craig Cook

Just Better Care Western Victoria provides in-home disability support and aged care services, supporting people to live independently at home and within their community.

Owned and operated locally, we provide affordable and accessible services that meet local and individual requirements.

We empower customers by putting individual preferences and support needs at the centre of our approach.

Whether it's continuing to participate in activities you have always enjoyed, being supported to remain living safely and confidently in your own home, or embarking on new challenges or interests, Just Better Care Western Victoria provides a range of services to meet your individual requirements and preferences

The Just Better Care team joined Business Horsham to be a part of the opportunities within the Horsham area



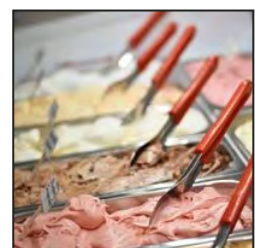
Dorian Doti & Melissa McFarlane



July/August 2017 Business Winner

Dorian and Melissa began their business venture in Hopetoun where it quickly gained a dedicated following. As word spread about the business to Horsham pasta lovers Dorian and Melissa took the opportunity to set up in Horsham as well. The business has now grown to include an off site location for all their pasta making. This is an exciting new step for the business. Wheat Milk Sugar has already been proactively involved in the Cafesmart program for the homeless and the WOW Reward Program for Excellence in Customer Service where the store won the July/Aug award for a business.

The business also specializes in home made Pasta and Gelati Ice Cream.



Dorian & Melissa as new residents and business owners in Horsham joined Business Horsham to promote their business and be involved in the business community and networking with other business owners.

Members

New Members



Greg Souter



Horsham Betta Home Living team are always ready to provide you the best deals on fridges and freezers, washing machines, kitchen and cooking appliances and vacuums.

You can't go past the local expert advice that Horsham Betta provide. Greg and Lynda Souter have been Horsham locals since 1986 and love the friendly people of the community. They established the Betta Horsham store because it has always been their dream to run their own business. And now, the Horsham store employs nine local staff members and offers support to the community through sponsorships and donations to local schools, hospitals, and sporting clubs.

I decided to join Business Horsham because I want to support local business.



**Digital TV Antennas
Repairs and Service
Home Theatre
Satellite TV Installs (VAST)
MATV & Commercial
Phone Line Installations and repairs**
Contact Jim McDonald



The Foodary has the Caltex app designed to improve the way customers pay for the fuel and order food items from within the store.

The iTunes description of the app says: "At The Foodary we understand you often need quick and convenient solutions while on the go. To help, we've created The Foodary app. Change the way that you purchase fuel, buy fresh 'made daily' meals and order your coffee".

The Foodary is all about providing customers with a convenient experience in both food and services.

The Foodary's goal is to meet the changing needs of consumers. They will continue to trial and test new products and services to ensure what is being offered is what customers want.

A spokesperson for Caltex said The Foodary leverages Caltex's existing strengths to give customers what they are asking for including fresh food and convenience products.



Members

New Members



Actually 5 businesses under the one roof, with the inclusion of Simply Helping, this really is a mega store covering so many needs and interests.

So whether you are into music, home appliances, home help and mobility or you simply want that phone screen fixed this is the place to go.

Drop in to see the friendly staff and you just might catch manager, Rick Ballinger, belting out a tune or two!



We decided to join Business Horsham to improve business commerce.



In-home Care & Support Service



VALUES

There is a passionate company ethos for supporting individuals and families. From this, a strong and insightful ability to interpret these needs has grown.

By adopting a flexible, collaborative approach, Simply Helping often exceeds those needs pro-actively.



OUR MISSION

To bring proficient and courteous home and care support services to clients within a secure environment using trained, qualified staff who build trust and make positive contributions to both the service and lives of others.



OUR FUTURE

The vision for Simply Helping is to extend our home and care services across Australia.

We've planned carefully managed growth to ensure our level of care and attention is maintained.

Members

New Members



Wimmera Finance
Brokering



Peter Kafegellis is a local that has worked in the Wimmera area for almost 30 years and more recently in the finance industry over the past 11 years. During this time Peter worked on complex loan files as well as serviced a loyal corporate client base.

