

ENTERPRISE MARIBYRNONG DELEGATED COMMITTEE

**Tuesday 2 August, 2022
4.30pm**

**Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray**

AGENDA

Item	Title	Page
1.	Commencement of Delegated Committee Meeting and Welcome	
2.	Apologies	
3.	Disclosures of Conflict of Interest	
4.	Public Question Time	
5.	Confirmation of Minutes of Previous Meeting	3
6.	Officer Reports	
6.1	Business Elevate Program Review of 2021-22 Program	9
6.2	Next Steps for 2022-23 Business Elevate Program	57
6.3	Economic Development and Smart Cities - Action Plan 2022-23	58
6.4	Spend Mapp Data Update - June 2022	59
6.5	Festivals Policy Update	60
6.6	Africa Town - Lighting Funding	61
6.7	Economic Study Update	62
6.8	Footscray Foodie App	63
6.9	Outdoor Dining Policy Update	64
7.	Councillor Question Time	
8.	Urgent Business	
9.	Delegated Committee Meeting Closure	

Agenda Item 5

**CONFIRMATION OF THE MINUTES OF THE PREVIOUS ENTERPRISE
MARIBYRNONG DELEGATED COMMITTEE MEETING - 3 MAY 2022**

Director: Lisa King
Director Corporate Services

Author: Phil McQue
Manager Governance and Commercial Services

PURPOSE

To present for confirmation, the minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 3 May 2022.

ISSUES SUMMARY

The Maribyrnong City Council Governance rules requires Council to keep minutes of each meeting of the Council and Delegated Committees, and for minutes to be submitted to the next appropriate meeting for confirmation.

ATTACHMENTS

1. Unconfirmed Minutes of Enterprise Maribyrnong Delegated Committee Meeting held on 3 May 2022 [↓](#)

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee confirms the minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 3 May 2022.

Agenda Item 5**BACKGROUND**

The minutes of meetings remain unconfirmed until the next appropriate meeting of Council.

DISCUSSION/KEY ISSUES**1. Key Issues**

Council's Governance Rules requires Council to confirm its minutes at the next appropriate meeting.

2. Council Policy/Legislation**Council Plan 2021-2025**

This report contributes to Council's strategic objectives contained in the Council Plan 2021-2025 by considering:

- Ethical leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration to support economic growth during the ongoing challenges of the pandemic and beyond.

Legislation

Local Government Act 2020

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

Not applicable.

4. Resources

Not applicable.

5. Environment

Not applicable.

CONCLUSION

The unconfirmed minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 3 May 2022 are presented for confirmation.

U N C O N F I R M E D M I N U T E S



Maribyrnong City Council

ENTERPRISE MARIBYRNONG DELEGATED COMMITTEE MINUTES

**Tuesday 3 May, 2022
4.30pm**

**Functions Room
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray**

MEMBERSHIP

Councillor Cuc Lam
Councillor Sarah Carter
Councillor Anthony Tran
Celestine Hade (Chair)
Pradeep Tiwara
Ben Needham
Stuart Lucca-Pope
Megan Walker
Kerry O'Neill

To be confirmed at the Enterprise Maribyrnong Delegated Committee Meeting
to be held on 2 August, 2022

U N C O N F I R M E D M I N U T E S

1. COMMENCEMENT OF DELEGATED MEETING AND WELCOME

Appointment of Acting Chair

The Chief Executive Officer, Celia Haddock, advised the meeting that in the absence of the Committee Chair, Celestine Hade, a temporary Chair will be required to be appointed.

The Chief Executive Officer advised that the Mayor, Cr Anthony Tran was appointed as the temporary meeting chairperson.

The meeting commenced at 4:41pm.

The Acting Chair, Cr Anthony Tran made the following acknowledgement statement:

“We acknowledge that we are on the traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples, past and present”.

PRESENT

Councillor Anthony Tran
Councillor Cuc Lam
Stuart Lucca-Pope
Pradeep Tiwara
Megan Walker

IN ATTENDANCE

Chief Executive Officer, Celia Haddock
Director Corporate Services, Lisa King
Director Planning and Environment Services, Laura-Jo Mellan
Manager City Futures, Francesca O'Brien
Manager City Places, Ashley Minniti
Coordinator Economic Development, Bruce Marshall
Business District Officer, Aneta Pazeski

2. APOLOGIES

Councillor Sarah Carter
Celestine Hade
Kerry O'Neill
Ben Needham
Nick Seymour

3. DISCLOSURES OF CONFLICTS OF INTEREST

Nil.

U N C O N F I R M E D M I N U T E S

4. PUBLIC QUESTION TIME

Nil.

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

The purpose of this report was to present for confirmation, the minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 1 February 2022.

OFFICER RECOMMENDATION

That the Delegated Committee confirms the minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 1 February 2022.

Moved by Pradeep Tiwara, Seconded by Stuart Lucca-Pope

6. OFFICER REPORTS

6.1. Verbal Presentations

1. Outdoor Dining Policy and program update
2. Impact of Activations 2022 (via Local Your Local Activation Grants)
3. Festival City Policy Update
4. Business Elevate Program update and Enterprise Maribyrnong Networking Event
5. Spend Mapp Report: Update on spending data up to February 2022 and .ID Economy Update
6. Smart City Strategic Framework – update on community engagement
7. Victoria University project and program updates

U N C O N F I R M E D M I N U T E S

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee:

Notes the presentations given by Council staff on:

- Outdoor Dining Policy and program update
- Impact of Activations 2022 (via Local Your Local Activation Grants)
- Festival City Policy Update
- Business Elevate Program update and Enterprise Maribyrnong Networking Event
- Spend Mapp Report: Update on spending data up to February 2022 and .ID Economy Update
- Smart City Strategic Framework – update on community engagement
- Victoria University project and program updates

Moved by Cr Cuc Lam, Seconded by Megan Walker

7. OTHER BUSINESS

Nil

8. DELEGATED MEETING CLOSURE

The Acting Chair, Councillor Anthony Tran, declared the meeting closed at 5:24pm.

To be confirmed at the Enterprise Maribyrnong Delegated Committee Meeting
to be held on 2 August, 2022.

Chairperson, Cr Anthony Tran

Agenda Item 6.1

BUSINESS ELEVATE PROGRAM REVIEW OF 2021-22 PROGRAM

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Business Elevate Program Review of 2021-22 Program.

ATTACHMENTS

1. Business Elevate Program - Summary of 2022 program [↓](#)

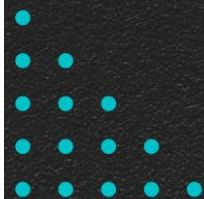
OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the Business Elevate Program Review of 2021 – 22 Program and provide advice and input.



BUSINESS ELEVATE PROGRAM

PROJECT SUMMARY 2022



Maribyrnong
CITY COUNCIL

This document is designed to provide a summary of the Business Elevate Program 2022 which was established and delivered for the first time in the 2021-22 reporting period.

Through the use of images and screen shots, readers should be able to quickly understand the process that was undertaken to develop and deliver this program and appreciate the positive impacts it created for our business community.

CONTENTS

1. Planning & Preparation: Page 3
2. Promotional Collateral: Page 6
3. Localised Elevate Hub – Website: Page 11
4. Locations of participating businesses – Preferred Suppliers: Page 15
5. Locations of participating businesses – voucher recipients: Page 16
6. Suppliers and their matched voucher recipients: Page 18
7. Survey Results: Page 30
8. Testimonials – Preferred Business Suppliers: Page 34
9. Testimonials – Voucher Recipients: Page 35
10. Photos from the Networking Event: Page 36
11. Examples of Program Outcomes: Page 40

Key Council Staff involved in the planning and delivery of this project were:

Francesca O'Brien: Manager City Futures

Bruce Marshall: Coordinator Economic Development & Smart Cities

Aneta Pazeski: Business District Officer

Rosie Sallemi: Business Events & Communications Officer

Hannah Wagland: Project Support Officer

1. Planning and Preparation

Proposal for Enterprise Maribyrnong Delegated Committee (EMDC)

A review of the existing Business Grant program was prepared with recommended changes included the establishment of the 'Business Elevate Program' presented to EMDC in July 2021 with \$70,000 initially allocated to deliver the program.

