



WHITEHORSE BUSINESS GROUP INC

Whitehorse Business Group Newsletter - May 2024



Welcome to the merry month of May! 🌻

As the autumn leaves fall in Melbourne, we're excited to bring you another edition of our monthly newsletter, packed with opportunities, updates, and insights.

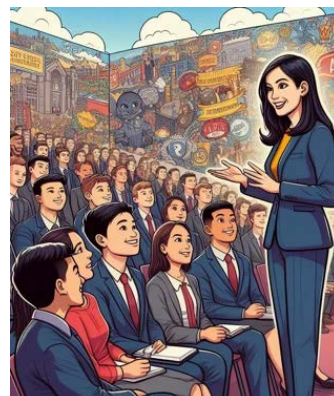
We've been working hard behind the scenes to create engaging events and networking opportunities that will help you connect, learn, and grow. From our upcoming Women in Business Luncheon to our regular networking events, there's something for everyone in our vibrant community.

Amy's Inspiring Interaction with Melbourne University Commerce Students

In late April, one of our board members, Amy To, had a virtual meeting with Melbourne University Commerce students. The discussion centered around how the Council could better support residents and local businesses.

Amy's presentation, enriched by her extensive experience and understanding of the business community, provided an overview of the Whitehorse Business Group and its successful partnership with the Council. The students were deeply impressed by the Whitehorse Business Group's forward-thinking approach and the importance of collaboration in achieving shared goals.

The positive feedback from the engaged students underscores the significant impact of the WBG's work. Amy's interaction with the students highlighted the bright future of our business community and the power of knowledge sharing for community betterment .



[My Sanctuary Home & Co](#) Declutter & Organise

Interior Decorating

Enhance your home's beauty with non-structural design.

Play with space, light, and colour for a calm, inviting sanctuary.

A Spirited Evening of Business Camaraderie

Last Friday, members and friends of the Whitehorse Business Group gathered for monthly Casual Drinks and Networking event at the vibrant [Clik Collective](#) in Vermont. The evening was a perfect blend of unwinding and networking, with attendees engaging in lively conversations.



WBG Wisdom Exchange

We were thrilled to implement our WBG Wisdom Exchange, a unique platform designed for our members attending Casual Drinks and networking events to share insights and success stories about their businesses. Members are selected randomly through our event booking website. Chosen members are given the Golden Opportunity to talk about their business for up to 3 minutes at the event. Rayleen & Susan of [3Two Projects](#) and Vincent of [Rptecture Architects](#) were the lucky members to take the stage to speak about their businesses. The group even wished



Vincent's Mum back in China a Happy Mother's Day. It was indeed a night like no others this year.



Thanks to everyone who joined us and made it a memorable night. If you missed out, don't worry! We can't wait to see you at the next Monthly Casual Drinks and networking event. You won't want to miss it!

Member Spotlight:

[Kym Ryan, Ryan Property Specialist](#)

Tour of the [Clik Collective](#) Space

A huge shout-out to the amazing team at Clik Collective - Monica, Nicki, and Lonnie - for their exceptional hospitality. They guided us through the inspiring spaces that spark creativity and collaboration, making it an evening to remember. From day offices, to receiving/storage spaces, to podcast studios, to photo rooms, this space that was once a giant warehouse has all the necessities and amenities that a co-working space with the e-commerce entrepreneur, influencer, and team in mind. One lucky winner of the raffle walked away with complimentary board room hire donated by Clik Collective.



In this edition of the Whitehorse Business Group newsletter, we shine a spotlight on Kym Ryan, the driving force behind [Ryan Property Specialists](#), Kym Ryan. With a career spanning 26 years, Kym's journey in the real estate industry is a testament to her passion for property and her commitment to ethical business practices.

Kym's love for property was nurtured by her father, who trained her in the real estate industry and instilled in her strong ethical standards. From a young age, she learned the essence of running a family business and the importance of

maintaining a positive cash flow. Her father's advice was simple yet profound, ***“Business is simple. You’ve just got to make sure you’ve got more money coming in than you’ve got going out and you’ve got to get your clients to love ya.”***

In a world that often seems complex, Kym believes in keeping things simple. She emphasizes the importance of personal communication over digital correspondence, advocating for picking up the phone and talking to someone rather than hiding behind emails.

