



WHITEHORSE BUSINESS GROUP INC

INSIGHT

CONNECTION

NETWORK

Whitehorse Business Group Newsletter

July 2024

Welcome to the July edition of the Whitehorse Business Group monthly newsletter! While the temperature outside may be dropping, the opportunities for business growth and networking are heating up inside.

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EVENTS YOU MISSED!!

**First Friday Casual
Drinks and Networking**



Relaxed Rendezvous at the Round

The Whitehorse Business Group gathered for their monthly First Friday Casual Drinks and networking event at The Round. The atmosphere was buzzing with the energy of new connections being made and old ones being strengthened.

The event was a melting pot of **non-members, members, and future members**, all brought together by their shared passion for business networking and community.



The highlight of the evening was the Wisdom Exchange, a platform for members to share their business journey, experiences, and insights. We had the pleasure of hearing from **Rachel Brook** of [Jim's Conveyancing](#) and **Chad Naidu** of [ChadsFit Personal Mobile Training](#). Their stories were not just informative, but also deeply inspiring, reminding us all the power of perseverance and dedication.

In a delightful surprise, we discovered an Olympic medalist amongst us. Chad, in a moment that will be etched in our memories, proudly displayed his **Olympic Medal** during his presentation. The room was filled with awe and applause, a testament to Chad's



remarkable achievement.

The event was more than just a gathering; it was a night that truly encapsulated the spirit of the Whitehorse Business Group.

Our next networking [August Casual Drinks – At Summit Internet](#). We look forward to seeing you there, ready to create more unforgettable memories.

A Day of Discovery: [Nadrasca Industry](#)

In the heart of Melbourne's eastern suburbs, was the much-anticipated [Nadrasca Factory Tour](#). This was not just a tour, but an opportunity to witness firsthand the incredible work being done at Nadrasca, a leading disability support organisation.

The day began with a warm welcome and a presentation by the dedicated staff of Nadrasca. Each shared their personal experiences and reasons for choosing to work at Nadrasca, painting a picture of a workplace driven by passion and commitment.

As the tour progressed, members and friends of the Whitehorse Business Group had the chance to observe and learn about the diverse range of services offered by Nadrasca. These services include:

- Corporate Gifting
- Assembly
- Production Services
- Printing & Distribution
- Quality Testing & Rework
- Warehousing & 3PL

The tour provided a unique insight. Whether it's through providing employment opportunities for individuals with disabilities or offering a reliable source of quality services, Nadrasca is a valuable asset to our community.

A heartfelt thanks to the team at Nadrasca for opening their doors and allowing us a glimpse into their world. Their dedication to supporting and empowering people with disabilities to lead fulfilling lives is truly inspiring.



MEMBER SPOTLIGHT: **DOUG RUTTER, EXPERT PROPOSALS**



In the bustling world of business, where the art of persuasion meets the science of technicality, one name stands out - [Doug Rutter](#), the **Managing Director and**

Founder of [Expert Proposals](#). With a career spanning over two decades, Doug has mastered the art of blending compliance, evidence, and persuasion into a perfect proposal.

A Journey of a Thousand Proposals

Doug's career journey is a tale of two halves. The first half saw him in technical roles, assessing, investigating, and managing client accounts. The second half led him into the realm of business development and sales, and ultimately, proposals and tenders. After a decade as the National Director of Bid Management for an international professional services firm, Doug decided to broaden his horizons. In 2017, he founded [Expert Proposals](#), aiming to bring his expertise to a wider variety of companies.

The Art and Science of Proposals

Doug's unique blend of technical and sales experience has shaped his approach to proposals and tenders. He believes that tenders require a unique blend of technical writing and persuasive writing. The perfect proposal, according to Doug, appeals to all reading audiences, making it easy for them to get the information they want as quickly and efficiently as possible.

[Expert Proposals](#): A Success Story

Since its inception in 2017, [Expert Proposals](#) has been bringing industry best practices to organizations of any size and budget. Doug and his team have won millions of dollars worth of contracts for their clients, primarily small businesses in Commercial Trades, Manufacturing, and Professional Service industries. They work tirelessly on Local Government, State Government, Commonwealth Government, and private sector tenders and proposals.

Making Complex Information Accessible

Doug's superpower is his ability to "see through the matrix." He rapidly understands business models and structures, identifies gaps and areas for improvement, and then summarizes it graphically. His top three tips for making complex information accessible and compelling are:

1. **Client-Focus** - make sure your proposals are focused on the client and their needs, not you. A proposal is not about you, it is about your client.
2. **Graphics** - include graphics and visuals. No one wants to see pages and

pages of text without any visual relief. Every page should have some form of visual, even if that is a table or bullet points.

