

# A few words from Eco Dev



Welcome to the second edition of eNews for 2018. Here you will be updated on all of the exciting things happening within the Northern Grampians region (and there is a lot).

Firstly, I would like to welcome Renee to the Economic Development Team. Renee is focusing on delivering the Business Assistance Scheme (BAS), with 6 BAS applications approved by Council this week. Some of you will have already met Renee, nonetheless please feel free to contact her anytime by emailing [renee.hollier@ngshire.vic.gov.au](mailto:renee.hollier@ngshire.vic.gov.au) to discuss any of our programs or services.

The Economic Development team has had a particularly busy year. During the Easter weekend we held the 'Off the Track Easter Street Party'. This event was well supported by the community with many enjoying the break with their loved ones. Its success has ensured it will be a recurring event on the Stawell Easter calendar.

The Eco Dev Team has managed to meet 50 or more businesses this year. This has allowed the Eco Dev team to understand how businesses have been performing this year as well as update them on the variety of assistance available at the NGSC. If you haven't seen us yet- you will!

This year 18 local businesses finished their three month Masterclass Series: Build your Marketing Strategy. At the moment we have 14 businesses participating in a Masterclass Series: Build Your Business Plan. I have heard excellent reviews from those participating. Congratulations to all those businesses who are dedicating their time.

The NGSC had the Retail Group visit both Stawell and St Arnaud in April. Brian Walker and his team have a wealth of knowledge to share. We are eagerly awaiting his recommendations.

The next edition of the eNews will occur in July. Remember that the Economic Development unit is always available to pay you a visit to discuss plans for your business. Phone us on 5358 8700 or email [business@ngshire.vic.gov.au](mailto:business@ngshire.vic.gov.au)

*Amber Ricks*

*Coordinator of Economic Development*

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*The Economic Development unit profiles a different business in their weekly FocusOnBusiness segment on Council's Facebook page. Any business in the municipality is eligible to be featured.*

[Find out more >>](#)



*Council has a Business Assistance Scheme in place to give financial and in-kind assistance to businesses who are looking to grow or establish in the Northern Grampians Shire.*

[Find out more >>](#)



## WHY SHOULD I SIGN UP TO THE NORTHERN GRAMPIANS SHIRE BUSINESS DIRECTORY?

**Because you will receive FREE Search Engine Optimisation (SEO).**

SEO is important to make sure that your business website is easily found and cuts through the other 'noise' of the internet. SEO can ensure your website has increased visibility, more website traffic, more leads and appears in the **top search results** on Google.

**So how does this relate to you signing up to the Northern Grampians Shire Council Local Business Directory?**

Two words: **Website Authority**.

Your placement in Google search results is based on your 'Website Authority', or the integrity of your website. Google determines your website's integrity by a range of different factors including the quality of your website's '**backlinks**'. Backlinks are the links to and

from your website, and Google views certain backlinks particularly favourably, including backlinks to government websites.

By signing up to the Northern Grampians Shire Council Local Business Directory, your website will have a backlink to a recognised government website and will be guaranteed to **appear higher in Google search results.**

**Become discoverable today by signing up to our Local Business Directory [here](#).**

# How to Create A Business Directory Listing

# Step 1:

Tip: Upload a Business Logo or Photograph to  
Attract the Attention of Users

## Organisation Details

Organisation/Business name **(Required)**

Short description

Listing category **(Required)**

Logo or Feature image


 

Image Gallery

# Step 2:

Tip: Less Information Can Be Best

## Organisation/Business Description



A rich text editor interface. The toolbar at the top includes icons for bold (B), italic (I), underline (U), bulleted list, numbered list, link, unlink, and a dropdown menu currently showing 'Paragraph ...'. Below the toolbar is a large, empty rectangular text area for input.

## Location Details

Show address on website

☒ Yes

Building/Venue name

Street address

# Step 3:

Add your Businesses Contact Details and you are done!