<p>Maribyrnong City Council Business Improvement District (BID) Grant Program Review</p> <p>INTRODUCTION</p> <p>The purpose of this review is to assess the effectiveness of the Business Grant program and to provide recommendations for improvement. The review was conducted in accordance with the terms of the Business Grant program and the terms of the BID Grant program.</p> <p>SCOPE</p> <p>The scope of the review is to assess the effectiveness of the Business Grant program and to provide recommendations for improvement. The review was conducted in accordance with the terms of the Business Grant program and the terms of the BID Grant program.</p> <p>METHODS</p> <p>The methods used in the review were a review of the Business Grant program and the BID Grant program, and a series of interviews with key stakeholders.</p> <p>RESULTS</p> <p>The results of the review are as follows:</p> <ul style="list-style-type: none"> The Business Grant program is effective in providing support to businesses in the BID area. The BID Grant program is effective in providing support to businesses in the BID area. There are a number of areas for improvement in the Business Grant program and the BID Grant program. <p>CONCLUSIONS</p> <p>The Business Grant program and the BID Grant program are effective in providing support to businesses in the BID area. There are a number of areas for improvement in the Business Grant program and the BID Grant program.</p>	<p>PROPOSED CHANGES</p> <p>The proposed changes to the Business Grant program and the BID Grant program are as follows:</p> <ul style="list-style-type: none"> The Business Grant program will be renamed the 'Business Elevate Program'. The BID Grant program will be renamed the 'Business Elevate Program'. The Business Elevate Program will be managed by the EMDC. The Business Elevate Program will have a budget of \$70,000. <p>RECOMMENDATIONS</p> <p>The recommendations of the review are as follows:</p> <ul style="list-style-type: none"> The Business Grant program and the BID Grant program should be renamed the 'Business Elevate Program'. The Business Elevate Program should be managed by the EMDC. The Business Elevate Program should have a budget of \$70,000. 	<p>BACKGROUND</p> <p>The Business Grant program was established in 2017 to provide support to businesses in the BID area. The BID Grant program was established in 2018 to provide support to businesses in the BID area.</p> <p>THE 2021/22 YEAR SUMMARY</p> <p>The 2021/22 year summary of the Business Grant program and the BID Grant program is as follows:</p> <ul style="list-style-type: none"> The Business Grant program received 10 applications and funded 5 projects. The BID Grant program received 10 applications and funded 5 projects. <p>CONCLUSIONS</p> <p>The Business Grant program and the BID Grant program are effective in providing support to businesses in the BID area. There are a number of areas for improvement in the Business Grant program and the BID Grant program.</p>	<p>THE 2021/22 YEAR SUMMARY</p> <p>The 2021/22 year summary of the Business Grant program and the BID Grant program is as follows:</p> <ul style="list-style-type: none"> The Business Grant program received 10 applications and funded 5 projects. The BID Grant program received 10 applications and funded 5 projects. <p>CONCLUSIONS</p> <p>The Business Grant program and the BID Grant program are effective in providing support to businesses in the BID area. There are a number of areas for improvement in the Business Grant program and the BID Grant program.</p>
<p>Appendix 1: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 2: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 3: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 4: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 5: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 6: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 7: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 8: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>
<p>Appendix 9: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 10: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 11: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 12: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 13: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 14: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 15: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 16: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>
<p>Appendix 17: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 18: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 19: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 20: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 21: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 22: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>	<p>Appendix 23: Business Grant Program</p> <p>The Business Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p> <p>Appendix 24: BID Grant Program</p> <p>The BID Grant program is a program that provides support to businesses in the BID area. The program is managed by the EMDC and has a budget of \$70,000.</p>

Agenda Item 6.1 - Attachment 1

Guidelines – Preferred Businesses

Detailed program guidelines were developed before going out with an EOI for businesses to be a part of the Preferred Supplier List.

**Business Improvement District (BID)
Grant Program Guidelines 2022/23**

**Business Elevate Program
- Preferred Business Suppliers**

Contents

- 1. Introduction
- 2. Business Improvement District (BID) Grant Program
- 3. Business Elevate Program - Preferred Business Suppliers
- 4. Application Process
- 5. Selection Process
- 6. Implementation
- 7. Monitoring and Reporting
- 8. Review and Evaluation
- 9. Appendix

1.0 Introduction

The Business Improvement District (BID) Grant Program is a program that provides financial support to businesses in the City of Maribyrnong. The program is designed to help businesses improve their premises, enhance their customer service, and increase their visibility in the community.

The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program. The program is open to all businesses in the City, regardless of their size or type.

The program is designed to be a flexible and responsive program that can meet the needs of businesses in the City. The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program.

2.0 Business Improvement District (BID) Grant Program - Business Elevate Program

The Business Improvement District (BID) Grant Program is a program that provides financial support to businesses in the City of Maribyrnong. The program is designed to help businesses improve their premises, enhance their customer service, and increase their visibility in the community.

The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program. The program is open to all businesses in the City, regardless of their size or type.

The program is designed to be a flexible and responsive program that can meet the needs of businesses in the City. The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program.

3.0 Business Elevate Program - Preferred Business Suppliers

The Business Elevate Program is a program that provides financial support to businesses in the City of Maribyrnong. The program is designed to help businesses improve their premises, enhance their customer service, and increase their visibility in the community.

The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program. The program is open to all businesses in the City, regardless of their size or type.

The program is designed to be a flexible and responsive program that can meet the needs of businesses in the City. The program is managed by the City of Maribyrnong, and businesses can apply for funding through the Business Elevate Program.

774

Detailed program guidelines were prepared before opening up the program for voucher applications from the general business community.

5 | Page

2. Promotional Collateral

Facebook post: Promoting the Expressions of Interest for the Preferred Supplier Panel



Agenda Item 6.1 - Attachment 1

Linked-in post: Promoting the Expressions of Interest for the Preferred Supplier Panel



Agenda Item 6.1 - Attachment 1

Business Bulletin E-Newsletter Article: Promoting the Expressions of Interest for the Preferred Supplier Panel

New Look BID Grant Program - EOIs Now Open



The NEW and improved Business Improvement District (BID) Grants Program is here! We are looking for Businesses to be involved and expressions of interest applications are now open.

Following a review of the BID Grant Program Council is introducing a revised grants program called the **BUSINESS ELEVATE PROGRAM** – which is a Business-to-Business (B2B) voucher based program.

From November, Small businesses within Maribyrnong City will be able to apply for \$2,000 (+gst) vouchers to help elevate their business forward, from a list of “preferred suppliers” in a range of categories.

We are firstly looking for established local BUSINESSES to become the “Preferred Business Suppliers” in the categories listed below. Your business will be expected to be able to provide services to small businesses that apply for a voucher, offers or packages valued at \$2,000 (+gst) in one of a number of categories (Full details on website)

Applications are now open and will close Friday 29th October 2021 (at 5pm).

We will be holding an information session via Zoom to discuss how the Business Elevate Program will work and answer any of your questions on Wednesday 6th October at 3pm. Note RSVP is essential, via email to business@maribyrnong.vic.gov.au

More information on the program and the link to apply is available on the [Council Website](#).

Agenda Item 6.1 - Attachment 1

Special Edition Business Bulletin: Promoting the \$2000 Vouchers



Applications now open for Business Elevate Voucher Programs

To our business community,

Council has launched the **BID Grant Business Elevation Program** with applications open now!

If you are a local business looking for ways to improve and elevate your business, you can do so through a list of preferred suppliers with a voucher worth **\$2000**. There are a number of services available such as business photography, copywriting, website development, business coaching, social media marketing and many more.

There are 35 vouchers available so be quick!

More information on how to apply can be found below.