*After 11 years working within the CBA Rural and Agribusiness centre based in Horsham, Peter made a conscious decision to leave a secure position at the bank, to start Wimmera Finance Brokering. The rationale behind this, was to provide the wider Wimmera area with an **unbiased, independent and local** finance service that could provide the **full range** of loan requirements to the Wimmera region. From a simple home loan, car finance, Equipment finance to a complex agri/commercial transaction.*

He is equipped with the Knowledge to source and negotiate the most appropriate finance package for you, ranging from home loans to more complex commercial proposals. Peter prides himself on servicing his clients well after their initial transaction, to make sure that they continue to get the most suitable product and rate.

Solutions and Services:

Commercial, Agri/Rural – Business loans, Bank Bills, working capital accounts, Trade Finance, Debtor Finance etc.

Asset Finance – Equipment Loan or Chattels mortgage, Finance Lease, Hire purchase.

Residential – Home loans, investment loans,

Personal - Car loans, personal loans.

Peter chose to join Business Horsham to network with like minded business people. Peter was also aware of Business Horsham and their work through the CBA membership over the last few years.



Melika Toy



Angella Zelinski

Melika and Ange are the co-owners of Regional Payroll.

Melika has over 10 years experience in the payroll industry. Ange has worked for Regional Payroll Solutions for over 7 years before having the opportunity for herself and Melika to purchase the business.

Regional Payroll is a local leader in payroll and salary packaging solutions for rural and regional businesses in Victoria. They are committed to delivering the best results for clients so they can focus on what really matters, their core business.

Think of us as your offsite payroll office catering for all your payroll needs.

Our client's include small and medium employers across an array of industries including hospitality, retail, aged care, retail, government etc

Testimonial

When my husband and I owned our business we decided to use the services of Regional Payroll Solutions. This gave us the confidence in knowing that payroll was undertaken correctly and lawfully as there were always changes that we needed to be aware of. As small business owners we wear so many hats and so it was a relief to know that our payroll was under control so that we could just get on with growing our business. And now Regional Payroll take care of the payroll for Business Horsham.

Wendy Mitchell

Members

New Members



Robyn Anders and Lili Vogue.

Every woman who is into fashion knows Robyn, who has an extensive history in the fashion industry. And now everyone knows Lili Vogue, the store that has become an iconic Horsham business well established in the eyes of the fashion conscious.

Robyn prides herself on her extensive list of loyal customers both within Horsham and beyond. As well Robyn continues to contribute to the community through sponsorship and donations.

Robyn decided to join Business Horsham for various reasons, including and I note, for customer service training however we think Robyn already excels at this aspect of her business and in fact would be an amazing mentor to any person who strives to excel in this area.



Daryl Anders and The Alley Café.

Located conveniently near the indoor play area at the Gateway Centre Horsham The Alley Café provides a very convenient service to mums, dads and grandparents.

A great location to enjoy a coffee or light brekky or lunch while allowing the kids to play in a safe environment.

The Alley Café's coffee has become well known to coffee lovers in Horsham and surrounds.

KÉRASTASE
PARIS



shine hairdressing

Shine is a premium hairdressing salon offering luxurious brands Kerastase, L'Oréal & Redken to support the quality personalized service making it a unique experience.

Katrina decided to join BH because she has the interests of the welfare of the business community top of mind.



Members

New Members



Tracey & Stuart Hobbs

Breuers United Tools is your best place to find all sorts of workshop equipment and hardware.

We carry all the big names in power tools and hand tools.

We also hire a range of tools and equipment.

On top of that, we provide a Service Centre for repairing tools and equipment and for handling warranty repairs.

