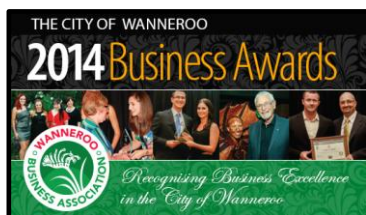




February 2015

## City of Wanneroo 2014 Business Awards Winners



Congratulations to all winners and finalists in the City of Wanneroo Business Awards 2014! Find out all the results here and read more about Little Gumnuts, Winner of the Westpac Best New Business Award.

Go to [page 2](#) to read the full article.

## Launch of Yanchep Business & Community Resource Lounge



Join us on Friday 20 February at 7.30am for the launch of our newly dedicated space to businesses in Yanchep. Come and visit the Business & Community Resource Lounge, meet local business service providers and most importantly, join us in supporting Yanchep's local business community in creating, growing and developing the small business industry.

Go to [page 5](#) to read the full article.

## Meet our new Planning & sustainability Director Philip St John



Find out more about our new Director Philip St John. Read about his first impressions working at the City of Wanneroo as well as his top economic development priorities for the City on the long term.

Go to [page 7](#) to read the full article.

## Capture your Wanneroo Experience 2015



Discover Wanneroo through your camera lens! Snap away at our beautiful beaches and coastline or head into the bushland and send us some of your best photos to win great cash prizes.

Go to [page 9](#) to read the full article.

## Upcoming Business Events & Workshops



Find out about upcoming local business events & workshops.

Go to [page 10](#) to read the full article.



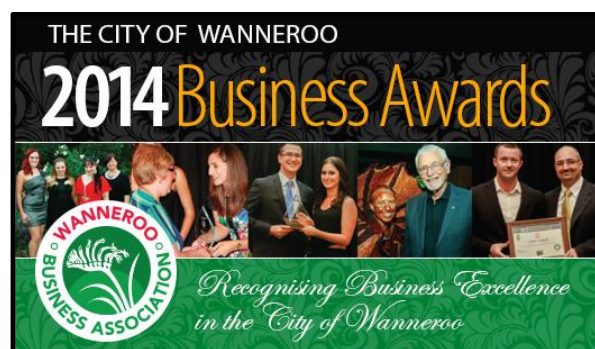
## City of Wanneroo 2014 Business Awards Winners

# Congratulations

**To all winners and finalists in the City of Wanneroo Business Awards 2014!**

Master of Ceremonies Basil Zempalis took guests at the Gala Dinner Presentation through an evening of fun, fine food and camaraderie as business excellence was recognised at the red carpet masquerade event at Bridgeleigh on Thursday 27 November 2014.

It was an amazing night; culminating with Rod Greene being announced as the 2014 Mayor's Visionary Business Person Award. Rod opened Greene's Tyreplus Wanneroo in 1988 and has been successfully operating for the past 26 years. He is also one of the founding members of the Wanneroo Business Association and prominent community member, best known for his involvement in and support for the Wanneroo Amateur Football Club.



## 2014 Wanneroo Business Award Winners and Runners Up

Award	Winner	Runner Up
Best Business Award: <ul style="list-style-type: none"> <li>20 and Over Employees</li> <li>Over 5 and Under 20 Employees</li> <li>5 and Under Employees</li> </ul>	Roads 2000 Quality Printers & Cartridges Talent Co. Dance & Entertainment	PSS Group Ptd Ltd Chocolate Drops The Healing Rooms
Most Innovative Business Award	Little Gumnuts	Ausind Solar Intl
Home Based Business Award	Grants Empire	Seatrees Accommodation
Environmental Sustainability Business Award	Quality Printers & Cartridges	Little Gumnuts
Tourism & Hospitality Business Award	Chocolate Drops	Cosmic Cocktails & Catering
Training Business Award	PSS Group Pty Ltd	Roads 2000
New Business Award	Little Gumnuts	Trans Genesis School of Yoga
Marketing Business Award	Quality Printers & Cartridges	PSS Group Pty Ltd
Customer Service Award	Fortuna Accountants & Business Advisors	The Healing Rooms
Manufacturing Business Award	Roads 2000	Streetside Advertising
Employee of the Year Award	Gemma Orford, Chocolate Drops	Chris Evans, Greene's Tyreplus
WBA 2014 Member of the Year	Peter Armstrong, Populus Performance	
Mayor's Visionary Business Person Award	Rodney Greene, Greene's Tyreplus Wanneroo	

