

BUSINESS RESOURCE GUIDE



Creating economic prosperity by supporting business

Contact Council's Economic Development Department: Phone: (03) 9217 2278
Email: business@whittlesea.vic.gov.au | www.whittlesea.vic.gov.au/for-business

INTRODUCTION

Council is committed to supporting businesses to start, grow and prosper. In turn, this gives the community access to a diverse range of local jobs which is important for a strong local economy.

There are more than 18,000 businesses registered in the City of Whittlesea.

Council provides direct support for new and existing businesses and helps connect local businesses of all sizes with state and federal government programs.

COUNCIL'S BUSINESS SUPPORT SERVICES AND INITIATIVES



Vacant to vibrant program

The program facilitates short-term commercial agreements by establishing connections between property owners, real estate agents and local start-ups, social enterprises, artists or not-for-profit organisations. With the aim of reducing the number of vacant retail spaces in shopping precincts around the municipality.

For more information, contact business@whittlesea.vic.gov.au



Business Concierge

If you're thinking about starting your own business or already run a business, but have questions about how to expand, what permits you need and which regulations apply to your operation, our Business Concierge service is the ideal place to start.

Call 9217 2180 or email business.concierge@whittlesea.vic.gov.au



Business Network

The City of Whittlesea Business Network is a membership-based program open to all businesses operating within the City of Whittlesea.

The network will provide local businesses of all sizes the opportunity to connect, collaborate, learn and build relationships with other businesses in the municipality.

Members will also be able to enjoy a range of benefits, including:

- Networking events
- Industry specific training and program
- Access to mentoring
- Online Business Listing



City of Whittlesea
**Business
Network**

Join today

For more information email
business@whittlesea.vic.gov.au
or call 9217 2278



**City of
Whittlesea**

USEFUL BUSINESS LINKS

Melbourne's North Advanced Manufacturing Group

The Melbourne's North Advanced Manufacturing Group works to assist all manufacturers across northern metropolitan Melbourne. With an extensive network and access to a wide range of services, it facilitates trusted connections, builds business capability and provides valuable assistance that will help businesses grow.

Profiling and branding northern Melbourne's manufacturing capacity and capability locally, statewide, nationally and internationally is also a key goal.

www.northlink.org.au/melbournes-north-advanced-manufacturing-group

VendorPanel

The City of Whittlesea uses VendorPanel to manage its procurement process, if your business is interested in supplying Council with products or services then you can register for free.

<https://info.vendorpanel.com/workwithcityofwhittlesea/>

Melbourne's North Food Group

Representing over 400 food, beverage and fibre manufacturers operating in northern Melbourne, this network presents an opportunity for members to access a range of services including: assistance with government grants, trade shows and buyer visits, training and skills development workshops, a buying group, a manufacturer and service delivery directory, networking events and more.

www.melbournenorthfoodgroup.com.au

Small Business Victoria

Small Business Victoria helps small business owners and operators plan, start and grow their business, with tools, including a range of business plan templates, and information on how to register your business, how to choose the best location and calculate the costs behind your business idea.

www.business.vic.gov.au/business-information/start-a-business



Explore Whittlesea

Created to showcase the City of Whittlesea's tourism, events and hospitality industries to visitors and locals alike, local businesses are invited to connect with Council to have their business featured on the Explore Whittlesea website and social media channels.

To find out how to showcase your business call 9217 2278



eNewsletter

Council's monthly Business eNewsletter features a round-up of the news, opportunities and events for local businesses.

To subscribe, scan the QR Code below.



Data and statistics

For insights to help with your market research and business planning, delve into City of Whittlesea population, demographic and economic profiles and forecasts.

To find out more about the municipality scan the QR Code below to visit Economy ID.



Attracting investment in the City of Whittlesea

Council's Investment Attraction Plan outlines how the City of Whittlesea will attract new businesses, bringing new large employers into the municipality increasing local jobs.

Download the brochure to find out how this Plan will benefit the region and help create a Strong Local Economy.