Best wishes,

The Economic Development Team
Maribyrnong City Council

Agenda Item 6.1 - Attachment 1

\$2000 Business Vouchers - Applications Open Now



Applications are now open for the BID Grant \$2000 Business Elevate Voucher Program!

A total of 35 vouchers are available for businesses within the City of Maribyrnong to use with their preferred service from a list of suppliers recently successful at becoming part of Council's [Business Elevate Program- Preferred Supplier List](#).

Service providers include Digital Marketing Specialists, Website Developers, Financial Advisors, Printing and Signage Companies, Photographers, Copywriters and many more. This is your opportunity to secure some additional business services to the value of \$2000 to improve and elevate your business.

This is the first year that the Business Elevate Program is being introduced and with 35 vouchers up for grabs, we encourage you to apply as soon as possible. It will be **first in best dressed**.

APPLY NOW

All applicants are encouraged to read the [Stage 2 funding guidelines](#) and discuss any concerns with Council Officers before applying.

Applications open Today and close Friday 5pm, 14th January 2022.

3. Localised Elevate Hub – Homepage

A special page was developed on the Maribyrnong Localised Platform (no longer operational) to house all the program information and details on the preferred suppliers. In order to participate in the program, the businesses had to be listed on Localised.



The Business Elevate Program has been established by Maribyrnong City Council to help local businesses access services and suppliers that will help them 'Elevate' their businesses, by either helping them overcome a weakness, or amplifying a strength.

In order to maximise the local impact of this program a local panel of businesses has been shortlisted through a competitive EOI process and each business is able to provide services in one of the 11 categories listed below. A total of 35 x \$2,000 (+gst) vouchers are available which can be redeemed at the businesses on this panel.

If your business could do with a bit of assistance, simply browse through the categories to find a supplier that can help you with what you need, and when ready you can [APPLY HERE](#)

To be eligible for the \$2,000 (+gst) your business must:

- Have a business listing on the Maribyrnong Localised platform
- Be located within the City of Maribyrnong Municipal boundaries
- Be financially viable
- Have a clear understanding of the support you require through this program, and be able to articulate how it will help your business.

Applications open 1 December 2021, and will close 14 January 2022, or until all vouchers have been issued.

For more background information on this program, and the Business Improvement District (BID) Grant program, visit the [COUNCIL WEBSITE](#)



Accounting/Bookkeeping

Money makes the world go around, and these Accountants and Bookkeepers will help you pull your finances into shape.



Business Coaching

No matter how much experience you already have in business, the advice and support you receive from a tailored business coaching package will help you see things in a new perspective.



Business Consulting

Choose support from a range of consultants who have their own specialist niches that may be exactly what you are looking for.



Copywriting

Getting the right words that describe your business and offering is a critical part of the mix and effective use of PR can be an affordable way to promote your business.



Digital Marketing/SEO

In today's environment your digital presence is key! Digital marketing and standing out in the online crowd through effective search-engine-optimisation (SEO) is important to connect with your idea customer.



Graphic Design/Visual Merchandising

The visual presentation of your business, both in-store and online can help set you out from the crowd. Is it time to refresh your image/brand?

(Continued)**Marketing Consulting/Advertising**

A good marketing strategy will pull together the various elements of your business and ensure full impact for the money you invest on promoting your business.

**Photography**

A picture tells a 1000 words, and a suite of high-quality photos for your business can help raise the profile of your business and increase your professionalism.

**Printing/Signage**

Good quality signage or print material for your business will catch the eyes of potential customers, raise your profile and can help you promote your business offering.

**Videography**

Video has proven to be an effective way of telling authentic stories about businesses and connecting with customers on a more intimate level.


**Web Design/Mobile App Development**

Your website is often the first impression a customer will have of your business. Is your website pulling its weight, or is it time for a refresh? Or do some systems or apps need improving?

Agenda Item 6.1 - Attachment 1

Landing Page for Photography Offers – Localised Platform

Photography




Photography – Reboot Your Image Package
24 NOVEMBER 2021

Hannah Wagland
Business Support - Maribyrnong City Council

CML STUDIO – Photography – CML Studio creates images which authentically connects business to their target / core audiences. Through consultation, CML listens and...

[Continue reading](#)




Photography – showing your clients the genuine face of your business

Hannah Wagland
Business Support - Maribyrnong City Council

FAT ELEPHANT PROJECTS – Photography – It's something that is often lacking in small business – strong, professional images which match the quality of...

[Continue reading](#)



Professional Photography Services

Hannah Wagland
Business Support - Maribyrnong City Council

ARIEL CAMERON PHOTOGRAPHY - Photography- I'm offering a 1-time special offer "Small Business Booster Package" for local businesses. This package combines some of my most...

[Continue reading](#)

Recent Posts

Tackle the Big 3 For Online Success – Search Engine Optimisation, Email Marketing or Social Media

The complete tender project for SMEs

Business Consulting Advisory – Circular Economy

Funding (grants) Business Strategy Support and Development

CRM Implementation, Training and Marketing Automation

Elevate Categories

Accounting/Bookkeeping

Business Coaching

Business Consulting

Copywriting/Public Relations

Digital Marketing/SEO

Graphic Design/Visual Merchandising

Marketing Consulting/Advertising

Photography


Printing/Signage

Videography

Web Design/Mobile App Development

Current Tags

web design websites




Maribyrnong Food Photography Package

Hannah Wagland
Business Support - Maribyrnong City Council

YUSUKE SATO PHOTOGRAPHY – Photography – My photoshoot can only start from a good chat over coffee with clients to understand their needs. The...

[Continue reading](#)




Photography – Your Story Package

Hannah Wagland
Business Support - Maribyrnong City Council

WENDY STILES PHOTOGRAPHY – Photography – Wendy Stiles Photography creates images for people who care about love, community, humanity and the planet. It's my...

[Continue reading](#)



Creative Content Production

Hannah Wagland
Business Support - Maribyrnong City Council

SDP MEDIA – Photography / Videography – Customers aren't customers if they don't know you exist. Creating engaging content that is seen by people...

[Continue reading](#)

Offer example in full

PHOTOGRAPHY – REBOOT YOUR IMAGE
PACKAGE

Hannah Wagland
Business Support - Maribyrnong City Council



CML STUDIO – Photography –

CML Studio creates images which authentically connects business to their target / core audiences. Through consultation, CML listens and understand each clients needs and outcomes, to best support their brand by creating a library of images to 'reboot' businesses back into their post lockdown consumer space.

The Package

CML Studio is offering local business a 're-boot your image' package. Providing local business the invaluable opportunity to create a fresh new suite of content and images to use on their social platforms, marketing material and websites. The package can consist of onsite location based content creation, staff head shots and

imagery to showcase teams, or a lifestyle focused session to highlight the business product or offering.

Includes:

- * 30min photography digital consultation to determine image requirements, usage and parameters
- * 2 hour photo shoot at the business location or headshots in the CML Studio
- * A library of edited images from the shoot, ready to launch on social media. (up to 50 images for lifestyle/content – headshots are 2 images per person, \$250 per person, up to the value of \$2k).

The Outcome:

The CML specifically tailored Business Elevate Program is a complete solution allowing local business owners the opportunity to 'reboot' their market presence. Social media and marketing material ready, the edited images supplied are also supported by expert advice in image making and considering all aspects of the image making process, inclusive of lighting, location and setting. Small business owners from across Maribyrnong will walk away with a diverse suite of images (up to 50 images for lifestyle/content – headshots are 2 images per person, \$250 per person, up to the value of \$2k), to promote their product, service or offering and the scope to professionally cement their brand identity with the guidance of an awarded image creator.