Phone number

Website (starting with http:// or https://)

Facebook

Twitter

LinkedIn

Pinterest

Google+

**Congratulations to all those who took part in the  
'Build your Marketing Strategy' Masterclass Series!**





Over the course of three months, businesses and operators from across the Northern Grampians Shire invested their time and successfully completed the Masterclass Series: Build your Marketing Strategy.

The series was developed specifically for the businesses of the Northern Grampians Shire and was run in partnership with the [Victorian Chamber of Commerce and Industry](#).

Congratulations to all those who dedicated their time to build upon their business management skills.

In brief, the participants increased their knowledge in the following areas:

- Effective Digital Strategies;
- Search Engine Optimisation;
- What's needed for a great website;
- Understanding Social Networking;
- Creating customer-centric content;
- How social media fits in to your marketing strategy; and
- Promotion Strategies

A blue-tinted photograph of a desk with a laptop, a pen, and a small container. The text is overlaid on the image.

'When I had the opportunity to attend the Marketing Masterclass I felt a little daunted. However I knew I needed help using social media and the internet to let people know about my business. I am now familiar with the terms used and am currently looking into ways to implement what I have learnt or develop them further. I can honestly say my eyes have been opened. \*

A FEW WORDS FROM AN  
AN ATTENDEE OF THE  
SESSION

**If this sounds like something you would be interested in,  
the masterclass series will take place again later in  
2018. Stay tuned...**



## Small Business Bus Sessions set for Halls Gap!

### 2018 SMALL BUSINESS BUS

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Do you own a business and need expert advice on how to grow and thrive?  
The Victorian Government's Small Business Bus is coming to Halls Gap.

- FREE confidential mentoring provided by a small business specialist
  - ADVICE on developing your business idea, formulating a business plan, marketing your business, improving your understanding of cash flow management
  - Friendly ASSISTANCE from a Small Business Victoria Information Officer
- 

June 5th, 2018  
Outside the Halls Gap Hub  
115 Grampians Road, Halls Gap

To book a spot call the Business Victoria Centre on 13 22 15 OR [BOOK HERE](#).

# Small Business Bus Sessions set for Halls Gap!

[REGISTRATION IS NOW OPEN!](#)

Hear from industry-leading speakers, learn marketing skills to enhance your tourism business and network with others. Grampians Tourism invites anyone with an interest in the visitor economy to attend this regional tourism conference.



## GRAMPIANS TOURISM INDUSTRY CONFERENCE



INNOVATION IN MARKETING

#GTIC2018

### THE DETAILS

**Date:** Wednesday 6th June 2018

**Time:** 10am – 4.30pm

**Venue:** [Hamilton Exhibition and Conference Centre](#)

**Enquiries:** [admin@grampianstourism.com.au](mailto:admin@grampianstourism.com.au)

### **TICKETS**

Early bird ticket: \$99 per person until 23 May 2018

Tickets after 23 May 2018: \$129 per person

Volunteer & Student ticket: \$50 per person

Conference tickets include morning tea, lunch and afternoon tea.

**[BOOK HERE](#)**

### **Speakers:**

[Peter Bingeman, Visit Victoria](#)

[Felicia Mariani, VTIC](#)

[Matthew Jackson, Parks Victoria](#)

[Bobby Green, The Digital Picnic](#)

[Zoe Manderson, Alpaca Travel](#)

[Marc Sleeman, CEO Grampians Tourism Board](#)

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BUILDING PERSONAL & COMMUNITY  
CAPACITY IN LEADERSHIP

INFLUENCE - INSPIRE - GROW

# WORK

1 DAY

**COMMUNICATION SKILLS FOR LEADERSHIP**

1/2 DAY

**ABC OF COMMUNICATION SUCCESS**

# SHOPS

**06.06.18 | Wed | 9.15am - 4.30pm**

**07.06.18 | Thurs | 9.15am - 12.45pm**

Jade room, Grampians Community Health

8 -22 Patrick St, Stawell

BOOKINGS



more info ph 0491 220 386

[www.ticketebo.com.au/projectplatypus](http://www.ticketebo.com.au/projectplatypus)



Environment,  
Land, Water  
and Planning

**PROJECT  
PLATYPUS**

UPPER WIMMERA LANDCARE



**CBD Revitalisation programs set for Stawell**



and St Arnaud!