3. [Evidence](#) - remember to include proof. Anything you say needs to be backed up.

Advice for Aspiring Proposal Writers

For those looking to start a career in proposal writing, Doug recommends reading government tenders to understand the requirements, joining APMP (the Association of Proposal Management Professionals), and gaining experience in-house within a proposal or bid team.

The Matrix Influence

A self-confessed movie buff and Sci-Fi enthusiast, Doug cites 'The Matrix' as his favourite movie. The film's encouragement to be curious, view the world differently, and look for underlying patterns has influenced his work. He often advises clients to look for "the question behind the question" when answering proposals.

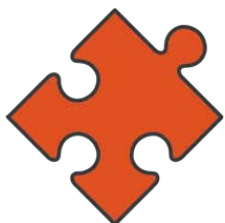
Beyond Proposals

When he's not working on proposals and tenders, Doug enjoys spending time with family and friends, sitting on committees for professional and sporting associations, and networking. He also loves doing renovations around the home in his spare time.

The Whitehorse Business Group Connection

Being a part of the [Whitehorse Business Group](#) has benefited Doug and his business immensely. He appreciates the organization's large and diverse member base and its welcoming and friendly group. The regular networking opportunities allow him to meet interesting people, learn about other businesses, and come away with new ideas to apply to his business or to help his clients.

Join us in celebrating [Doug Rutter](#), a true expert in proposals, as he continues to make a significant impact in the world of business. His story is a clear example of the power of perseverance, expertise, and the right blend of technical and persuasive skills.



Expert Proposals

HELPING BUSINESSES WIN WORK

Preserve Our Green Spaces - Your Voice Matters!

Help ensure our open spaces are meeting the needs of our community.

Opportunity to Speak up regarding overdevelopment and advocate for the preservation of our greens spaces and parklands.

Council is inviting feedback on their Draft Whitehorse Open Space Strategy to guide the development of green open spaces over the next 15 years. Key proposed features of the strategy include recommendations for every suburb in Whitehorse, developing new public open spaces, and expanding existing open spaces.

Visit the website for more information and to find out the recommended actions in your suburb. **Feedback closes on Wednesday 14 August.**

 **Your input can shape the future of our community.** 

Have your say on what matters to you in Whitehorse

The Council is revising its [Community Engagement Policy](#) and need your insights! Council is eager to understand your preferences, expectations, and experiences with community consultations. Your feedback will serve as a guide in making decisions that truly reflect the needs and aspirations of our community.

Don't miss this chance to make a difference! The consultation period closes on **Monday, 12 August 2024**. We strongly encourage you to participate via Council's [Your Say Whitehorse](#) web page.

[Learn More](#)

Let's Give a Warm Welcome to our Newest Members!!



We extend a warm welcome to our newest members of the Whitehorse Business Group.

- Ali Tousi - [Grey Productions](#)
- Natalie Potter - [BEAM Marketing](#)
- Paul Kingston - [VIXTRO](#)
- Scott O'Neill - [CP Insurance](#)
- Dimitrios Tsipouriaris - [Sunrise Publishing](#)

[Changes for Businesses from July 2024](#)

As we step into the second half of 2024, we find ourselves navigating a new business landscape. From **1 July 2024**, several changes have come into effect that will impact your businesses, employees, and bottom line. In addition to the [wage](#) & [superannuation guarantee rate](#) increases, there are changes to [business name and company registration](#) fees,

[Engineered stone ban](#), new [Environmentally Sustainable Procurement Policy](#). A new definition of [Casual Employment](#) will be introduced and go into effect from **26th of August** on which changes and definitions regarding [Independent Contractors](#) will also go into effect.

These changes will require businesses to review their current practices and make necessary adjustments.

[Read More](#)

Five Tips to Elevate Your Business: The Power of Recognition

In the bustling world of business, standing out is no longer just an option—it's a necessity. As a member of the Whitehorse Business Group, you're already on the path to success. But how can you further distinguish your business in this competitive landscape? Here are five strategies that could help your business shine brighter:

1. **Business Awards and Recognition:** This is more than just a trophy on your shelf. It's a testament to your hard work, innovation, and success. Applying or being nominated for an award, such as the [Whitehorse Excellence in Business Awards](#), can be a powerful marketing tool. It not only positions your business as an industry leader but also instills trust with potential clients and partners.
2. **Competitions:** Competing against your industry peers pushes your skills to the limit and provides an opportunity to learn and grow. It's a chance to demonstrate your prowess and gain valuable feedback.
3. **Markets:** Australians love local and fresh. Tapping into this sentiment can help your business connect with the community on a deeper level.
4. **Local Partnerships:** Collaborating with other local businesses can amplify your reach and influence. It's a chance to demonstrate your shared goals and values.
5. **Exhibitions and Festivals:** Participating in local events can help your business make a lasting impression. It's an opportunity to showcase your products or services to a wider audience.