## Interview with Lee-Anne Groenewegen, Owner of Little Gumnuts

- Winner of the Westpac Best New Business Award
- Winner of the ECU Faculty of Business & Law Most Innovative Business Award
- Runner Up for the Lend Lease/Alkimos Beach Environmental Sustainability Business Award

*Little Gumnuts offers nature inspired education programs for children aged 2 years onwards.*

**Q: Little Gumnuts was nominated on three occasions during the Awards Ceremony. What makes your company brilliant?**

Lee-Anne: There is no other program like Little Gumnuts in the North-West Perth region. It's about giving children the opportunity, space and experience to connect with nature as something valuable that will make a difference in their lives for the longer term. Little Gumnuts offers small classes and a child centred progressive holistic approach to education that aims to foster emotional and social intelligence. The educational curriculum is facilitated through play, in the natural environment. Who wouldn't want to learn and play in the best playground on the planet - Nature!



**Q: How did you come up with the idea?**

Lee-Anne: I was upgrading my qualification from Primary to Early Childhood studying at ECU and I noticed how so many schools were putting pressure on young children to read and write at such a young age and especially how the 'push down' curriculum was affecting them. I wanted to offer more than what mainstream education was offering and I wanted to work with young children who had not started formal education yet; and there were not many three year old programs in and around the area, so it seemed obvious to start nature inspired education programs that were unique and valued within the community.

**Q: Did you set out to become an entrepreneur? Please tell us about your professional journey.**

Lee-Anne: If you had told me three years ago that I would have been an 'Entrepreneur', I would not have believed you! I simply started a business doing something I was passionate about and loved. I identified a gap in the North West Region, took a leap of faith and fortunately the business has proven to be successful and is growing from strength to strength. I was a classroom teacher in South Africa and Australia for 13 years, and taught children from 5-10 years. While studying to upgrade my teaching qualification and studying a Cert IV in mentoring and coaching I became inspired to move away from classroom teaching and start my own business. I had never run a business before, even though I had dabbled in selling crafts at markets and selling educational toys to parents.

**Q: What challenges did you face when starting up your business?**

Lee-Anne: Fortunately, at the time, I was busy studying a Certificate IV in Mentoring and Coaching with the Global Coaching Academy in 2012, which helped me build a foundation for the business and provided me with the necessary tools in how best to work with the children and their parents. I also had the support and guidance of my Business Mentor to motivate and keep me accountable. Right from the beginning, she helped me define my values, vision and mission and brand identity, which gave me a sense of direction. One of my biggest challenges was the Marketing and Promotion; how to get the word out on a 'shoe string' budget, as it has all been self-funded. From being a classroom teacher to entering the business world provided me with valuable learnings. I have learnt about websites, logos and



advertising, I learnt about the financial aspects of running a business, the importance of writing a business plan, writing policies and the list goes on.

***Q: What do you like about doing business in the City of Wanneroo?***

***Lee-Anne:*** I love working at the Gloucester Lodge in the Yanchep National Park. The area around the Lodge where we spend our time is full of endless learning opportunities and the park is just beautiful. It's exciting to work in an area with a growing population, who are so supportive of my new business. I have been pleasantly surprised about the level of community support.