# REVITALISE!

# STAWELL & ST ARNAUD



## **What is the Revitalise! Project?**

The purpose of the project is to **revitalise** and **reactivate** the commercial primacy and vibrancy of the two major townships of **Stawell** and **St Arnaud** to improve amenity, safety, physical accessibility, visitor experience, overall business fitness and increase investment in to the Northern Grampians Shire. The Revitalise! project is multi-faceted in that it will deliver the following sub-projects:

- NGSC industry investment prospectus;
- NGSC new resident and workforce attraction marketing strategy;
- Retail Gap Analysis and Retail Doctor 'Fit for Business' program;
- Implementation of the new Business Assistance Scheme;
- Stawell CBD Revitalisation infrastructure works; and
- St Arnaud Civic Precinct infrastructure works.

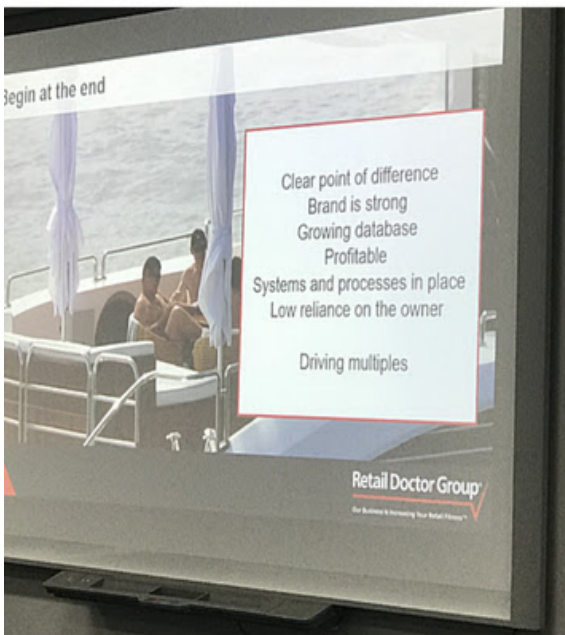
## **Want more information?**

For more information about any aspect of the Revitalise! Project, please contact Councils Coordinator Economic Development, Amber Ricks, at [amber.ricks@ngshire.vic.gov.au](mailto:amber.ricks@ngshire.vic.gov.au) or on 5358 8762 or 0400 805 809.



# THE RETAIL DOCTOR

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On the 18th, 19th and 20th of April the NGSC was lucky enough to have The Retail Doctor visit both St Arnaud and Stawell.

Brian discussed the impacts that digital media is having on individual businesses and potential ways they can combat it.

Brian Walker (AKA The Retail Doctor) gave a presentation on 'The Steps to Business Fitness' and 'The Future of Retail.'

Brian is currently completing a report detailing the retail sector within the NGS. This will include recommendations and show how the NGS retail sector is operating compared to other similar areas.

Passionate business owners braved the late nights and cold mornings in a bid to benefit their business.

Overall, this will allow the NGSC to make the central business district the best it can be for locals and visitors.





EASTER

WEEKEND!



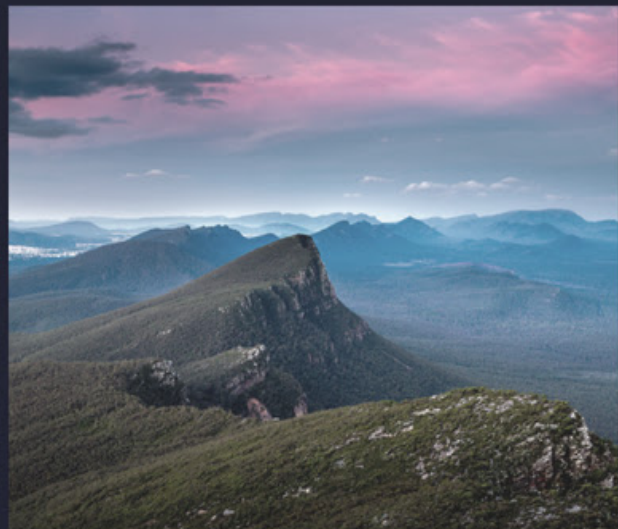


THE ECONOMIC DEVELOPMENT UNIT WERE RESPONSIBLE FOR THE EASTER STREET PARTY THAT OCCURED ON EASTER SATURDAY.