While all these strategies are valuable, the first step—applying for a [Business Excellence Award](#)—stands out as a golden opportunity. It's more than just recognition; it's about creating a buzz around your business and positioning it as an industry leader. So why not take the leap? Nominate your business for an award and open doors you hadn't imagined. Remember, you've got to be in it to win it!

www.whitehorsebusinessgroup.com.au/business-awards-nomination-form



EVENTS YOU DON'T WANT TO MISS!!

August Networking & Casual Drinks

When: Friday 2nd August,

5:30pm - 7pm

Hosted by: Summit Internet

Where: 4 King St, Blackburn

Cost Members: \$5 members

\$12 Guest

Bookings are Essential

[BOOK NOW](#)



What's happening in Whitehorse

Insights into the Economy and Council Activity to Inform Your Business



How is Whitehorse developing into the future?

With guest speakers:
Simon McMillan, CEO, Whitehorse City Council
Rob Hall, Economic Consultant

Simon will discuss opportunities and challenges that Whitehorse is facing, as well as the support Council provides to businesses. We'll also hear from Rob who will discuss the latest economic trends and insights impacting your business.

Thursday 22nd August 2024 | 12.00pm - 2.00pm

Venue: Box Hill Golf Club, 202 Station St, Box Hill South
Cost: \$68 Members | \$78 Non-members | \$550 Table of 8
Includes 2-course lunch and drinks
To book: www.trybooking.com/CTCH1
RSVP: 14th August 2024

Simon McMillan
CEO, Whitehorse City Council

Rob Hall
Economic Consultant

Proudly partnered by



[BOOK NOW](#)

MACV Business Lunch

When: Thu 5 September, 12:00pm -

1:30pm

Presented By:



You are invited to Casual Drinks

Every first Friday of the month

Upcoming Event:
Summit Internet 4 King Street, Blackburn
Start: 5:30pm to 7:00pm
\$5 members | \$12 non-members
includes drinks and canapés

Bookings are essential:
www.trybooking.com/CTJUJ

Friday 2nd August

Proudly partnered by



What's Happening in Whitehorse?

Insights into the Economy and Council Activity to Inform your Business.

How is Whitehorse developing into the future. Insight on Planning and Demographics with CEO Simon McMillan and Rob Hall.

When: Thu 22 August, 12pm - 2:00pm

Presented By: Whitehorse Business Group

Where: Box Hill Golf Club

Where: Vermont South
Neighbourhood House

Cost Members: \$25 pp (inc. GST)
\$30 pp (inc GST)

[Book Now](#)



Business Networking Lunch

Upskill your staff and improve their digital literacy, numeracy and language skills.

Thursday 5th
September, 2024

12:00pm - 1:30pm

Proudly partnered by



[2024 Whitehorse Excellence in Business Awards](#)

SAVE THE DATE!

When: Fri 15 November,
6pm - 11:30pm

Presented By: Whitehorse Business
Group

Where: The Round

[Read More](#)

**EXCLUSIVE WBG MEMBER TO MEMBERS
OFFERS!!!**

ADVERTISING
Attract more customers
3 Ads for 12 Months
reaching your target audience!

**ON YOUR LOCAL
COMMUNITY NOTICE BOARD**

1 x Large Image 22cm x 11cm
(Top Page Position with Directory)

1 x Image 5cm x 4cm
◆ both linked to your website
◆ extra services available
◆ be part of your community network

REGION WIDE EXPOSURE

Our Category Pages reach
wider communities e.g.
Melbourne, Sydney, Brisbane

1 x Image 5cm x 4cm
◆ linked to your website
◆ Networking Activities
◆ Additional Opportunities to grow
your business / income

◆ **Total \$450pa**

Join the "Find It Locally - Australian Marketing Network"
"Part of the Resilience Together Project"

To Order

- Go to www.finditlocally.com.au
- Click on About Us to find out more and how to join
- Select the Fundrise Package - our team will call within 48 hours

[Find It Locally](#) makes it easy for every Australian to enjoy more within their local Communities. We help you to discover the businesses, services, activities and events in your community and neighbouring townships.