[Investment Attraction Plan 2021-26 \(whittlesea.vic.gov.au/invest\)](http://InvestmentAttractionPlan2021-26(whittlesea.vic.gov.au/invest))

Investment Prospectus – Partner to Prosper download a copy today

Investing in Whittlesea
whittlesea.vic.gov.au/invest

Taking vacant spaces and creating vibrant places

The City of Whittlesea's Vacant to Vibrant program aims to collaborate with property owners, real estate agents, business owners and community to assist in activating vacant commercial and retail spaces, subsequently providing opportunities for businesses, social enterprises and not for profit groups.

The objectives of the Vacant to Vibrant project are:

- Activation of vacant commercial and retail spaces;
- Provide opportunities for new businesses;
- Support local jobs creation;
- Strong local economy;
- Support for start-ups, social enterprise and not for profit projects;
- Increase social cohesion and community connections by maintaining vibrant retail precincts;
- Potential co-working spaces for artists requiring studio space, workshops and galleries and marketing support.

For further information about the Vacant to Vibrant program and how it may assist you as a business owner to find a suitable commercial or retail space to trial or as a property owner or agent looking to activate a commercial or retail space, please contact the Economic Development team at the City of Whittlesea on 9217 2492 or email business@whittlesea.vic.gov.au

**vacant to
vibrant**



**City of
Whittlesea**

RESOURCES AND SUPPORT

The Victorian and Australian Governments have a range of support tools and programs designed specifically for the business community. The support can change regularly and we recommend that you scan the QR Codes below to find out the latest information on what could be available for your business. Each service communicates with regular newsletters sent via email, signing up to these can also help you stay up to date.



Coronavirus Victoria



Victorian
Small Business
Commission



Federal Government
Business Site



Business Victoria



Victorian Chamber
of Commerce



Department of
Jobs, Precincts and
Regions



Worksafe Victoria

The City of Whittlesea is proud of the diversity of its business community and Council has services and support available in languages other than English. Visit our website to use Google translate or phone 131 450 to use our free interpreter service.

تفخر مدينة ويتلسي (Whittlesea) بتنوع مجتمع الأعمال الخاص بها، ولدى المجلس خدمات ودعم متاح بلغات أخرى غير الإنجليزية. قم بزيارة موقعنا على الإنترنت لاستخدام ترجمة Google أو إتصل بالرقم 131450 لاستخدام خدمة الترجمة الشفوية المجانية الخاصة بنا.

Thành phố Whittlesea hãnh diện về tính đa dạng của cộng đồng doanh nghiệp và Hội đồng Thành phố có các dịch vụ và hỗ trợ bằng các ngôn ngữ khác tiếng Anh. Hãy truy cập trang mạng của chúng tôi để sử dụng Google dịch thuật hoặc gọi số 131 450 để sử dụng dịch vụ thông dịch viên miễn phí của chúng tôi.

Општина Витлси е горда на разновидноста на својата деловна заедница и има услуги и поддршка достапни на други јазици освен англискиот. Посетете ја нашата веб страница за да користите преведување со Google или телефонирајте на 131 450 за да ја користите нашата бесплатна преведувачка услуга.

ਵਿਟਲਸੀ ਸ਼ਹਿਰ ਨੂੰ ਆਪਣੇ ਕਾਰੋਬਾਰੀ ਭਾਈਚਾਰੇ ਦੀ ਵਿਭਿੰਨਤਾ ਉੱਤੇ ਮਾਣ ਹੈ, ਅਤੇ ਕੌਸਲ ਕੋਲ ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਇਲਾਵਾ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਸੇਵਾਵਾਂ ਅਤੇ ਸਹਾਇਤਾ ਉਪਲਬਧ ਹੈ। ਗੂਗਲ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਸਾਡੀ ਵੈੱਬਸਾਈਟ ਉੱਤੇ ਜਾਓ ਜਾਂ ਸਾਡੀ ਮੁਫਤ ਦੁਭਾਸ਼ੀਏ ਸੇਵਾ ਦੀ ਵਰਤੋਂ ਕਰਨ ਲਈ 131 450 ਨੂੰ ਫੋਨ ਕਰੋ।



It's all Here



City of Whittlesea



To find out more go to whittlesea.vic.gov.au/itsallhere



Contact details

P 9217 2278

E business@whittlesea.vic.gov.au

W whittlesea.vic.gov.au/for-business

LinkedIn [linkedin.com/company/city-of-whittlesea](https://www.linkedin.com/company/city-of-whittlesea)