



Trader News

Your Hurstbridge Traders Association monthly newsletter

Issue 31 NOW QUARTERLY

July 2010

News for Hurstbridge traders and their staff

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Attached

- > Treasure Hunt form
- > AGM Nomination form
- > AGM/Forum invitation
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Diary dates

28 July HTA AGM 6.15pm

28 July HTA Forum 7pm

1 Aug Farmers Market

29 Aug Wattle Festival



Sean and Lucinda Flynn collect the "Green Supplier of the Year" at the Eco-buy awards

Going Green, going strong

Hurstbridge traders Sean and Lucinda Flynn from Going Green Solutions, were recently awarded an ECO-buy award at the 8th annual ECO-Buy Awards for Excellence in Green Purchasing. The awards were held in May at the Malthouse Theatre, Southbank, Melbourne, hosted by Ms Bernie Hobbs, regular judge on ABC TV's The New Inventors.

The ECO-Buy Awards recognise innovative green purchasing initiatives undertaken by state government, local government, businesses and green product suppliers.

A family run business, Going Green Solutions evolved from a desire to integrate a more sustainable and healthy way of living into home, work and lifestyle.

For Going Green Solutions, that commitment has meant good business and a better environmental outcome.

The company has put a lot of effort into sourcing appropriate and reputable products for clients, and into building effective

working partnerships with suppliers and clients alike.

Going Green Solutions is considered to have the largest range of compostable catering ware in Victoria – and to be the most knowledgeable about the options available.

"Not only do we want to offer the convenience to our customers of not having to hunt around, but we want to make it easier for businesses, households and organisations to take up these changes quickly and hassle-free so that we can collectively create a strong influence on reversing global warming and protecting our planet."

They are also one of two businesses nominated by Nillumbik Shire Council to represent the council at the Northern Business Achievers Awards 2010. These awards are held annually and they aim to identify, acknowledge and promote the achievement of business excellence and outstanding companies in the northern region of Melbourne.

Visit our website
www.hurstbridgevillage.com.au
Join us on Facebook
- Hurstbridge Village
HTA tel: 0408 541 669

Hurstbridge & Districts
Community Bank[®] Branch Bendigo Bank





Note from the President of HTA

It's that time of the year again – Tax time I hear you say- Yes, but also our Annual General Meeting which is definitely much more pleasurable than the other.

You will see elsewhere in the newsletter about where and when it will be held and who we will have as guest speakers.

This AGM will also be my last as President. After 4 years in the role it's time to hand over to a successor. It's been a real pleasure to have been so actively involved on the committee, but being on the committee is a voluntary role, and it's only fair on those who do take on the responsibility to not have to expect to do so indefinitely. To keep the committee fresh and for the benefit of our township, we need to be able rotate the members every now and then, and now is the time for me.

So to those traders who have not yet participated in the traders association, I would ask that you think seriously about your fellow traders and how you and they fit into making our township what it is. We have to all work together to keep us viable and needed by our customers. Individual businesses will not survive on their own without having others around. We need each other so we all need to work collectively, which is what those few traders who are your committee try to do.

Ian Clark
President HTA
Post Master, Hurstbridge Post Office
9718 2000

HTA – Annual General Meeting Notice

Members of the Hurstbridge Traders Association are warmly invited to the Hurstbridge Traders Association AGM.

When: 6.15pm Wednesday 28th July

Where: Bridges Restaurant & Function Centre

The AGM will be held before the 'Rural Nillumbik Economic Forum', please arrive 6.15pm for a prompt 6.30pm start.

RSVP: Petra Leaford on 0408 541 669 by 26 July

You are also welcome to stay for the following event hosted by the Hurstbridge Traders Association

Rural Nillumbik Economic Forum

The panel of speakers includes

Cr Lewis Brock – Nillumbik, Ward Councillor

Mr Barry Henwood – Chairman, Valley Financial Services

Ken King – President of the Nillumbik Tourism Association

This networking event will provide local business owners with an opportunity to

- Hear the latest developments on a new economic development strategy for Nillumbik Shire and how that relates to rural areas of Nillumbik
- network with other members of the local business community including, Hurstbridge Traders, tourist operators, small and home based businesses
- enjoy a light supper and drinks available over the bar.



Hurstbridge
The heart of rural Nillumbik

New campaign to target new catchments

A new campaign is well underway to promote Hurstbridge Village as a destination, as the "Heart of rural Nillumbik".