OFFER:

◆ A 30% Discount with our Local Advertising Package \$315pa (See Flyer Below or View the Attachment)

Plus

◆ With each business that advertises with us, we donate \$90 to a NFP or Charity as we put back into community

This could be with the ♠ Nunawading Rotary Club or the ♠ Alkira Organisation

◆ As we are running a Buddy Program the business can also choose a Business and they will receive the same advertising free. (This will put a smile on someone's face)

◆ Advertisers also receive a free ticket to our "Resilience Together" event Value \$35 Includes Nibbles & Wine Tasting

To Redeem

[Click here or the button below to purchase Advertising](#) select the **Fundraiser Package** and enter the Discount Code: **WHB-GROUP** to get the 30% Discount.

Or email: office@finditlocally.com.au

[TAKE ME TO THE OFFER](#)



At [3Two Projects](#), we specialise in assisting agents and homeowners in preparing properties for rent or sale. Our passion for property and renovation, combined with our desire to help people, led us to create this business.

With over 15 years of experience in the industry and a vast network of trades at our disposal, we can seamlessly coordinate all aspects of your project from start to finish. This ensures a smooth process for clients and allows the agent, to focus on other aspects of their property transaction.

Our team works closely with clients to manage their budgets, providing guidance to effectively allocate funds and achieve their goals. Agents have the flexibility to be as involved in the process as they prefer. Our aim is to alleviate the time and pressure associated with property preparation.

We have successfully worked with several agents, demonstrating the quality of our services.

🌟 **EXCLUSIVE OFFER: COMPLIMENTARY CONSULTATION!** 🌟

Embark on a journey with us where your vision takes center stage. Our initial consultation is a deep dive into your needs, budget, and time frames. We provide expert guidance, helping you pinpoint where to channel your efforts, followed by a custom estimated quote.

Typically, this comprehensive process comes with a \$350 + GST fee. But we have exciting news for our Whitehorse Business Group members! We are **completely waiving the consultation fee!** Yes, you read that right - your initial consultation will be FREE OF CHARGE!

[GET IN TOUCH](#)



[Sunrise Publishing](#) is a brand new publishing company dreamed up by authors who focus on combining the talent of new-to-market authors with the experience and mentorship of well-known authors, calling it the James Patterson publishing method. A multi-published premier author partners with a new or rebooting author to create stories for the readership of the premier author—and to create a platform for the new author.

Offering all the services you require to write, publish and sell your book. Services include: researching, writing, proofreading, editing, translating, illustrating, photography, page formatting, book cover design, marketing and distribution.

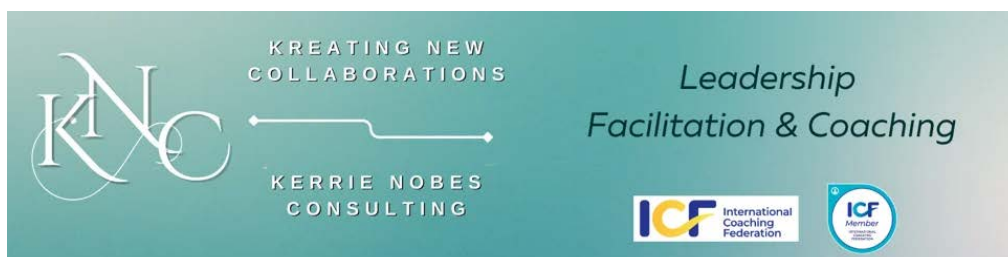
Offer 1:

Get a 25% discount on your own Brand Book! This 108-page guide, showcasing your expertise, can attract clients and boost your revenue. Need help writing? We've got you covered!

Offer 2:

Save \$10 on 'Sip, Write, Publish: A cosy guide to publishing for new authors' by James Taris. This step-by-step guide to publishing is now just \$15 for members. Happy reading!

REDEEM AN OFFER



[Kreating New Collaborations](#) is excited to extend an exclusive offer to all members of the Whitehorse Business Group!!

We are offering a **complimentary 30-45 minute consultation** on all things related to **professional development, learning and development, and finding your best coach fit.**

In addition, we are offering a **20% discount** on any Personal Development reports such as:

- **DiSC** (Behavioural Styles)
- **HBDI** (Whole Brain Thinking)
- **Emotional Capital Report** (Emotional Intelligence)
- **Genos Emotional Intelligence Tool**

This offer also includes a debrief of the results.

During our call or meeting, we can explore a variety of topics including:

- Working through challenges with skill/will deficits to offer suggested paths forward for best outcomes
- Gaining understanding of what tools are available to improve team cohesion and leadership effectiveness
- Discussing customer service challenges and possible solutions & strategies
- Conducting a culture and psychological safety check
- Understanding what a personal coach offers and how to pick the right person for you

If you find something you'd like to move forward with during our consultation, [Kreating New Collaborations](#) will offer a **mates rate** for tailored learning solutions.