Kym's journey hasn't always been smooth sailing. She learned to ride the waves and hold on during tough times, a lesson she credits to her father's honesty and straightforwardness. Despite the challenges, Kym never set out to be a company director. Instead, she was drawn to the nurturing aspect of property management, where she could build long-term relationships and treat her clients like family.

The COVID-19 pandemic tested everyone, and [Ryan Property Specialists](#) was no exception. Despite the challenges, Kym and her team navigated the rental space, assisting renters with applications for government assistance. Their hard work paid off, with all renters managing to pay their rent, a major achievement that Kym attributes to the culture within her boutique agency.

[Ryan Property Specialists](#) has been in operation for 10 years, and Kym's advice to those starting out is to be prepared to put in the hours and stay committed. She starts her day at 5 am, a routine that she says has been a game-changer, giving her a head start without distractions.

Kym believes in being interested in your business and knowing how all parts operate. While she acknowledges the time-saving benefits of technology, she stresses the importance of never losing the personal touch. She advises facing difficult conversations head-on, working with honest intention, and not putting off difficult tasks.

Despite the challenges in life and business, Kym emphasizes the importance of gratitude. When she started out, she had no staff, very little capital, and felt alone. However, networking introduced her to the power of helping others, building trust, and forming friendships. She credits groups like the [Whitehorse Business Group](#) for providing invaluable training and mentorship, and she believes that once trust is built, business will follow.

Join us in celebrating Kym Ryan, a shining example of dedication, resilience, and ethical business practices in our community.



What's Trending in Small Business

Small businesses (SME's) are the lifeblood of the Australian economy, with a diverse range of enterprises, from home-based eCommerce stores and independent naturopaths to boutique architecture firms and local mechanics, driving economic activity.

As defined by the [Australian Bureau of Statistics](#), businesses with fewer than 20 employees are classified as small businesses. These businesses represent an impressive 97.3% of all Australian businesses and employ nearly half (42%) of the private sector workforce. Small businesses are adapting and continue to thrive.

As we navigate through a rapidly evolving economic landscape, shifting customer expectations, and technological advancements, in today's competitive market, customers base their choices not just on price, but on the overall experience a business provides. Although, technology and AI—play a crucial role here. They can be used to personalize interactions, tailor offerings to individual customer needs, and respond quickly and effectively to customer inquiries. The human touch remains vital and can often be the differentiator your business needs to succeed. Nothing can replace authentic human interaction. Building genuine connections with your customers and employees is crucial.

This might involve rethinking your current influencer or AI-generated social strategy and replacing it with a genuine voice from within your business. It could mean opening a pop-up store for your eCommerce business, allowing customers to interact with your products and meet the makers. Or it could be as simple as a

follow-up phone call after delivering a service.

Interested in a pop-up store for your eCommerce business or planning a major campaign or activation?

Introducing [Activation Pods](#)! The Council has generously allocated vibrant outdoor spaces specifically for community groups, charitable organizations, events, and activation teams. These spaces, known as Activation Pods, are your gateway to host and orchestrate engaging pop-ups, events, and activations.

The best part? Booking these [Activation Pods](#) is absolutely free of charge! All you need to do is ensure your activity aligns with the Activation Pod guidelines.

For more information go to <https://www.wbiz.com.au/placemaking-whitehorse>



Members Shape Future with Survey Feedback

In a remarkable display of community engagement, our members have made their voices heard through a recent survey, contributing valuable insights that are set to shape the future of the group.

The survey, conducted last month, saw an impressive turnout from our members. Your participation has provided a wealth of ideas and suggestions, reflecting the diverse interests and innovative spirit within the Whitehorse Business Group.

“We are incredibly grateful for the time and thought our members put into completing the survey,” said a spokesperson for the Whitehorse Business Group. *“Member feedback is invaluable to us, and we want to take a moment to say thank*

you.” The feedback from the survey underscores the commitment of our members to these values, offering a range of suggestions aimed at enhancing events, improving services, and ensuring membership continues to be a beneficial platform for all members. We have already begun implementing some of the suggestions from the survey. These changes promise to foster an even more collaborative and engaging environment at the Whitehorse Business Group.

It’s with great enthusiasm that we welcome our newest members to the Whitehorse Business Group family!