THERE WAS A FANTASTIC TURN OUT WITH VICTORIA STREET IN STAWELL TRANSFORMED. THE EVENT FEATURED LOCAL BUSINESSES WHO CATERED TO THE NEEDS OF THE LARGE CROWDS. PLANNING ON NEXT YEAR'S EASTER PARTY IS ALREADY BEGINNING.

IT IS CURRENTLY ESTIMATED THAT THE EVENTS WITHIN THE NORTHERN GRAMPIANS SHIRE OVER THE EASTER WEEKEND GENERATED BETWEEN \$8-10 MILLION DOLLARS FOR THE LOCAL ECONOMY.

# THE NEW RESIDENT KITS



## Your Vision. Our Expertise.

If you would like a copy please contact the Eco Dev Team on 5358 8759.

**Grampians Tourism reports positive numbers for our visitor economy**

# POSITIVE GROWTH IN GRAMPIANS

The Grampians region performed well above average in Victoria's  
Visitor Economy results YE 17.

## GRAMPIANS VISITOR ECONOMY -YE 17



964,000  
Domestic  
Overnight visitors  
(up 22%)



Total tourism  
expenditure  
\$479 million  
(up 55.4%)



2.48 million  
Total Domestic  
Nights (up  
30.4%)



1.23 million  
day trip  
visitors (up  
13.5%)

*Visit  
grampians*

Keep up to date with all the latest and greatest tourism industry news from Grampians Tourism by subscribing to their Industry eNews [here](#)

Grampians Tourism is the peak industry body for tourism in the Grampians region. It encompasses and is directly supported by Ararat Rural City, Horsham Rural City, Northern Grampians Shire and Southern Grampians Shire.

Their primary purpose is to deliver a coordinated approach to domestic & international marketing, product development, infrastructure investment and industry development for the Grampians Region. They do this by working together with industry in creating cooperative marketing and advertising opportunities to increase visitation to the regions experiences and destinations and exposure in key markets.

See [www.visitgrampians.com.au](http://www.visitgrampians.com.au) to discover the Grampians region.

The Grampians Tourism Industry eNews provides a range of information from



training and workshops on offer, funding opportunities, industry updates and marketing information.

# LATEST NEWS FROM STAWELLBIZ



- Stawellbiz has continued to focus on the issues raised from our think tank discussion and developing a five year strategic plan to formalise our achievable targets.
- Stawellbiz have continued to raise the issue of Retail and provide constructive feedback for council.
- Highway road signage has continued to be a focus, with the new “Gateway to the Grampians” signs being installed.
- Stawellbiz have continued to provide input in relation to the council’s Land Use Strategy and Planning Scheme. It is hoped that a land development project in relation to Sloane Street will attract interest from potential land developers with initial discussions and interest having already been expressed and followed up by Stawellbiz
- The Main Street Easter Sensation was a huge success for the town this year with fabulous support from businesses and community groups within the town, including the impressive show case of mega agriculture machinery from Corinella Farms.

If you would like to join with other local businesses and provide feedback please

contact us at [stawellbiz@hotmail.com.au](mailto:stawellbiz@hotmail.com.au) or <https://www.facebook.com/stawellbiz>.

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SUSTAINABILITY VICTORIA

# BETTER COMMERCIAL BUILDINGS



## WHO CAN BENEFIT

We are calling for applications from commercial building owners, agents, tenants and facility managers in Victoria, keen to identify and implement energy efficiency upgrades that lead to an improvement in building performance. Commercial buildings can include offices, hotels, retail and data centres, and some mixed use buildings.