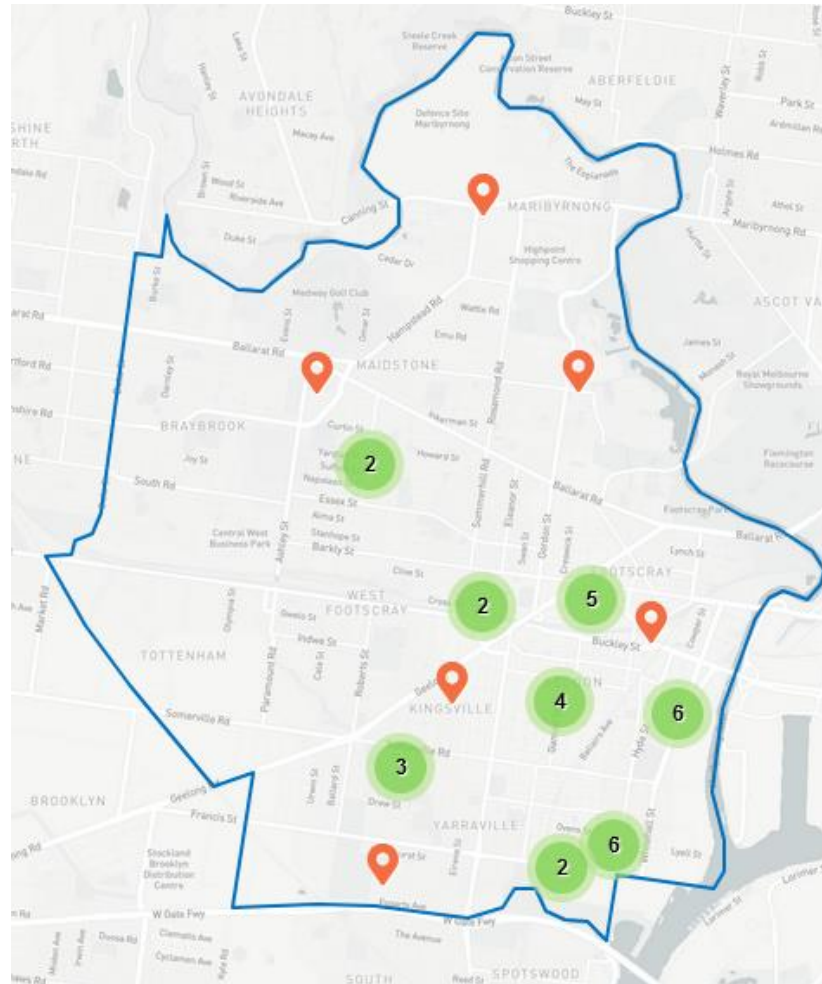
APPLY NOW

[Find out more about this business](#)



4. Locations of participating businesses – preferred suppliers

Please note each number represents the amount of suppliers located in that area



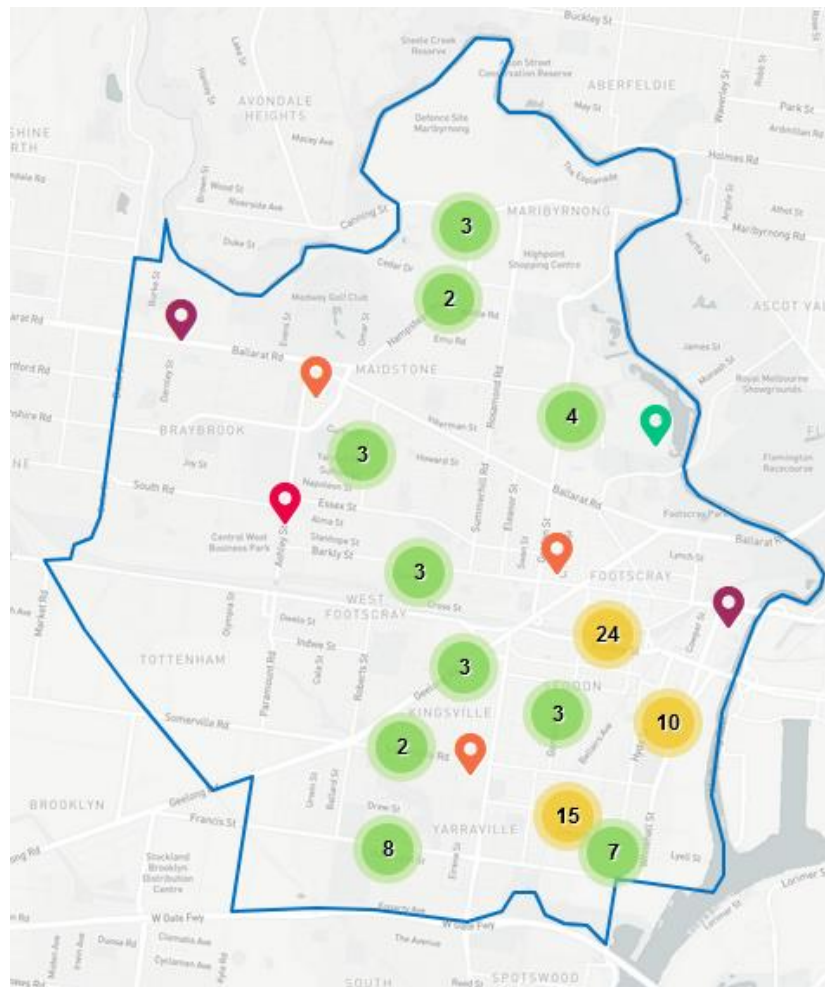
*Map extract from Monitor CRMS: Total 35 Businesses

5. Locations of participating businesses – voucher recipients

16 | Page

Agenda Item 6.1 - Attachment 1

Locations of Participation Businesses – Combined

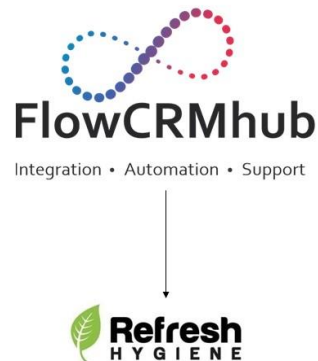


*A total of 92 businesses participated in this program either as a preferred business supplier or as a voucher recipient

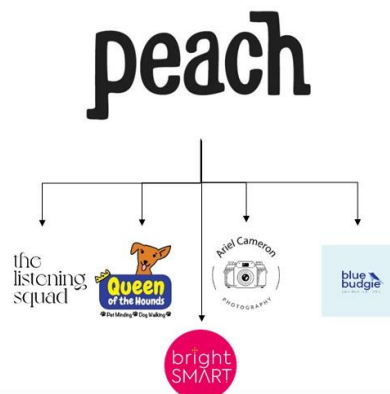
6. Suppliers and their matched voucher recipients

The following pages show the business connections that were made under each category.