Richie Forrester of [Systematic Security](#)

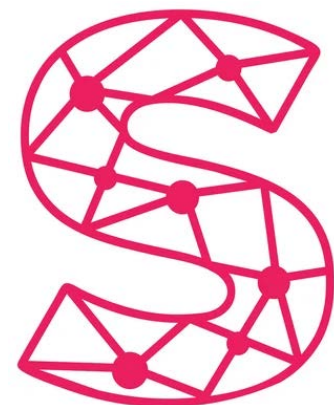
Aaron Qin of [Aleph Health Group](#):

Aleesha De Mel-Tucker of [Cardigan Creative](#)

Jeanette Jensen of [Find It Locally Pty Ltd](#)

Vincent Choi of [Rptecture Architects](#)

As we continue to grow connections, share knowledge, and promote local businesses, your presence strengthens our network.



Summit Internet



**JC Unique
Health & Beauty**

Check out our Member Podcast

"**Prescribing Lifestyle**" is your go-to podcast for all things health, wellness, and personal development. Hosted by [Dr Avi Charlton, low carb GP](#). She interviews experts in the fields of nutrition, fitness, psychology, and more. This podcast dives deep into the science behind living your best life. Whether you're seeking practical tips for healthy eating, strategies for managing stress, or inspiration for creating positive habits, "Prescribing Lifestyle" delivers insightful conversations and actionable advice to empower you on your journey to optimal well-being. Tune in to learn how to cultivate a lifestyle that promotes vitality, resilience, and fulfillment.

[Apple](#), [Spotify](#), [YouTube](#), [Amazon Music/ Audible](#)

[My website](#) (and other platforms include: Audacy, iHeartRadio, Deezer, Gaana, PlayerFM, Samsung)

Celebrate Aussie Wine

Month with [Natural Science Wine and Liquor](#)

Celebrate Aussie Wine Month this May with the Whitehorse Business Group! Visit [Natural Science Wine and Liquor](#), Melbourne's premier Australian-only liquor boutique. Discover a unique selection of independent, Aussie-made beverages, each reflecting our local craftsmanship and quality.

Your purchase here isn't just a treat

Day Spa

Nourish your Skin and Nurture your Soul with Natural Skin Care products and Rejuvenating Spa Therapies

Your World of Natural Luxury

Nourish your skin and nurture your soul with natural skin care products and rejuvenating spa therapies



for yourself, it's a boost for local industry and fellow WBG members.

So, why not grab a bottle this May? Enjoy Aussie Wine Month, support local businesses, and explore Australia's incredible beverage range. Let's toast to Aussie Wine Month, our local industry, and you, our valued members! 🍷

Get ready to be inspired and learn at our upcoming

[Women in Business Luncheon!](#)



WHITEHORSE
BUSINESS GROUP

PROUDLY HOSTS

2024 WOMEN IN BUSINESS ANNUAL LUNCH

— NURTURING GROWTH & KNOWLEDGE —

THURSDAY 30TH MAY

11.45AM - 1.30PM

EVENT
SPONSORS:



Rotary
Club of Box Hill Central



Kate Roffey is a highly experienced Chief Executive and Non-Executive Director with high profile organisations and with a reputation as a respected leader in the business and infrastructure.

As a high-profile, successful manager and leader across a myriad of sectors, she has a proven track record in many aspects, ranging from infrastructure master planning, long-term strategic thinking, organisational transformation and empowering teams to consistently exceed challenging targets.

Don't miss this opportunity to share in Kate Roffey's wisdom!

Guest Speaker

Kate Roffey AM

President, Melbourne Football Club

BOOK NOW:
www.trybooking.com/CQPND

Tickets: Member \$98 Non-member \$115 Table of 8 \$750

Venue: Box Hill Golf Club, 202 Station St, Box Hill

Inspiration on the Menu:

[Join Us for our annual Women in Business Luncheon](#)

Get ready to be inspired at our upcoming **Women in Business Luncheon!**

This event is a fantastic opportunity to network, learn, and celebrate the incredible the women in our business community. Our keynote speaker is none other than the dynamic and influential **Kate Roffey, AM**. With her wealth of experience and forward-thinking insights, she'll offer advice on how to navigate changes in infrastructure as well as offer knowledge and insight on leadership. It's an opportunity not to be missed!