## IS IT TIME TO UPGRADE?

If your staff have heaters and fans at their desks  
Staff/tenants complain about the temperature  
Increase in staff sick days  
Difficulty securing a long term tenant  
Your building doesn't already have a NABERS rating

If you would like more information [GO HERE.](#)

This grant program provides financial assistance of up to \$30,000 for commercial building owners to implement building energy efficiency improvements via a merit-based application process..

Approved projects must be completed within 18 months of the funding agreement being signed. This includes a 12 month monitoring period. Projects must be delivered through an Approved Service Provider.

The program will continue until the funding is fully subscribed or closed at the discretion of Sustainability Victoria.

## **MATERIALS EFFICIENCY PROGRAM**

### **Who can benefit from the program?**

We are calling for applications from all types and sizes of businesses across Victoria who are keen to implement materials efficiency upgrades to improve business productivity and reduce waste.

Recently, we have worked with a variety of businesses ranging from bakeries, food processors, large manufacturers and even businesses in the fashion industry optimise materials-use to reduce input and waste management costs.

### **How do I know if my business can benefit from a materials assessment?**

Take a look at what your business throws away. This could be in the garbage, in a skip, down the drain or even in your recycling; wasted raw materials represent a considerable input cost to your business, even if it is recyclable. We have found, in some instances, the value of discarded materials is often up to 20 times the cost of waste disposal.

If you are still unsure, most materials assessments begin with an initial “bin trim” to help you identify the true value of waste to your business.

If your business is already engaging in a process or materials optimisation program, a Materials Efficiency grant can add value to your existing activities by finding opportunities

that haven't yet been identified or calculate the benefits of your optimisation program.

## What are the benefits of improving materials efficiency?

Our industry-specific case studies show that improving materials efficiency leads to:

- Reduced raw materials use;
- Reduced waste management costs;
- Improved labour efficiency;
- Reduced energy input;
- Lower unit-cost of production;
- Improved product quality;
- Improved employee safety and wellbeing outcomes;

## What does the program provide?

This grant program provides matched funding assistance of up to \$13,000 for Victorian businesses:

- Up to \$10,000 can be used for expert advice from a materials efficiency assessor (consultant);
- Up to \$3000 bonus incentive to implement materials efficiency solutions;

The assessor will work with the business to tackle the root cause of the waste problem, understand the “true cost of waste” and develop a bespoke business case for investing in cost-effective solutions. The business will receive a report tailored to its individual needs and opportunities; SV also offer a sustainable finance facilitation facilities that can assist with covering the cost of upgrades.

## How do I apply and what happens next?

As this is a non-competitive program, a Sustainable Business team adviser is available to guide you through the application process. Drop us an email at [Grants.Enquiries@sustainability.vic.gov.au](mailto:Grants.Enquiries@sustainability.vic.gov.au) or call [1300 363 744](tel:1300363744).



# Wine Australia

THE WINE EXPORTS GRANT



# Wine Export Grant

THE WINE EXPORT GRANTS – CURRENTLY OPEN FOR APPLICATIONS – ARE DESIGNED TO SUPPORT SMALL TO MEDIUM WINE EXPORTERS IN CAPTURING EXPORT OPPORTUNITIES IN CHINA AND THE USA.

THE GRANT PROGRAM IS CAPPED AT \$1M. BUSINESSES CAN CLAIM A REIMBURSEMENT GRANT OF UP TO \$25,000. FUNDING IS ACCESSED ON A FIRST-COME, FIRST-SERVED BASIS. CURRENTLY \$980,714.80 IS REMAINING.



## Premier's Sustainability Awards 2018

"THE PREMIER'S SUSTAINABILITY AWARDS IS AN OPPORTUNITY TO RECOGNISE VICTORIANS WHO ARE LEADING THE WAY IN SUSTAINABLE PRACTICES ACROSS ALL SECTORS."