BUSINESS COACHING & CONSULTING



BUSINESS COACHING & CONSULTING



ACCOUNTING/BOOKEEPING



WEB DESIGN/MOBILE APP DEVELOPMENT

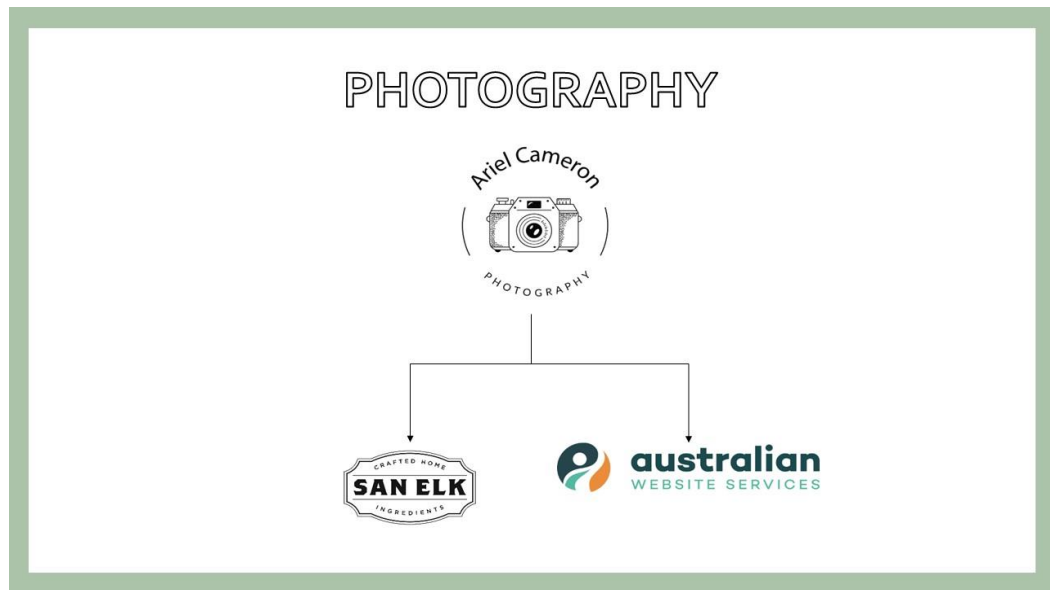


WEB DESIGN/MOBILE APP DEVELOPMENT



PHOTOGRAPHY





PHOTOGRAPHY



PHOTOGRAPHY



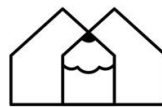
YUSUKE SATO
PHOTOGRAPHY



VIDEOGRAPHY



VIDEOGRAPHY

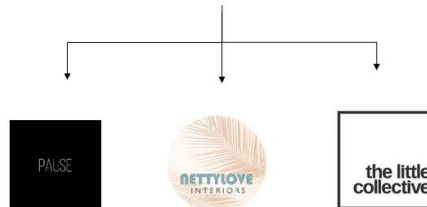


INHOUSECREATE



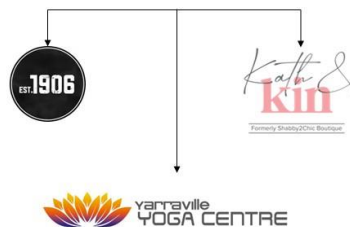
GRAPHIC DESIGN/VISUAL MERCHANDISING

STUDIO
CAHOOTS

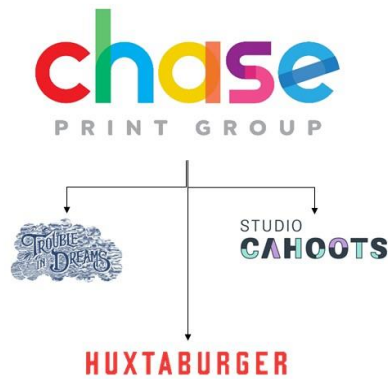


PRINTING/SIGNAGE

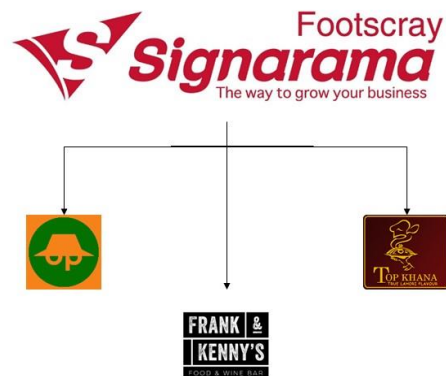
Minuteman Press FOOTSCRAY
WE DESIGN, PRINT & PROMOTE...YOU!



PRINTING/SIGNAGE



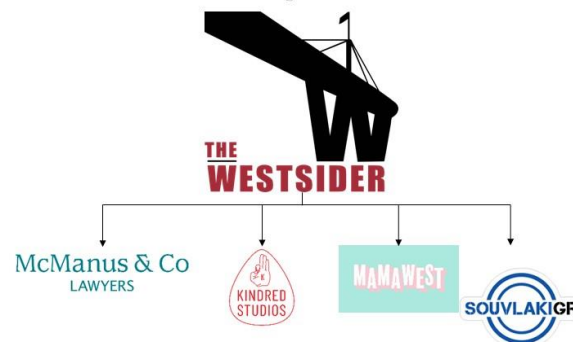
PRINTING/SIGNAGE



MARKETING CONSULTING/ADVERTISING



MARKETING CONSULTING/ADVERTISING



MARKETING CONSULTING/ADVERTISING

TELL YOUR STORY

media
content creation & amplification



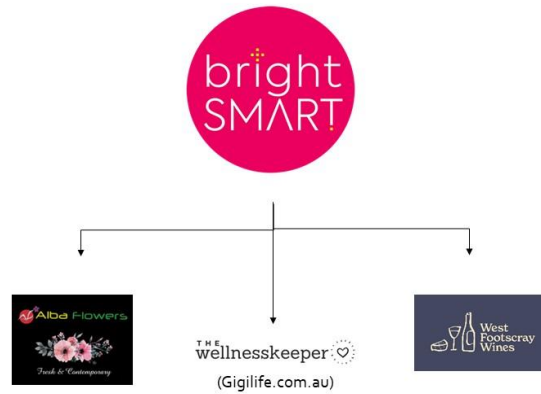
MARKETING CONSULTING/ADVERTISING

Dify
Social

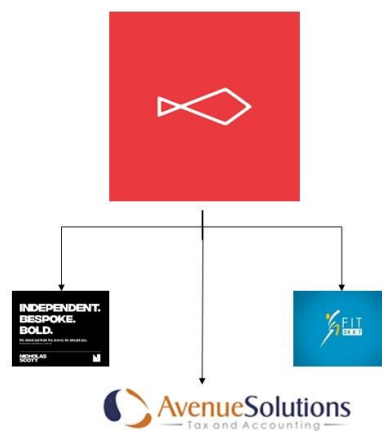
Jadekey Homes

PinkSarongDesign

DIGITAL MARKETING/SEO



DIGITAL MARKETING/SEO



COPYWRITING/PUBLIC RELATIONS



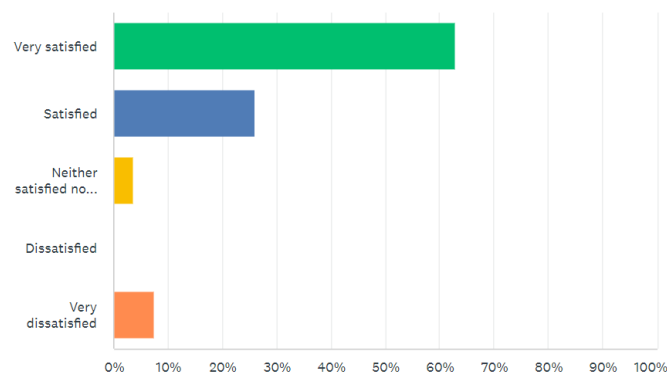
7. Survey Results

A short survey (10 questions) built on the Survey Monkey platform was sent out to the Small Business/Voucher Recipients after the program finished to get their feedback about their involvement with the Business Elevate Program. Overall the results showed a positive response from the recipients of the program. 27 of the 59 participants responded, which is a 46% response rate.

Small Business/Voucher Recipients:

Overall how satisfied were you with your INVOLVEMENT in the Business Elevate Program? (The process/the outcomes etc)

Answered: 27 Skipped: 0

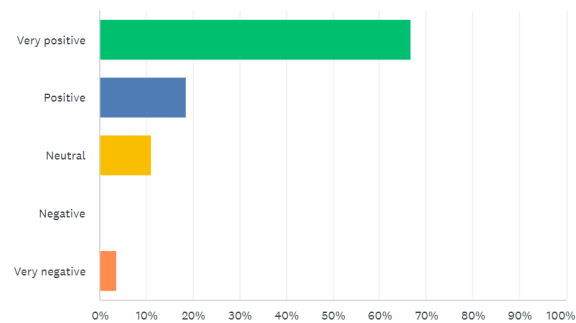


ANSWER CHOICES	RESPONSES
Very satisfied	62.96% 17
Satisfied	25.93% 7
Neither satisfied nor dissatisfied	3.70% 1
Dissatisfied	0.00% 0
Very dissatisfied	7.41% 2
TOTAL	27

Agenda Item 6.1 - Attachment 1

Overall, how would you rate your experience in WORKING WITH your matched supplier in the provision of the products/services/program as part of the Business Elevate Program?