***Q: What is the best thing about being a business owner?***

***Lee-Anne:*** I love the variety of work that I do, no two days are the same, as I get to teach the gorgeous Little Gumnuts, plan fun and exciting learning opportunities for them. I enjoy meeting new parents and getting to know them and their children, as we embark on a learning journey together. I also enjoy the freedom and flexibility of setting my own hours and knowing that all my hard work is for something that I love and am passionate about.

***Q: How did receiving two WBA Awards help raise visibility of your company?***

***Lee-Anne:*** I was able to promote on social media and in the local newspaper which gave me the added exposure. Winning the award has certainly given the business more credibility and stamp of approval; and now more people and other businesses in the area are aware of the Little Gumnuts. Also, I found it very valuable to use the Awards Application process, as an opportunity to review the progress of my business. Since winning the award I have continued to build up the momentum and flow, which will lead me into the next phase of the business - some of which has come about sooner than I'd originally planned.

***Q: What are your projects for 2015?***

I am planning to start several projects: a *Homeschool Gumnuts* which will compliment the curriculum and focus on collaboration and inquiry based learning - we will work on projects based on the interests of the children. I am also planning to start a *Kindy Gumnuts* for Kindy children on their day off – the program is a continuation from the Little Gumnuts Pre-Kindy program. I am thinking of a 'Pop-up Playground' which will enable me to take the Little Gumnuts program to other areas within and around Perth. A Little Gumnuts shop may open in May as I would like to support local crafts people in their businesses. Later in the year I would also like to start an afterschool nature club and a nature club for families.



***Q: If you could give someone a piece of advice if they are considering starting a business, what would it be?***

***Lee-Anne:*** If you have a dream and a vision, I would say "believe in it!" plus persevere and work hard at manifesting your vision. Also, having a business coach and mentor helped me clarify my vision, values, business philosophy; and how best to market my brand. Lastly, get support from your local community, it is out there! I could not have achieved as much as I did without it, in the past year.

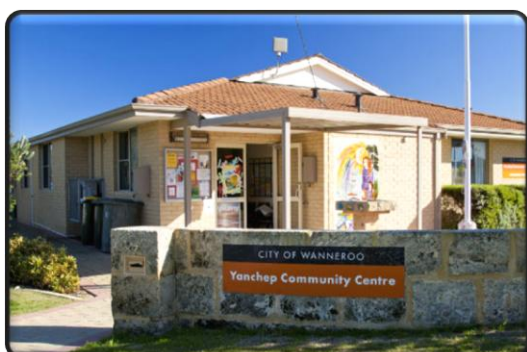


## Launch of Yanchep Business & Community Resource Lounge

# You're Invited to the Launch of the Yanchep Business & Community Resource Lounge

A new Business & Community Resource Lounge is being set up at the Yanchep Community Centre. The Resource Lounge offers a dedicated space for businesses to work from, hold meetings, access photocopying, printing, laminating and faxing services as well as receive local business support (by appointment).

The Resource Lounge will be available for use by businesses between 8.30am – 10.00am Monday and Friday. All other times the Resource Lounge will be available for use by both businesses and the general community.



### LAUNCH DETAILS

#### Yanchep Business & Community Resource Lounge

**Venue:** Yanchep Community Centre, 7 Lagoon Drive, Yanchep WA 6035

**Date:** Friday 20 February 2015

**Time:** 7.30am – 9am (Light breakfast provided)

***Come and visit the Business & Community Resource Lounge,  
meet local business service providers and learn about what's on offer!***

Please email [yanchep1@wanneroo.wa.gov.au](mailto:yanchep1@wanneroo.wa.gov.au) or call 9561 2039 to register your interest in attending the launch.