The 2018 Premier's Sustainability Awards recognise individuals, communities, organisations and businesses that are helping Victoria to achieve a sustainable future. Victoria is taking action on Climate Change.

Start and Submit your online entry by **5pm, Thursday 7 June.**

The Categories are as follows:

Built Environment;  
Community;  
Education;  
Environmental Justice;  
Environmental Protection;  
Government;  
Health;  
Innovative Products or Services;  
Small and Medium Enterprises; and  
Large Business;

**ENTRIES IN 2017 INCLUDED A SMALL BUSINESS THAT USES  
NEW TECHNOLOGY TO CLEAN WITHOUT CHEMICALS AND A  
UNIQUE PROGRAM THAT RECYCLES DISCARDED HOTEL SOAP  
FOR USE IN DISADVANTAGED COMMUNITIES.**



Have a look at <http://www.sustainabilityawards.vic.gov.au/> to see whether you meet the entry requirements.





# FOOD SOURCE VICTORIA SCHOLARSHIP

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SUPPORTING WORKERS IN AGRICULTURE,  
PROCESSING & MANUFACTURING IN REGIONAL  
VICTORIA.

# Previous Winners

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THE SCHOLARSHIP ALLOWED JANE CASEY TO TRAVEL TO KOICHI, THE MAIN YUZU GROWING REGION IN JAPAN, TO LEARN ABOUT THE GROWTH HABITS OF THE TREE AND MANAGEMENT, INCLUDING PRUNING AND FERTILISER USE TO ENHANCE FRUIT QUALITY AND PRODUCTION.

MS CASEY ALSO LEARNED MORE ABOUT HOW TO GRADE AND PACK THE FRUIT FOR EXPORT. "HAVING THE KNOWLEDGE TO PRODUCE TOP QUALITY FRUIT AND BEING ABLE TO PASS ON THAT KNOWLEDGE TO OTHER GROWERS WILL BE INTEGRAL TO ACHIEVING SUCCESS FOR THE CROP. ALTHOUGH OUR ORCHARD IS YOUNG, WE HAVE CONTRIBUTED SIGNIFICANT RESOURCES TO IT."

Access the Online Application form [HERE](#)  
OR Call 136 186 to obtain an Application Form.

## FUTURE INDUSTRIES FUND MANUFACTURING PROGRAM



In a bid to secure Victoria's future as a competitive, innovative and outward looking economy Business Victoria has established a Future Industries Fund Manufacturing Program.

The Future Industries Fund is one of the key pillars of the Andrews Labor Government's economic growth plan.

### **Who Can Apply?**

- Companies that have a minimum three years trading history;
- Intend to invest in manufacturing technologies and processes;
- Will Generate Sustainable New Local Jobs; and
- Target New Growth Opportunities

### **Industry Sectors**

Medical Technologies and Pharmaceuticals ;  
New Energy Technologies;  
Food and Fibre;  
Transport, Defence and Construction Technologies;  
International Education; and  
Professional Services;

If this Fund could benefit your Company [APPLY HERE.](#)



# ENERGY ASSESSMENT GRANTS

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OPEN TO BUSINESSES SPENDING  
OVER \$20,000 A YEAR ON ENERGY

A NON-COMPETITIVE PROGRAM



# TWO TYPES OF GRANTS AVAILABLE

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Basic energy assessment grant:  
Up to \$2000 towards the cost of a basic energy assessment and a further \$3000 bonus to implement energy efficiency actions. This is recommended for businesses spending between \$20,000 to \$50,000 on energy per annum.

Detailed energy assessment grant:  
Half the cost of an assessment up to \$15,000 and a further \$5000 bonus to implement energy efficiency actions. This is recommended for businesses spending more than \$50,000 on energy per annum.