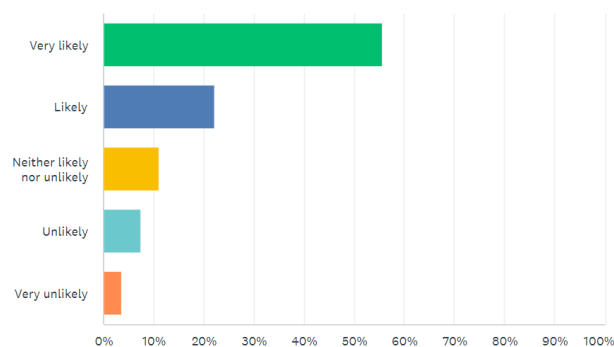
Answered: 27 Skipped: 0



ANSWER CHOICES	RESPONSES
Very positive	66.67% 18
Positive	18.52% 5
Neutral	11.11% 3
Negative	0.00% 0
Very negative	3.70% 1
TOTAL	27

How likely do you think it is that you would work with the supplier again in the future?

Answered: 27 Skipped: 0

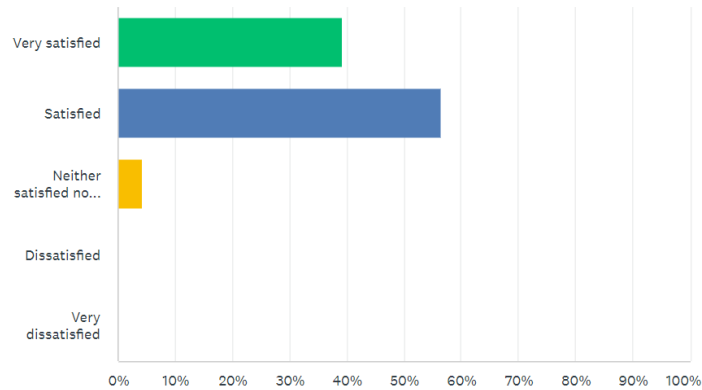


ANSWER CHOICES	RESPONSES
Very likely	55.56% 15
Likely	22.22% 6
Neither likely nor unlikely	11.11% 3
Unlikely	7.41% 2
Very unlikely	3.70% 1
TOTAL	27

Preferred Suppliers:

Overall how satisfied were you with your INVOLVEMENT in the Business Elevate Program?

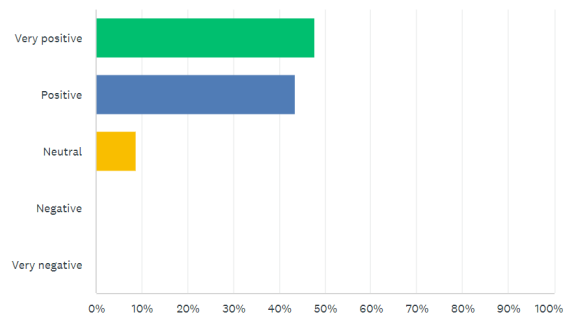
Answered: 23 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Very satisfied	39.13%	9
▼ Satisfied	56.52%	13
▼ Neither satisfied nor dissatisfied	4.35%	1
▼ Dissatisfied	0.00%	0
▼ Very dissatisfied	0.00%	0
TOTAL		23

Overall, how would you rate your experience in WORKING WITH your matched business/s in the delivery of your products/services/program as part of the Business Elevate Program?

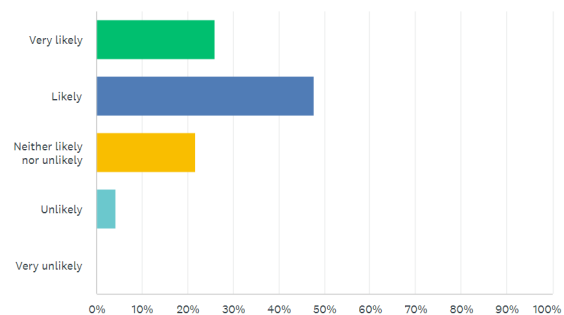
Answered: 23 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very positive	47.83%	11
Positive	43.48%	10
Neutral	8.70%	2
Negative	0.00%	0
Very negative	0.00%	0
TOTAL		23

How likely do you think it is that the business/es you worked with will work with you again in the future?

Answered: 23 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very likely	26.09%	6
Likely	47.83%	11
Neither likely nor unlikely	21.74%	5
Unlikely	4.35%	1
Very unlikely	0.00%	0
TOTAL		23

[Comments \(13\)](#)

8. Testimonials – Preferred business suppliers:

“The Business Elevate Program has really put a new take on local businesses working together through funding provided by council. If it weren't for this program it's fair to say we probably wouldn't have worked with these businesses - which really goes to show what an amazing initiative it is my council to connect local business and create new relationships that we will be able to build on.” **[Inhouse Create]**

“I was lucky enough to take part in the 2022 Business Elevate Program through the Maribyrnong Council. Being selected as a preferred supplier was great recognition for my business, and to then be selected by local businesses to work together was really exciting. It was a positive experience working with new clients, on a really diverse and exciting range of projects. I ended up working with three amazing and diverse female led businesses to help refine their business branding to better position themselves moving forward.” **[Studio Cahoots]**

“Maribyrnong City Council has been so proactive in supporting small businesses and in responding to our feedback and suggestions. The program has made a huge difference to both the participants, the suppliers and of course myself. I really love that the both the supplier AND the participant needed to be within the Maribyrnong area, which I think had a wonderful "support local" feel to it. I have been able to work with five local businesses and make a big difference to their financial health and longevity, and that would just not have been possible without the grants. Well done to the whole team, and especially to Aneta, who is a shining light!” **[Peach Business Management]**

“The Business Elevate Program has been a welcomed initiative from the local council. It has not only given us an additional client but has also introduced us to other local businesses which we otherwise may have not met. I believe more programs like this will greatly benefit our community and grow the local business relationships.” **[SDP Media]**

“I was able to work with some fantastic local businesses that were well aligned with me through this program. A couple of them had been wanting to work with me, but weren't in the position to. The Business Elevate Program gave them that opportunity. My business benefited not only financially, but also by building connections in the local community.” **[Wendy Stiles Photography]**

9. Testimonials – Small Business/Voucher Recipients

“Kindred Studios was delighted to be a part of City of Maribyrnong's Business Elevate Program. A great introductory platform for local businesses, to connect across different industries & get to know each other's offerings. Contracting local businesses is very important to our organisation and we found this program a great opportunity to be introduced to a new business we may not have engaged & sample their services. Over the program Kindred has develop a very strong relationship with provider, The Westsider Newspaper and after the funded period ends, plan on continuing with paid advertising. The Westsider has also show interest in utilising some of Kindred's hire spaces. Well done to all involved.” **[Kindred Studios]**

“We were successful via Council's Business Elevate Program and were matched with a local (and amazing) photographer to assist with updated images post covid. This was a great boost for our business in an area where we had since refrained from investing money, simply due to the changing landscape after the past two years. Finding such a great photographer and one who is local has been amazing - he was incredibly professional and the quality of his work was amazing. We have since booked him in for further photoshoots and the overall process via Council and this initiative was a fabulous one.” **[4 People Pty Ltd]**

“Thank you Maribyrnong City Council! What an amazing opportunity I experienced being a recipient of the Business Elevate Program. I was matched with Wendy Stiles Photography and am so happy with the results. Wendy was wonderful to work with and created a fabulous experience. I couldn't be more happy with the photos. I'd highly recommend her services.” **[Mindful Finances]**

“I was thrilled to be partnered with a Branding agency. This opportunity came at a time where cash flow was a little low and I desperately needed a new logo and brand essence. If it wasn't for this program I would have still been waiting. The best part was the opportunity to meet and deal with local suppliers.” **[Nettylove Interiors]**

“The Business Elevate program has been an excellent resource for our little business! I have been wanting to get some promo videos done for a long time but always put it on the back burner due to the cost and time involved. The program has helped immensely in making that a reality. Thanks so much to MCC and to Artificial Studios for being so great to work with throughout the process.” **[Frog Dog Studios]**

10. Photos from the Networking Event

A network event was held in June 2022 for program participants where over 70 guests came together to meet and mingle. The event also featured a facilitated panel discussion to hear from both the Preferred Supplier and Voucher Recipient perspective of their experience of the program.