Don't miss out on this opportunity to enhance your professional development journey. Contact us today to schedule your complimentary consultation!

Call Kerrie on 0478 167 827 or email kerrie.nobes@gmail.com

[GET MY FREE CONSULTATION](#)



BEAM Is...

Brand Evolution & Accountable Marketing

Brands with [BEAM](#) evolve responsibly; with sound strategy and market insights, as well as carefully applied creative across all marketing activities - to achieve brand strength & marketing confidence.

NATALIE POTTER - Virtual Marketing Manager & Director of BEAM MARKETING.

BEAM Marketing services include:

Marketing Strategy • Brand Marketing • Digital Marketing • Advertising • Growth Marketing • Marketing Consulting • Market Research • Content Marketing • Social Media Marketing

Complimentary Brand & Marketing Audit - value \$1000 includes:

- Review of your Brand to assess customer appeal
- Review of your brand's Key Messages to assess relevance and appeal
- Review of your Website to assess appeal, functionality and lead generation capabilities

It also includes 1 page report and a meeting to discuss via Zoom or onsite.

[GET MY COMPLIMENTARY AUDIT](#)

Melbourne Mortgage Centre
saves you time, stress and money

FREE Service

■ Home loans ■ Investment loans ■ Car loans ■ Equipment finance
■ Over 20 different lenders Creating solutions for all your finance needs

 **Melbourne Mortgage Centre** **1300 889 949** | Mob 0409 216 617 | melbournemortgagecentre.com.au
patrick@melbournemortgagecentre.com.au | Established 2003

FREE HOME LOAN CHECK!

How healthy is your home loan?

Whether you're looking to refinance, invest in a new property, or lower your repayments, a home loan health check could be just what you need to get ahead and realise your goals.

Let [Melbourne Mortgage Centre](#) give your loan a full check-up to make sure it's still right for you and your current needs.

No cost or obligation - A home loan health check can take as little as **15-20 minutes**

Then if we can add value to what you already have, we'll talk you through how:

- adding an offset account could save you interest
- your LVR (loan to value ratio) could help lower your interest rate
- equity could help you invest in property

[GET MY FREE HOME LOAN CHECK](#)



DATAUP TIME

Data Up Time

Guardians of Your Digital Frontier: Your Trusted Allies for Seamless IT Solutions and Rock-Solid Cybersecurity, Protecting Your Peace of Mind Every Step of the Way.

OFFER:

Complimentary Network Audit!! Any subsequent work that arises from the findings of this audit will be offered at a **discounted rate of 20%**.

[GET MY COMPLIMENTARY NETWORK AUDIT](#)



iiNexus global offer:

Complimentary Workplace Health and Safety (WHS) Consultation

We are expert leaders in risk management systems, specialising in Environment, Health & Safety (EHS) consultancy, training & temporary outsourcing services. We cater for a diverse range of clients in both the public and private sectors throughout Australia and across the Asia Pacific region.

If you believe your business doesn't require safety measures, it's time to **rethink!** Safety is an integral part of any business and may include aspects such as:

- Workstation Ergonomics
- Manual Handling and repetitive stress injuries (RSIs)

- Staff Mental Health or Wellness
- Electrical Safety
- Standard operating procedures or other legally required documents

To avail of this offer:

Please call [03 7052 9004](tel:0370529004) to schedule a time

If your business already holds WorkCover insurance, you may also be eligible for an additional [free-of-charge](#) program sponsored by WorkSafe Victoria.

GET MY COMPLIMENTARY CONSULTATION

VIXTRO

VIXTRO Special Offer:

Enjoy a **FREE** trial of our [ORDITOR](#) Cyber Awareness Training Platform, including an IT/Cyber Health Check. **Plus**, get a 30% discount on continuous cyber awareness training for your team.

This isn't just a 1–2-day course, it's a culture shift. With **90-95%** of cyber-attacks starting with employee interaction, it's time to put cyber awareness front and centre.

Bonus: It counts towards industry training credits!

START FREE TRIAL



WHITEHORSE
BUSINESS GROUP INC

Our business is helping your business



**BECOME
A
MEMBER**

Please share our newsletter with your colleagues or on social media.

Whitehorse Business Group, Level 1, Suite 9 Box Hill Town Hall 1022 Whitehorse Road, Box Hill, VIC
3128, Australia - ABN 16 011 944 167 - info@whitehorsebusinessgroup.com.au, (03) 9275 6910

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