

Cash for projects to boost area up for grabs

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Hive of technology for primary school

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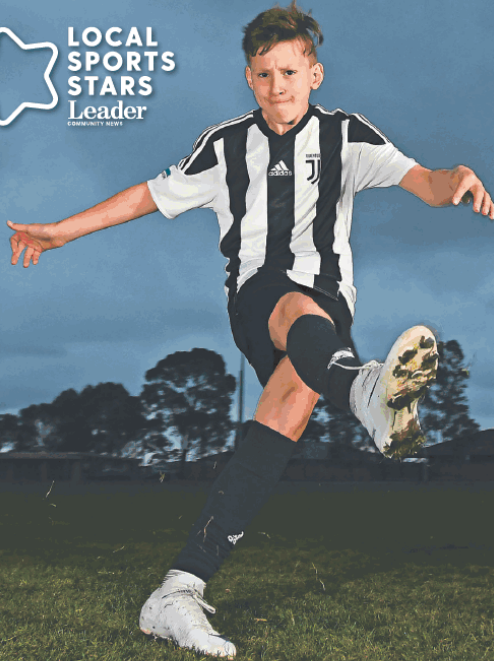
# Sunbury Leader

Tuesday, May 29, 2018 | sunburyleader.com.au

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LOCAL SPORTS STARS Leader COMMUNITY NEWS



Picture: JAMES ROSS

## THE STUFF OF DREAMS

Zac Carletti-De Silva has just scored the biggest goal of his life. He is ready to wow Italian soccer giants Juventus at the club's inhouse World Cup. REPORT PAGE 9

# Traders stay positive

Barry Kennedy

### BEAR necessities for success outlined in crucial report

BUSINESSES in Sunbury aren't expecting short-term hiring, want more support from Hume Council and lament parking problems and high rents.

Those issues were among themes and recommendations in the long-awaited Business Expansion and Retention (BEAR) report released last week.

Despite the challenges, 94.4 per cent of traders consider their

outlook in the next 12 months as good to very good.

The report follows interviews with traders, heavily promoted by both Sunbury Community Health and the Sunbury Business Association earlier this year.

A mystery shopper also helped to provide information for the report.

Business association president Michael Osborne said the report would be a reference document for

local business. "A marketing coordinator specialising in strip shopping could be an action from this," he said.

"A shopping experience is a buzz word, but really is true. If you do what you have always done, it's not you get what you always get anymore, in terms of business, you are actually going backwards."

Sunbury Community Health healthier communities manager

Bernadette Hetherington said that with 15 recommendations, the report had refined the aspirations of Sunbury businesses.

"The report gives the Sunbury Business Association and ourselves an impetus on how we can help advocate," she said.

Ms Hetherington said while parking and general challenges offered by changing consumer habits such as online shopping had

been anticipated, the absence of a dedicated Hume Council economic development manager for Sunbury had been noted.

Survey participant and Collins Books Sunbury proprietor Michelle Billings told the Leader that nine months into her life as a franchisee had made it clear she couldn't rely on walk-up customers.

Ms Billings said it was obvious retailers needed to cross promote and shoppers had to think locally.

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