Link to video highlights of event: <https://vimeo.com/725474186/9f2f84fcb6>



Agenda Item 6.1 - Attachment 1



Agenda Item 6.1 - Attachment 1

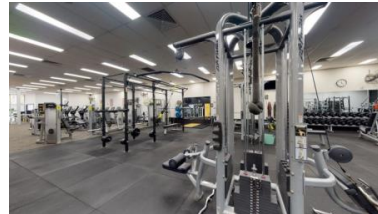




11. Examples of Program Outcomes

The following pages contain a few samples of some of the work that was delivered as part of this program.

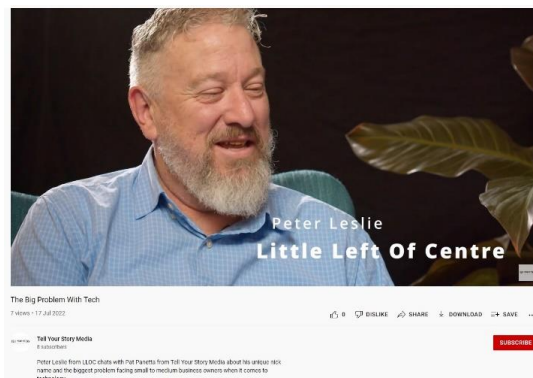
SDP Media



<https://my.matterport.com/show/?m=unfsxo8Qtv1>

The above link is for the 360 virtual tour of the gym

Tell Your Story Media



[The Big Problem With Tech - YouTube](#)

Agenda Item 6.1 - Attachment 1

Minuteman Press Footscray

Shop signage



Printed Flyers

About Yarraville Yoga Centre

- Longest running Iyengar Yoga centre in Melbourne's west
- Inclusive of all regardless of age, background, sexuality or gender orientation
- Experienced and dedicated teachers
- Spacious, airy and fully equipped studios
- Classes from introductory to advanced
- Classes 7 days a week
- Attend in person or online
- Complete beginners welcome

Yarraville Yoga Centre
Special Introductory Offer

Your Special Offer
10 week introductory course
Only \$190
for up to 6 classes per week

Book online
yarravilleyoga.com.au
Next course begins Mon 18th April

Yarraville YOGA CENTRE
36 Ballarat St, Ph 9687 4018
info@yarravilleyoga.com.au

Iyengar Yoga
A practice for life

Iyengar Yoga is the world's most practised form of yoga.
It is a method of practice and teaching techniques developed during the 20th century by BKS Iyengar, the brilliant Indian yoga practitioner and teacher. Through constant practice and study over 80 years this modest man brought a modern interpretation of the ancient teachings of yoga to the world.

10 Good Reasons to do Iyengar Yoga

- Strengthens muscles and bones
- Increases flexibility and mobility
- Improves posture and balance
- Aids recovery from injury
- Improves breath awareness
- Relieves stress and anxiety
- Restores energy and vitality
- Brings calm and focus
- Strengthens immunity
- Promotes lifelong health

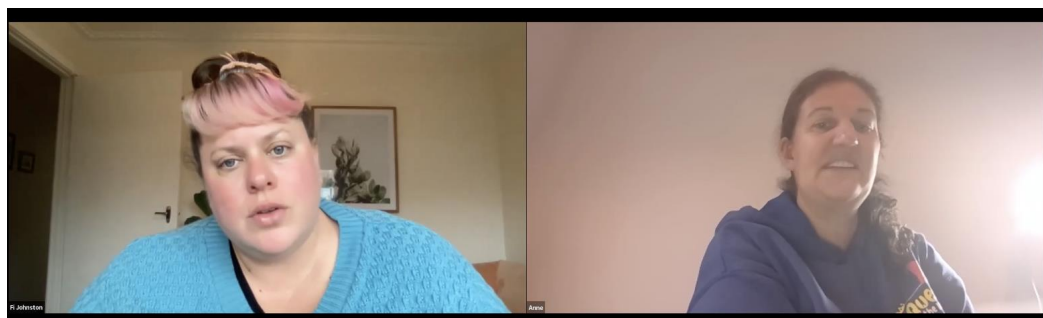
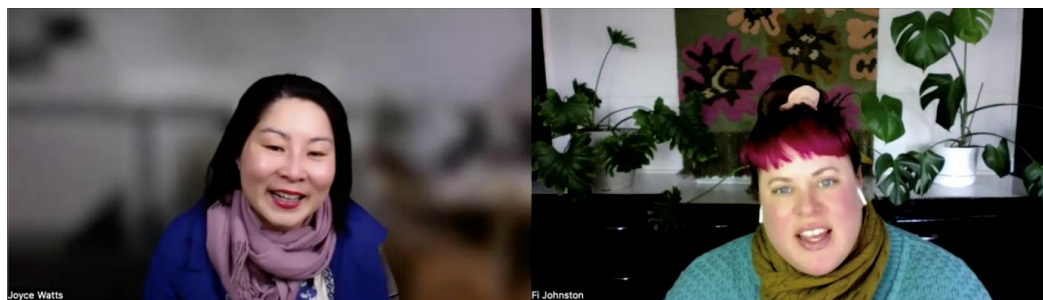
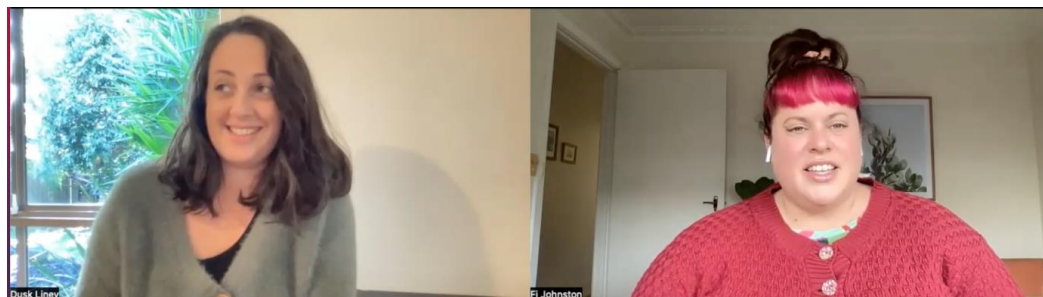
"The reflections on yoga philosophy support students to go deeper into a yogic life. Iyengar yoga at Yarraville Yoga has supported me through pregnancy, lockdowns, periods of stress, and has become integral to my life."
- Katie

"Health is not just freedom from disease. Health is the perfect equilibrium of the body and mind, intellect and soul". - BKS Iyengar

Agenda Item 6.1 - Attachment 1

Peach Business Management

Screen shots from on-line financial coaching sessions.

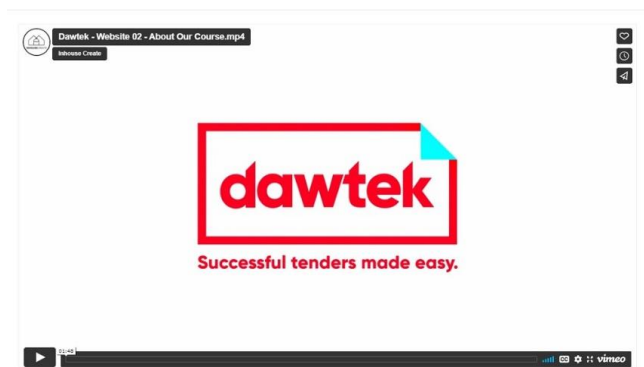


Inhouse Create



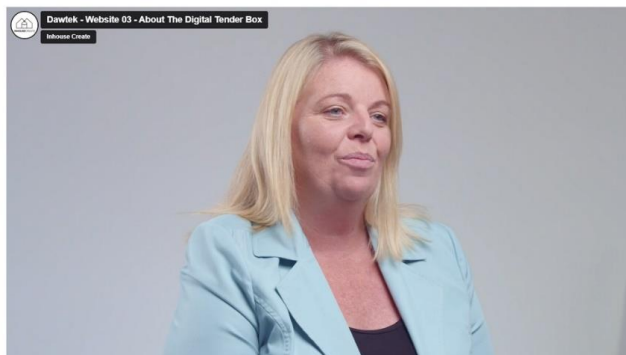
Dawtek - Website 01 - About Dawtek (Subtitled)

About Dawtek - <https://vimeo.com/713552028/d96594e9e2>



Dawtek - Website 02 - About Our Course.mp4

About Dawtek Course - <https://vimeo.com/713552302/cd897ebc0d>



Dawtek - Website 03 - About The Digital Tender Box

About Digital Tender Box - <https://vimeo.com/713552359/cb6165f564>

Dify Social

Jadekey Homes

Beautifully Designed Homes 🏡 🌟 *Achieve the house of your dreams*

Jadekey Homes offers complete home design & construction services in Melbourne.