Our store has over 50 years of experience in servicing the Horsham

and the Wim-

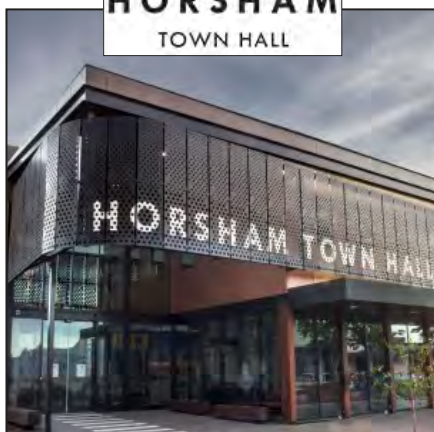


access equipment and ladders,
portable compaction equipment,
air compressors,
concrete and cutting tools,
industrial cleaners,
power tools,
landscaping machines,
power generators and more.



warming ovens & deep fryers
steam pans & slushi machines
inflatable jumping castles
balloon gas & balloons.
portable premium toilets
heating/cooling equipment
freestanding marquees & umbrellas
fencing & various types of flooring
pagodas - various sizes with the option of expansion
special flooring and lighting
lanterns, spotlights & LED fairy lights

Tracey & Stuart decided to join BH as they wish to help the town to be a part of a cohesive approach to business activities.



Horsham Town Hall is our place to gather, celebrate, meet, learn, and express ourselves. It's a place to showcase our creativity and our future as a cultural centre of excellence in regional Australia.

Horsham Town Hall is a vibrant hub for cultural and community events in the Wimmera region.

Your role in the production is key to growing Horsham Town Hall as a vibrant, modern and dynamic hub of arts, business and culture.

We show-case an unparalleled collection of regional artwork and attract some of the best performers from throughout Australia and overseas.

Horsham Town Hall is proudly supported by Creative Victoria's Regional Partnerships program.

The Horsham Town Hall joined BH because they wish to work with the local businesses and support growth in our town.

Members

New Members



Jo & Vern Wheaton

Wheatons' Store was borne from a desire to take control of what we produce on our family farm. We have always taken great pride in our methods and the quality of what we produce. We are passionate about creating a product that is of a high quality whilst decreasing food miles. In late 2012 we realised that taking greater control of our produce from 'paddock to plate' would help us to make a difference in farming and general food production. By managing our produce in this way we can decrease the fuel burned to put meat on local plates whilst also supporting businesses that are close to home.

Wheaton's Store has a proud family tradition. Vern is a fifth generation farmer, working the land that was settled by his great-great-grandfather. This family business is run by husband and wife team Vern and Jo, and Vern's parents Stephen and Esmae are still involved full time on the farm.

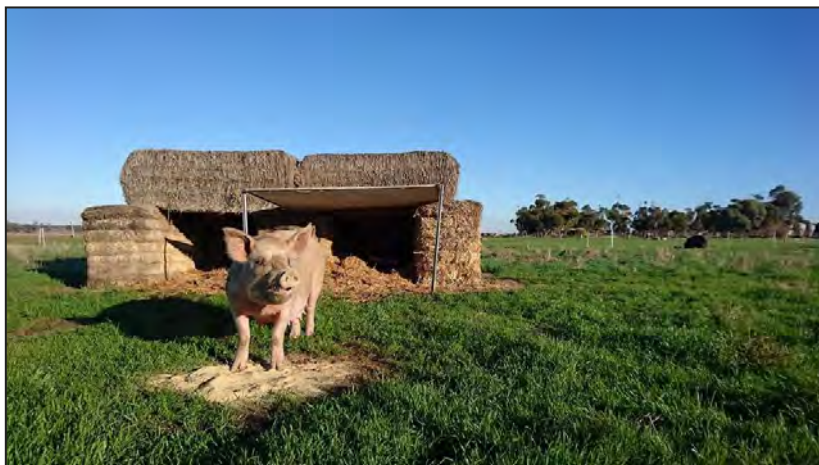
The property boasts over 2500 acres and is situated just south of the Big Desert in Western Victoria. Dryland cropping, sheep and cattle have been the mainstays of the farm. In early 2012 a small number of free range pigs were added to the business. These heritage breeds are ethically bred and lovingly raised free range.

This initially small venture has gained a small niche in the local community and our customers are people who care where their food comes from and how it is produced.