***Please join us in supporting Yanchep's local business community in  
creating, growing and developing small business.***

## WHAT'S AVAILABLE

### Business & Community Resource Lounge

#### Official Opening

The Yanchep Business & Community Resource Lounge will be open for business from:

- **Monday 23 February 2015**

#### When is it open?

Opening hours will be as follows:

- Business use only: 8.30am – 10.00am Monday and Friday
- Business and community use:
  - 10am – 4pm Monday and Friday
  - 9am – 4pm Tuesday to Thursday

#### What's Available?

The Yanchep Business & Community Resource will provide access to:

1. Dedicated working space, including access to:
  - Free WiFi
  - Desktop computers, with Windows 8 software
  - Meeting space
2. Business support services and information, including:
  - Business guides and checklists
  - Links, networks and referrals
  - Onsite support and resources
  - Networking opportunities
3. Photocopying, printing, laminating and faxing services
  - Provided on a fee for service basis

#### Further Information

For further information please contact:

**VISIT:** Nell Furber or Eleanor Dix at the Yanchep Community Centre

**PHONE:** Nyssa Searles, Business Development, 9405 5889 or  
Nell Furber, Yanchep Community Centre on 9561 2039

**EMAIL:** [yanchep1@wanneroo.wa.gov.au](mailto:yanchep1@wanneroo.wa.gov.au)



## Meet our new Director Philip St John

*Philip St John started at the City of Wanneroo in September 2014, after eight years as Director of Planning at the City of Fremantle.*



***Q: Please tell us more about your background?***

**Philip:** After graduation in 1989 I have worked primarily in local government. I have had management roles at the Town of Cambridge, and the Cities of Swan and Stirling. Prior to my eight years as Director of Planning at the City of Fremantle, I also had short stints in the private sector and state government.

***Q: What do you enjoy about working in local government?***

**Philip:** I guess it is a bit of a cliché to say 'it's closest to the people' but it really is. Local Government is the most flexible and responsive arm of government, and forms an essential interface between the broader community and the development industry and government. In that capacity I feel it has the potential to really make a difference to community life.

***Q: What is your greatest career achievement to date and why?***

**Philip:** As a planner I have always been very supportive of housing diversity and affordability, and promoting appropriate residential infill to promote local community and economic vibrancy. Whilst at Fremantle I initiated and implemented a scheme whereby the Council can allow Small Secondary Dwellings on almost all residential lots, in many cases without the requirement to obtain planning approval. This pioneered the approach now being taken up by the State Government in the recent R Code review, and was recognised and awarded by industry.

***Q: What are your first impressions working at the City of Wanneroo?***

**Philip:** The main reason I came to work at Wanneroo is the opportunity to work in a growth Council again. I guess that my first impression is that the growth feels a bit overwhelming at first, but also presents enormous opportunities to shape the community of the future. I hope that the Council's planning can make it just that bit more vibrant, sustainable and liveable.



**Q: What are your top economic development priorities for the long term?**

Philip: Firstly, the key issue facing growth areas is the imbalance between homes and local employment – typically referred to as dormitory suburbs. One of our great challenges is to grow employment opportunities within our region and local neighbourhoods, to try and get greater local vibrancy and community sustainability. An ideal community should be one where its residents can live, work, learn and play, and through our community planning initiative we attempt to promote that. Ideally, of course, we would like to see part of our City become a destination for workers from outside our region, and use up some of the back flow capacity in our road and rail infrastructure. The second major priority is the bringing to fruition of key strategic development projects, like the Neerabup Industrial area. We see these projects as more than just land development. We hope, through targeting key catalytic industries and businesses, that projects like this can become significant employment nodes within the region.

**Q: What message would you send to the City of Wanneroo's business community about Council and its economic development focus?**

Philip: I would like to see the administration of Council's statutory regime become more business friendly. Planning and development process can involve a lot of regulation, and part of my job is to streamline customer processes to enable quicker decisions and responses, and less complex processes. This is not always easy, as although no one ever argues with red tape reduction, we need to remember that there is usually a reason for every bit of process or regulation, there is a reason why it existed in the first place and sometimes this was and still is a good reason. My job, then, will be to ensure that the regulatory arm of planning does this in a manner that is effective, customer focussed and transparent.

**Q: What is your favourite quote?**

Philip: "He not busy being born is busy dying" from Bob Dylan.