To learn more and enquire call Helen Huang on ☎ 0432 809 850, email
info@jadekeyhomes.com.au, or visit the website 🌐 <https://jadekeyhomes.com.au/>

#jadekeyhomes #homedesign #homebuilder

Jadekey Homes



Dify Social media marketing project* – with **Dify Marketer** Steve Hubbard, including revision & set-up, planning & management of: **LinkedIn** Company (**Helen** Profile), **Facebook** page, ads & **Instagram** channel, **Twitter**, **Google** Business Profile (map) and **YouTube** channel, with the **Publisher**'s social media scheduling platform.

Project supported by **Maribyrnong City Council's Business Elevate Program**. **B1G1** "business for good" assigned project is **Blue Dragon Children's Foundation (Vietnam)**. See more at: **Dify Impact**.

<https://difysocial.wordpress.com/2022/03/25/jadekey-homes/>

Pink Sarong Design

🧡 Hand made, unique items created using Liberty fabric – including tote bags, zipper pouches, hair clips, wheat packs, face masks & cards.

🛒 Shop at Pink Sarong Design on Etsy » <https://www.etsy.com/au/shop/PinkSarongDesign>

#pinksarongdesign #libertyfabric #libertyproducts



Dify Social media marketing project* – with **Dify Marketer** Steve Hubbard, including revision & set-up, planning & management of: **LinkedIn** Company (**Ruth** Profile), **Facebook** page, ads & **Instagram** channel, **Twitter**, **Google** Business Profile (map) and **YouTube** channel, with the **Publisher**'s social media scheduling platform.

Project supported by **Maribyrnong City Council's Business Elevate Program**. **B1G1** "business for good" assigned project is **Blue Dragon Children's Foundation (Vietnam)**. See more at: **Dify Impact**.

<https://difysocial.wordpress.com/2022/03/21/pink-sarong-design/>

Agenda Item 6.1 - Attachment 1

Signarama Footscray



Photo 1 - lightbox

Photo 2 - above doorway sign

Photo 3 - awning sign

Wendy Styles Photography



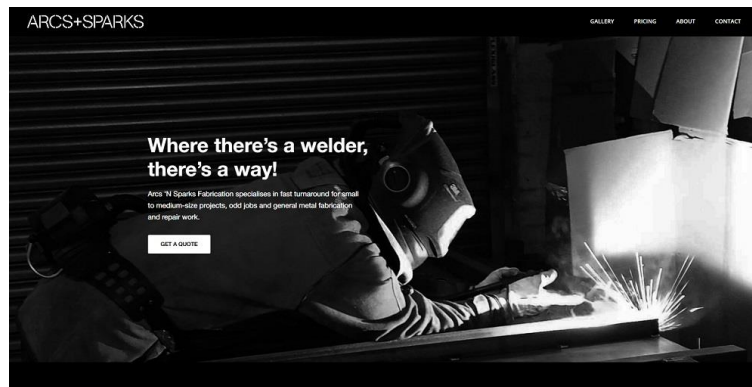
<https://www.wendystyles.com/headshots>

Ariel Cameron Photography

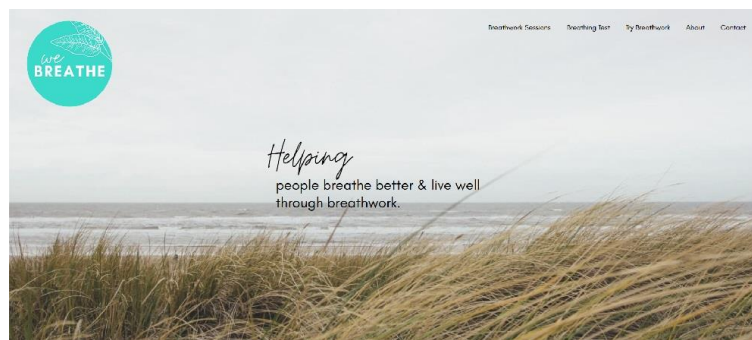


Achieve Online

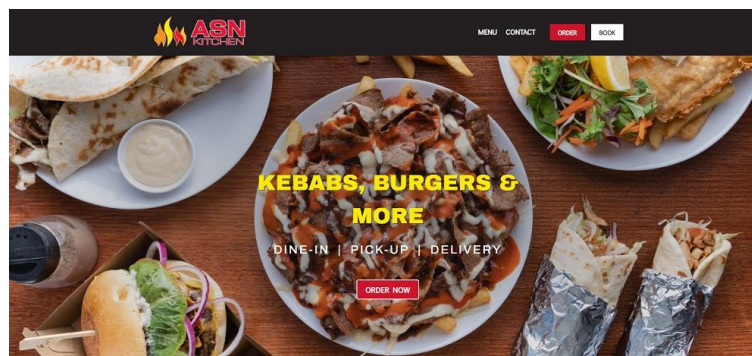
Websites designed and delivered for 3 clients.



<https://arcsnsparksfab.com.au/>



<https://www.webreathe.com.au/>



<https://asnkitchen.com.au/>

Agenda Item 6.2

NEXT STEPS FOR 2022-23 BUSINESS ELEVATE PROGRAM

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Next Steps for 2022-23 Business Elevate Program and Revised Program Guidelines.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note and provide advice and input on the presentation on Next Steps for 2022-23 Business Elevate Program and Revised Program Guidelines.

Agenda Item 6.3

ECONOMIC DEVELOPMENT AND SMART CITIES - ACTION PLAN 2022-23

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Economic Development and Smart Cities: Highlights from 12 Month Action Plan 2022-23.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation on Economic Development and Smart Cities: Highlights from 12 Month Action Plan 2022-23.

Agenda Item 6.4

SPEND MAPP DATA UPDATE - JUNE 2022

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Spend Mapp Data Update to end of June 2022.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation on Spend Mapp Data Update to end of June 2022.

Agenda Item 6.5

FESTIVALS POLICY UPDATE

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Festivals Policy Update.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation on Festivals Policy Update.

Agenda Item 6.6

AFRICA TOWN - LIGHTING FUNDING

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on Africa Town – Lighting Funding from State Government.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation on Africa Town – Lighting Funding from State Government.

Agenda Item 6.7

ECONOMIC STUDY UPDATE

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on the Economic Study project

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee notes the presentation on the Economic Study project.

Agenda Item 6.8

FOOTSCRAY FOODIE APP

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation and demonstration on the Footscray Foodie App.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation and demonstration of the Footscray Foodie App.

Agenda Item 6.9

OUTDOOR DINING POLICY UPDATE

Director: Laura Jo Mellan
Director Planning and Environment Services

Author: Francesca O'Brien
Manager City Futures

PURPOSE

To provide a presentation on the Outdoor Dining Policy update.

ATTACHMENTS

Not applicable

OFFICER RECOMMENDATION

That the Enterprise Maribyrnong Delegated Committee note the presentation on the Outdoor Dining Policy update.