# WANT TO KNOW MORE?



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GET IN TOUCH WITH:

GRANTS SUPPORT REPRESENTATIVE  
SUSTAINABILITY VICTORIA

1300 363 744

GRANTS.ENQUIRIES@SUSTAINABILITY.  
VIC.GOV.AU



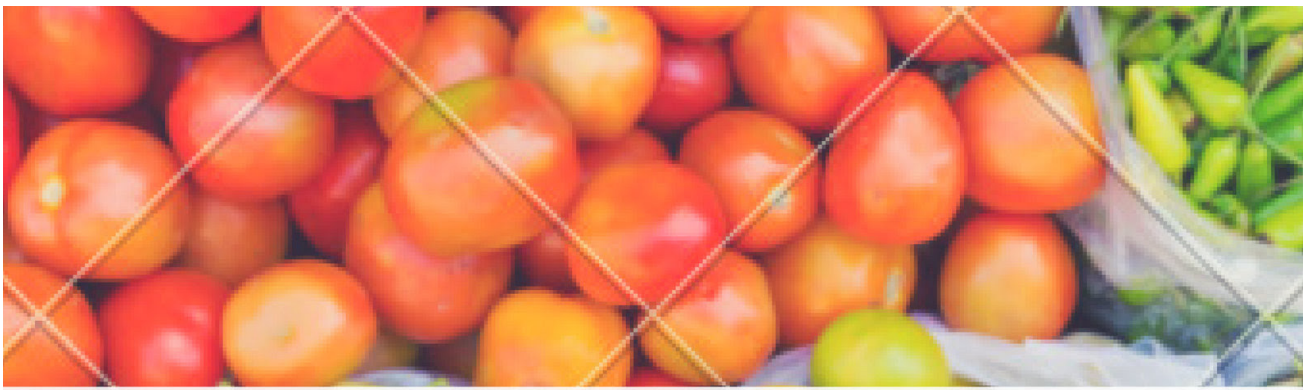
INFORMATION FROM THE VICTORIAN STATE GOVERNMENT

# *Supporting Victorian Farmers & Boosting Our Exports*

*From 1 July 2018*

For more info, visit [www.premier.vic.gov.au](http://www.premier.vic.gov.au)





## INFORMATION FROM THE VICTORIAN STATE GOVERNMENT

From the 1st of July farmers under the age of 35 who are purchasing their first farm will pay no stamp duty on purchases up to \$600,000. Farms valued between \$600,000 and \$750,000 will receive stamp duty discounts. This will assist Young Victorian farmers in getting their start on the land.

“Agriculture is worth billions to Victoria and employs more than 160,000 people – and we’re investing in it so it can continue to grow, create jobs and support regional communities right across Victoria.” (Minister for Agriculture Jaala Pulford. )

The Labor Government is currently delivering on Regional Partnership Priorities with:

- \$600,000 for the Food Next Door program in the Mallee region
- \$700,000 for the Driving Gippsland Food and Fibre Agenda
- \$50,000 for a Premium Produce Business Case in our Central Highlands region

## GAS EFFICIENCY GRANTS

Sustainability Victoria is offering matched funding of up to \$50,000 to assist eligible businesses\* with the cost of a variety of gas-related projects.

Many businesses are already increasing energy efficiency and reducing gas use and costs through SV programs. For large gas users, there are often many opportunities to improve efficiency such as upgrades to boiler or steam systems, industrial ovens or kilns, or recovering waste heat.

The Gas Efficiency Grants will support businesses to take practical action that results in more efficient use of gas, helping relieve gas cost pressures.



Want to know more? Get in touch with:

Grants Support Representative

Sustainability Victoria

[1300 363 744](tel:1300363744)

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

*“Small businesses are crucial to our economy - we’re helping them expand, so they can create more local jobs.”*

MINISTER FOR SMALL BUSINESS PHILIP DALIDAKIS



Australian Government

**Business**

*business.gov.au*

**Contact Northern Grampians Shire Council:**

[ngshire@ngshire.vic.gov.au](mailto:ngshire@ngshire.vic.gov.au)

(03) 5358 8700

**Contact the Economic Development Unit:**

[business@ngshire.vic.gov.au](mailto:business@ngshire.vic.gov.au)

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