**Q: What are the five words that best describe you?**

Philip: Pragmatic, Impatient, Honest, Passionate, Uncomplicated.





## Capture your Wanneroo Experience 2015 – Our Photo Competition

### Discover Wanneroo through your Camera Lens!

Visitors and residents are encouraged to explore the City of Wanneroo and take pictures of attractions, activities and icons which represent the best of what Wanneroo has to offer.

Snap away at our beautiful beaches and coastline or head into the National Park, bush or walk trails. Visit Mindarie Marina, Yanchep Lagoon, play golf or any of the fun activities for families to enjoy.



Great cash prizes on offer for Adults and Youth in each category:

Coastal & Maritime		Heritage & Nature	
Adult 1 <sup>st</sup> Prize	\$ 200	Adult 1 <sup>st</sup> Prize	\$ 200
Adult 2 <sup>nd</sup> Prize	\$ 150	Adult 2 <sup>nd</sup> Prize	\$ 150
Youth 1 <sup>st</sup> Prize	\$ 200	Youth 1 <sup>st</sup> Prize	\$ 200
Youth 2 <sup>nd</sup> Prize	\$ 150	Youth 2 <sup>nd</sup> Prize	\$ 150

Plus an overall prize for the overall winning Adult of \$300 and for Youth \$200

### New for 2015 – Instagram Competition



#### #discoverwanneroo2015

Have fun and use Instagram to share your best photos around the City of Wanneroo through #discoverwanneroo2015. Capture images that would attract people to want to discover more about the area. A maximum of four photos can be submitted via Instagram and a single prize of \$150 is on offer for the best picture (*\*separate terms & conditions apply*).

### Who can enter?

- The competition is open 19 January 2015 and closes on 16 March 2015.
- Entry is free and open to all visitors and residents.
- The competition is open to all amateur photographers.

Check our website for more information, terms & conditions and to submit entries.

[www.wanneroo.wa.gov.au/photographycompetition](http://www.wanneroo.wa.gov.au/photographycompetition)



## Upcoming Events & Workshops

# February

### 11 Feb Website Basics

\$50

Wednesday 11<sup>th</sup> February 2015

9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



### 11 Feb Information Evening Joondalup Campus

FREE

Wednesday 11<sup>th</sup> February 2015

Time – 6pm

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)



### 11 Feb Postgraduate Information Evening (All areas except Psychology & Counselling) Joondalup Campus

FREE

Wednesday 11<sup>th</sup> February 2015

Time – 6pm

ECU Joondalup Campus

Cost – FREE, [Click here to register](#)



### 12 Feb Online Marketing – Doing it Yourself

\$50

Thursday 12<sup>th</sup> February 2015

9am – 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



**12 Feb Accelerating Commercialisation Information Session  
Entrepreneurs' Infrastructure Programme**

FREE

Thursday 12<sup>th</sup> February 2015

2pm – 4 pm

AusIndustry, Level 25, 44 St Georges Tce, Perth

Cost - FREE, bookings essential [book online](#)



Australian Government  
Department of Industry

**17 Feb Business Basics**

FREE

Tuesday 17<sup>th</sup> February 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



GOVERNMENT OF  
WESTERN AUSTRALIA  
Small Business  
Development Corporation

**18 Feb WBA Business Breakfast  
Guest Speaker: Chris Jensen Burke,  
Australasian Mountaineer**

\$45

Wednesday 18<sup>th</sup> February 2015, 7.00am – 9am

Leapfrogs Café, 25 Drovers Pl, Wanneroo WA 6065

Cost - \$45, bookings essential, [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**18 Feb Spreading the Word – Marketing Your Business**

\$50

Wednesday 18<sup>th</sup> February 2015

9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



GOVERNMENT OF  
WESTERN AUSTRALIA  
Small Business  
Development Corporation

**20 Feb Official Launch of Yanchep Business &  
Community Resource Lounge**

FREE

Friday 20<sup>th</sup> February 2015, 7.30am – 9am

Yanchep Community Centre, 7 Lagoon Drive, Yanchep

Cost - FREE, bookings essential.