This marketing campaign, aims to increase awareness of Hurstbridge as the nearest local 'hub' for shopping and community services for residents in outlying areas of Doreen (all new estates), Panton Hill, St Andrews, Kangaroo Ground, Smiths Gully, Wattle Glen and Yarrambat.

It's aim is to promote all Hurstbridge Traders to new residents in nearby Doreen estates and existing residents in the outer regions, who may not be aware of what Hurstbridge has to offer. It will be a full directory listing of shops and community contacts. So your business will be listed at no cost to you.

It will also feature information on local events and things to do in Hurstbridge, like the heritage trail, platypus and Wattle Festivals.

It is anticipated that it will be distributed in early August, as we build up to spring and the Wattle Festival.

There will also be a limited number of paid advertising positions in this 8 page fold out, so if you are interested in advertising please contact HTA marketing coordinator Petra Leaford on 0408 541 669.



Proposed roadside signage on Cnr Yan Yean Road and Bannons Lane

Snippets

More news, or just advertising?

An impressive magazine landed in households around Hurstbridge this week, and you would be mistaken for thinking it was the Fairfax owned Heidelberg and Diamond Valley Weekly, as the masthead and name, are very similar. It is also similar in format and content, with very little local content and lots and lots of real estate advertising. This publication is new however and is in direct competition with Fairfax.

Undoubtedly, it is the lucrative real estate advertising dollar that they are aiming at. It will be interesting to see how it develops as a weekly publication. HTA is yet to be approached by them in regards to advertising, so will keep traders posted on any special offers they may come out with.

Youth Art Project

A youth art project for Hurstbridge is being proposed by Nillumbik Shire Youth and community services. The proposed site would be the telecommunication building at the gateway to Hurstbridge. It has been an ongoing target for graffiti over the years, and this initiative will hopefully engage young people in a positive way to create some meaningful art that the whole community can appreciate. Stay tuned for more news.

Art Gallery brings a focus to art in the street

Dragonfly Gallery owner Emma Maginn, has jumped on board the community arts projects that have been identified by HTA committee over the last couple of years as being valuable additions to our street scape. Emma has the expertise and support from local artist to bring the mural project to fruition. She is currently detailing costs and time frames for the project, in order to attract some sponsorship or grant money to cover the costs. We'll keep you posted in the next issue of Trader News.

Support 'Roundabout' our real local news

HTA is really pleased to have a real local news publication that is circulated in Hurstbridge and district. Roundabout is a small scale local newsletter, the third issue is out now. If you missed the previous issues, you can view them on our draft web site www.hurstbridge.org.

You can submit articles and photographs to Pam Lawson at pajala@netspace.net.au and advertising copy to Bill Penrose at bill.penrose@pas.com.au Advertising is at very reasonable rates.

If you wish to advertise, the rates are
Trade space \$10 1/8 page \$25
Quarter page \$40 Half page \$60
Full page \$100

\$600,000 to restore tourist facilities in Kinglake parks

A \$600,000 Victorian Government grant will restore picnic areas, facilities and walking paths in key parks affected by the Black Saturday bushfires in the Kinglake area.

The Fire Recovery Project, to be run by Parks Victoria, will focus on rebuilding facilities in three iconic parks, including Kinglake National Park, Toorourrong Reservoir Park and the Cathedral Range State Park.

Minister for Regional and Rural Development, Jacinta Allan said the local economies of the communities around the parks are underpinned by attracting visitors for recreational activities such as walking, rock climbing, bike riding, and sight seeing.

Works on the three parks include: restoring facilities around Mason Falls and Jehosaphat Gully in Kinglake National Park; restoring picnic areas and associated facilities in the Toorourrong Reservoir Park; and restoring walking paths into the Cathedral Range.

Revealing survey

HTA recently conducted a survey to its members on tourism in Hurstbridge. Survey results reveal that most businesses in Hurstbridge can identify a percentage of their business as being from 'non local' trade. It is important for every traders to build their trade both locally and with customers that travel to the area.

Small business notes

Changes to BAS services providers

Effective from 1 March 2010, Tax and Business Activity Statement (BAS) agents must be registered under the new Tax Agent Services Act 2009.

If you are paying someone to do your BAS, you need to make sure they are registered under the new Act. The new Act includes a Code of Professional Conduct, which aims to ensure services provided to you by registered agents meet appropriate ethical and professional standards.

If you provide BAS services for a fee or reward, you must register with the Tax Practitioners Board (the Board). You have until 31 August to:

notify the Board your are accessing transitional provisions; or

register with the Board as a BAS agent.