Our meat is transferred from our butcher (AWE Richards Butchers and Abattoir) in our Primesafe Accredited Meat Transport vehicle and delivered directly to our customers. This also affords us the opportunity to meet directly with our customer base and our customers get to know the people who raised the animals. We believe this is important as we can promote our animal's welfare and the quality of our product. Although we do not have any formal free range accreditation we believe that the best form of accreditation comes with transparency. People can see for themselves how we care for our animals by visiting us online or in person.

The history of our family farm is very important to us. The original Wheatons' Store opened in 1903 in Miram on land bought by Vern's Great Grandfather. The position gave ready access to the railway line for easy supply of goods which was then available through the shop and to surrounding farms via home delivery. This shop was owned and managed by another branch of the family tree until it closed in 2000.

When we decided to open an online store (www.wheatonsstore.com.au) the name seemed perfect, honouring our history while bringing it into the present. Wheatons' Store lives again in an online format. We look forward to meeting new customers and seeing what the future holds for our family venture.



Jo & Vern decided to join BH as Horsham is where they sell most of their produce and they believe in supporting the local region.



Member Spotlight

Sharing Good New Stories



Horsham Arts Councils production of Rent has been nominated for a swag of industry awards in the Music Theatre Guild of Victoria awards.

We wish Horsham Arts Council the very best of luck in all of their nominated categories and look forward to seeing the outcome.

Including:
production of the year
direction
Lighting
Wardrobe
Sets
Program Design

The entire cast
(in ensemble performance category)

Brady King
(best male performer in a leading role)

Brian Harrison
(best male performer in a supporting role)



The Let's Read Wimmera initiative was short listed as one of three finalists in the Department of Education Early Years Awards in the category of **'Creating collaborative community partnerships'**.

Let's Read Wimmera is an evidence-based early learning initiative, focused on improving literacy by supporting families to read daily to their children from birth onward.

Th program is run by LLEN.



The Western Victorian Careers Expo has won a national Australian Rural Education Award (AREA).

This award is presented annually to an institution, organisation or industry to recognise excellence in rural education in Australia.

The Western Victorian Careers Expo was the 2017 winner in the Category: Future projects that support new and creative thinking in professional practice aimed at improving student outcomes in a rural, regional and/or remote setting.

The award is fitting acknowledgement of the high quality of the Expo which has been held annually in the Wimmera since 1986.

Melyssa Fuqua accepted the award on behalf of the Western Victorian Careers Expo.



Member Spotlight

Australian Apprentice (Trainee) of the Year 2017



AUSTRALIAN TRAINING AWARDS



Winner - Dustin Cross



Certificate IV in Agriculture

Being raised on 40-acres nurtured 21 year-old Dustin Cross', dreams of one day becoming a farmer. Dustin started his study journey in Year 11 in a School Based Traineeship, before transitioning to a full-time traineeship with farm owners Janmac Pastoral Company supported by Skillsinvest, and Longerenong College, studying a Certificate IV in Agriculture.

Dustin's passion for agriculture continues outside work and study. In the past two years, he has won several novice categories of shearing competitions at agricultural shows in the Wimmera region. At 19, he joined the local agricultural society to become a councillor, stewarding for the shearing competition and hosting the dog high jump competition. In 2016, he was awarded the Horsham Show Junior Ambassador title.

Dustin is now undertaking an Advanced Diploma in Agribusiness Management and plans to take the next step in achieving his dream of becoming a farmer by seeking employment as a stock agent.



With Claire Bibby
Apprentice coordinator at Longerenong



2 very proud parents



Business On the Move

We're always hearing about the empty shops in Horsham so it's pleasing to see just how much business growth is offsetting the situation.

Here's just a snippet of the expansion undertaken by some of our members in recent months and this is not including refurbishments undertaken by other members like the Exchange with their beer garden and the Bull & Mouth with a new kitchen and refurbished dining area. Wheat Milk Sugar is expanding with a separate production kitchen at the Business Centre, Priceline Pharmacy and Wimmera Office Equipment who have all made improvements to their businesses recently, demonstrating confidence in Horsham as well as in business.