Please contact Eleanor to register your attendance [eleanor.dix@wanneroo.wa.gov.au](mailto:eleanor.dix@wanneroo.wa.gov.au)



**24 Feb Business Basics**

FREE

Tuesday 24<sup>th</sup> February 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



GOVERNMENT OF  
WESTERN AUSTRALIA  
Small Business  
Development Corporation



**26 Feb Accelerating Commercialisation Information Session  
Entrepreneurs' Infrastructure Programme**

**FREE**

Thursday 26<sup>th</sup> February 2015

2pm – 4 pm

AusIndustry, Level 25, 44 St Georges Tce, Perth

Cost - FREE, bookings essential [book online](#)



Australian Government  
Department of Industry

# March

**3 Mar Business Basics**

**FREE**

Tuesday 3<sup>rd</sup> March 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



**3 Mar Business StartRight**

**\$27.50**

Tuesday 3<sup>rd</sup> March 2015

10am – 12 noon

Enterprise House, 935 Wanneroo Rd, Wanneroo

Cost - \$27.50

[Book and pay online](#) or call Sandy on 9300 1418



**6 Mar WBA Member Hosted Sundowner**

**FREE**

Friday 6<sup>th</sup> March 2015

Time – 5pm

Wanneroo Sports & Social Club, 22 Cristafulli Avenue, Wanneroo

Cost - Free, bookings essential [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



**10 Mar Business Basics**

**FREE**

Tuesday 10<sup>th</sup> March 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



## 11 Mar Understanding Your Business Financials

\$50

Wednesday 11<sup>th</sup> March 2015

9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 12 Mar The 12 Step Business Plan

\$50

Thursday 12<sup>th</sup> March 2015, 9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 17 Mar Business Basics

FREE

Tuesday 17<sup>th</sup> March 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



## 18 Mar Website Basics

\$50

Wednesday 18<sup>th</sup> March 2015

9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 18 Mar WBA Business Breakfast Guest Speaker: Gerry Gannon "What does your brand say about you"

TBA

Wednesday 18<sup>th</sup> March 2015

Time – TBC

Venue - TBC

Cost - TBC, bookings essential [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



## 19 Mar Online Marketing – Doing it Yourself

\$50

Thursday 19<sup>th</sup> March 2015

9am – 1pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 24 Mar Business Basics

FREE

Tuesday 24<sup>th</sup> March 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



## 25 Mar Spreading the Word – Marketing Your Business

\$50

Wednesday 25<sup>th</sup> March 2015, 9am – 12 noon

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - \$50, bookings essential [book online](#)



## 26 Mar WBA VIP Sponsorship Program Lunch

FREE

Thursday 26<sup>th</sup> March 2015

Time – 4pm

Venue – Enterprise house, 935 Wanneroo Rd, Wanneroo

Cost - FREE, bookings essential [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)



## 31 Mar Business Basics

FREE

Tuesday 31<sup>st</sup> March 2015

12 noon – 2pm

Small Business Development Corporation, 140 William Street  
(cnr Murray Street Mall, above Perth underground train station)

Cost - FREE, bookings essential [book online](#)



# April

## 7 April Business StartRight

\$27.50

Tuesday 7<sup>th</sup> April 2015

10am – 12 noon

Enterprise House, 935 Wanneroo Rd, Wanneroo

Cost - \$27.50

[Book and pay online](#) or call Sandy on 9300 1418



## 17 & 18 April WBA Mini Trade Show Expo

TBC

Friday 17 & Saturday 18<sup>th</sup> April 2015 – 9am

Venue – Kingsway City Malls

Cost - TBC, bookings essential [book online](#)

Contact Bev on 9206 3888 or [info@wanneroobusiness.com](mailto:info@wanneroobusiness.com)