Visit www.tpb.gov.au for more information.

Tax Basics for Small Business...Tax Workshop

This workshop is designed to give participants a basic understanding of small business tax issues and obligations. It is primarily for businesses starting out, although existing small business operators will also benefit from attending. Refreshments, materials and workbooks will be provided. Have all your tax questions answered and use the session to network with other small business owner/operators.

Topics include getting started in business, income and expenses, goods and services tax, record keeping and more.

This workshop is delivered by the Australian Taxation Office.

WHEN: Wednesday 4 August, 9.00am - 12.00pm

WHERE: Fountain View Room, City of Whittlesea Council Offices, South Morang

REGISTRATION: Call 9217 2278

COST: Free

Business Seminars

Delivered by Living & Learning Nillumbik

Your Business Online

WHEN: **28 Jul** 7pm - 9pm

This seminar is ideal for business owners wanting to increase their online presence and understand the importance of search engine optimisation. You'll discover easy-to-use strategies for increasing your traffic, how to use key words to improve your page rank, the art of blogging (and why you should use it), how to measure traffic and more. This seminar suits those with an existing website.

Get Your Business Organised

When: **25 Aug** 7pm-9pm

Do away with poor time management in your business by attending this seminar. You'll learn how to identify and remove distractions, how to prioritise effectively, useful strategies for productivity, and other tips on how to create more time in your day. If you know you waste time but don't know why, this seminar is for you.

Details for both events

WHERE: Living & Learning Nillumbik
739 Main Road Eltham Vic 3095

REGISTRATION: Living & Learning Nillumbik,
Leonie Truffitt on 9433 3745

COST: \$20

Wattle Festival

Hurstbridge

**Sunday
29 Aug 2010**
Hurstbridge Village
10am – 4pm

www.wattlefestival.org.au
for full program details

Get on Board for Wattle Festival

Sunday 29th August, 2010 - Hurstbridge Village

This annual event in Hurstbridge began in 2004 by an enthusiastic group of Hurstbridge Traders, and has grown in strength each year. This year's festival brings some great new attractions and of course the always popular flagship attraction to the festival is the fully restored K class steam engine from Steamrail Victoria. The steam engine will bring passengers from Flinders Street Station to the festival then shuttle between Hurstbridge and Eltham during the day, culminating in night train journey from Hurstbridge to the city. Tickets are now available for the morning and special night train journey call Nillumbik Tourism Association for train bookings on 1300

You can support this fantastic local event with a small sponsorship of \$50 by becoming a "Friend of Wattle Festival"; this small show of support ensures we are able to bring the best program possible to showcase our special town. In return you will get a sponsorship certificate and have your business listed on our sponsorship page on the website and on a special sponsorship board to be displayed at the festival. For further details contact Petra Leaford on 0408 541 669. Or simply fill out the form attached and send in with payment.

For an updated program of the 2010 festival, to be held on visit the website www.wattlefestival.org.au. Enquiries can be made to Wattle Festival Coordinator Jenny Kennedy on

The program will be available online from July 2010.

Advertise in Hurstbridge feature



Don't miss your opportunity to advertising in a stunning two page feature on Hurstbridge and the Wattle festival in August.

The double page spread will appear in the Heidelberg and Diamond Valley Weekly on Tuesday 24th August. This feature is part of the HDV Weekly sponsorship of HTA and Wattle Festival. Cost per ad is \$200.

Please register your interest quickly, as spaces are limited. Contact Nizi Bhandari at Fairfax community News on 9404 7314 or 0433 42 42 80



Festival images capture the true essence

Local photographer Silvi Glattauer, never seems to fail in capturing the essence of people in their environment, as is evident in the stunning photos she has taken at the Wattle Festival over the last couple of years. Silvi's image are the ones mostly used for this years marketing material for the festival. Many of you will remember Silvi for the "made in Hurstbridge" photography exhibition she mounted in 2007, with images of Hurstbridge Traders in thier businesses.

If it's time you considered having a professional photographer capture you in your workplace, then we can highly recommend the professional services of Silvi Glattauer.

Silvi can be contacted on 0417 377 962 or email silviglattauer@optusnet.com.au

HURSTBRIDGE FARMERS MARKET

Dates for 2010

1 August
5 September
3 October
7 November
5 December



Get your monthly newsletter via email

Save, paper, time and our marketing money!
Email leaford@msn.com.au to request your newsletter via email or call Petra Leaford on 0408 541 669.