9 Firebrace Street



105 River Road



42 Pynsent Street



87-89 Wilson Street



Same location - double the size

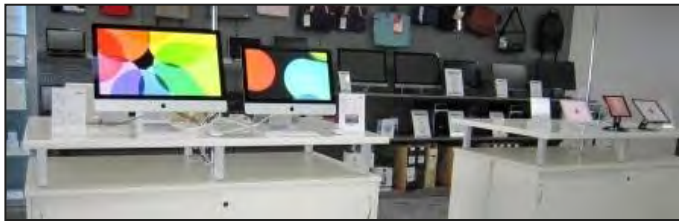


9A King Drive

What's NEW



Authorised Reseller



Wimmerra Office Equipment are pleased to announce that they have become an Authorised Apple Reseller.



NEW LOYALTY PROGRAM

Thai Basil introduce their new Loyalty Program. The program rewards regular customers for every \$1 they spend instore they receive 10 points.

Once you accumulate 1000 points (\$100) you receive \$10 off your next visit. Also great news as the points don't expire.

Business Winner
July/August



Simply call the office if you wish to participate

Business Winner
September/October



Employee Winner - July/Aug - Kelly Smithyman



Employee Winner - Sept/Oct
Jenna Wills

? Who's NEW

New Regional General Manager Kurt Frooninckx has commenced with Skillinvest. Kurt is very passionate about being able to join an organisation that has such a positive impact on communities and its people.



Kurt was born and raised in Belgium; a small country, about the size of Tasmania, surrounded by Germany, France, Holland and Luxembourg. Bringing a wealth of experience to the team including fifteen years in consumer electronics, working for companies such as Toshiba, TDK and Harman (JBL, Infinity, AKG and Harman Kardon) and Kurt's final role in Europe before relocating to Australia was as a regional Division Manager for Harman, being responsible for Belgium and Luxembourg.

Kurt met his wife whilst on a holiday in Australia and moved to Adelaide nine years ago where he has worked in the construction industry. Firstly, with OneSteel as the Major Projects and Business Development Manager, then afterwards, as the State Manager with Hufcor and Assa Abloy.

Skillinvest looks forward to the journey under Kurt's management and the continuation of the high quality services provided.



Welcome to Lewis Gebert to the team at the Pro Shop.
Lewis joins Jenny McRae & Brett Cookson (Cookie).



Telstra Store Horsham

Meet Anne, our NEW Sales Manager

We'd like to welcome Anne to our team of experts. Anne has come from a strong Telstra background, and brings with her a wealth of knowledge in all telecommunications areas.

Pop in and have a chat to Anne today, or see any of our **nbn** experts, we're all here to help.

Telstra Store Horsham
📍 68 Firebrace Street, Horsham
☎ 5382 4654
📍 Near to Coles



Support



**Rural Financial Counselling Service Victoria -
Wimmera South West Inc.**

FREE Assistance for small business is available through the local representative Patrick White.

There are a number of areas that you can seek assistance in which is an ongoing service for the current financial year.

Don't put it off if you are experiencing a little difficulty or would simply like to do a business help check this is the perfect opportunity to seek advice and support at no cost to you.

Fully confidential.

Please call Patrick today on 53811646

Need a temporary A Board?

If you have a need to advertise over a short period but don't wish to pay for your own sign or pay the councils annual fee for footpath placement then simply rent this one for just \$1 per day.

Please contact the office on 0418 266 310

Here are just a few ideas for use

- ⇒ Sale
- ⇒ Promotion of an event
- ⇒ Trade fair
- ⇒ Temporary Location



Consider this card as your **thank you** gift to your staff for a year well done.



The Shop Horsham Gift Card is an ongoing program.

This program is only available to members and is free to participate in.

If you would like another cash injection into your business please advise the office to register.

This program is sponsored by The Wimmera Mail Times.

Sponsor

Just a little cheeky shout out to our major sponsor...

Telstra Store & Business Horsham



Working
SMARTER
not **HARDER**



Our Major Sponsors



Our In-Kind Partners



Supporting our Website



Supporting our Facebook Page

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