Last week, I had the privilege of speaking with Kate Roffey, you could feel the excitement in the air as we talked about her upcoming speech. She is just as stoked as we were. Kate's enthusiasm for the event was infectious. She spoke passionately about her desire to share her insights and experiences with the Whitehorse Business Group members and friends. It was clear that Kate is not just a leader, but a visionary who believes in the power of shared knowledge and collaboration.

The Women in [Business Luncheon](#) will take place on Thursday, 30th May 2024, from 11:30 am to 1:45 pm at [Box Hill Golf Club](#), Box Hill, promises to be an eye-opening event. In partnership with the [Rotary Club of Box Hill Central](#), [Noel Jones Mitcham](#), and [Flexi Personnel](#), and [Motherless Daughters Australia](#) we are thrilled to provide this platform for networking and learning.

Don't miss out on this opportunity to hear from Kate Roffey AM speak and to network with like-minded individuals.

Secure your ticket today at www.trybooking.com/CQPND



Have you heard about the [Small Business Mentoring Clinics?](#)

The Whitehorse City Council and the Small Business Mentoring Service (SBMS) have teamed up to bring you something special - [Small Business Clinics](#)! These clinics are designed specifically to support businesses like yours right here in Whitehorse.

Imagine having a one-stop-shop for all your business needs, whether you're in the planning stages, just starting out, or looking to take your business to the next level. That's exactly what these Small Business Clinics offer!

But wait, there's more! SBMS mentoring sessions are also available to help you navigate the complex world of business management. Whether you're facing a challenge or simply need more information, these sessions can guide you through the necessary steps to overcome any hurdles.

So why wait? Take advantage of this fantastic opportunity and give your business the boost it deserves! Book a session today!

<https://www.wbiz.com.au/resources/small-business-mentoring>

Events and Happenings You don't want to Miss!!

[Business Networking](#)

[Dinner @ Puss & Mew](#)



When: Fri 7 June, 6:15pm - 9:30pm

Presented By: Whitehorse Business Group

Where: Puss & Mew Distillery

1 Varman Court, Nunawading Vic
3131

Cost Non-Members: \$45 (inc. GST)

[Book Now](#)

[Wellbeing & Mental Health Lunch Break](#)

When: June/July 2024

Presented By: Releve' Life &
Whitehorse Business Group

Where: Box Hill Town Hall

Details coming soon



[MACV Community Houses Lunch](#)

When: Thu 20 June, 12:00pm -
1:30pm

Presented By:

Where: Vermont South
Neighbourhood House

Cost Members: \$25 (inc. GST)

[Book Now](#)



DIGITAL DAY OUT |

27th June

HARRY SANDERS Founder of StudioHawk
ANAITA SARKAR Co-Founder and CEO of Hero Packaging
JULES LUND TV and radio presenter, founder of TRIBE

Unleash Your Potential at the 'Digital Day Out'

When: Thu 27 June, 9am- 2:30pm

Presented By: Whitehorse Council and Melbourne Innovation Centre

Where: The Round

Cost Members: \$129 (inc. GST)

[Book Now](#)

You are invited to

Casual Drinks

Every first Friday of the month

The Round 379-399 Whitehorse Rd, Nunawading
 Start: 5:30pm to 7:00pm, Drinks at bar prices

FREE EVENT but bookings are essential:
www.trybooking.com/CQZGV

Upcoming Event:
Friday 5th July 2024

Proudly partnered by

Casual Drinks & Networking - July

When: Fri 5 July, 5:30pm - 7:00pm

Presented By:

Where: The Round

Nadrasca Factory Tour

When: Thu 11 July, 12:15pm - 1:30pm

Presented By: Nadrasca

Where: 52 Rooks Road, Nunawading

DISCOVER

Nadrasca
 Water. Energy. Community. Industry.

COMPLIMENTARY EVENT!
 Exclusive Nadrasca
 factory walk through

WHITEHORSE BUSINESS GROUP

Proudly sponsored by

Save The Date!!



[Excellence in Business Awards](#)

The moment we've all been eagerly anticipating is finally on the horizon. Clear your schedules for **Friday, 15th November, from 6:00pm to 11:30pm**. The event we've all been dreaming about is about to become a reality. Stay tuned, more exciting details are on the way!

Please share our newsletter with their 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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