



**WHITEHORSE**  
BUSINESS GROUP INC

## Whitehorse Business Group Newsletter - April 2024

Welcome to the April 2024 edition of the Whitehorse Business Group's monthly newsletter! As we step into the month of April, we look forward to sharing exciting updates, insightful articles, and upcoming events. We appreciate your continued support and engagement. Happy reading!



## Meet the Whitehorse Business Group's 2024 Board Members

We are excited to introduce the new board members for 2024, decided at our recent board meeting in March. Most notable changes and additions are as follows:

### Amanda Paterson – Chair

Congratulations to **Amanda Paterson** on her appointment as Chair. Amanda is stepping into the role previously held by **Kathy Collier**, who has served as Chair for many years. Kathy's commitment to the board was unparalleled, and her wisdom was a definite asset to our group. Her leadership and dedication have left an indelible mark on the Whitehorse Business Group. Amanda brings a fresh perspective to the board. We are confident that under her leadership, the Whitehorse Business Group will continue to thrive and reach new heights.

### Bobby Thai - Deputy Chair


**Bobby** steps in as our Deputy Chair, a role that speaks to his dedication and commitment to the Whitehorse Business Group.

### We Welcome New Board Members - Amy To and Andrew Kent

**Amy** and **Andrew** both bring a wealth of experience and innovative ideas to the table. We are excited to see the positive impact they will undoubtedly make on our group. Congratulations to you all, as we look forward to a productive and successful 2024!

### Fresh Breath Doggie Dental!

Your pet's smile matters! 

We're passionate about animals and committed to their well-being. 

### Anesthesia-Free Teeth Cleaning

Gentle, safe, and stress-free for your furry friends. No needles, no drugs—just healthy smiles!



## An Evening of Networking & Nibbles

Our April Casual Drinks and Networking event was held at the [Mercure Doncaster Hotel](#). It was an evening filled with laughter, conversation, and connection, truly embodying the spirit of our community.

The event was a resounding success, with attendees enjoying the relaxed atmosphere and the opportunity to connect with fellow members. The evening was marked by engaging conversations, new introductions, and the strengthening of existing relationships. Again we were thrilled by the exceptional member participation.







### **A Special Thanks to [Mercure Doncaster Hotel](#)**

We would like to extend our heartfelt thanks to the team at [Mercure Doncaster Hotel](#) for their exceptional service throughout the event. Their commitment to creating a welcoming environment and delicious canapes contributed significantly to the success of the evening. In addition, we are grateful for their generous donation of this month's raffle prize - a one-night stay at the [Mercure Doncaster Hotel](#).

Thank you to all who attended the event and made it such a memorable evening. We look forward to seeing you at our future events!

### **Raffle & Survey: A New Approach**

In our continuous effort to enhance our membership experience and events, we introduced a new approach to our raffle. Attendees were invited to participate in our survey, with each participant receiving a raffle ticket as a token of our appreciation. We are pleased to announce that the raffle was won by one of our newest members, [Michael Chapman](#) of [Horizon Prosperity](#). Congratulations, Michael!

### **It's No Too Late!!**

We are committed to making your membership and events even better, and we are eager to hear from you. It's not too late to have your say!

While the raffle has concluded and the prize has been collected, the [Autumn 2024 Networking and Events Survey](#) remains open until the end of **April**. Your feedback is invaluable in helping us create experiences that will be of value to you. There is still time to participate in the survey. Just click the link below, your answers are anonymous. We want to hear from you.

<https://www.surveymonkey.com/r/NS8WFVP>



## Member Spotlight:

Richard Paterson, [Basix 4 Blokes](#)





Meet **Richard Paterson**, the heart and soul behind the initiative **Basix 4 Blokes**. A solo dad, a survivor, and a beacon of hope for many, Richard's journey is nothing short of inspiring.

### **The Genesis of Basix 4 Blokes**

Richard's journey began as a solo father, raising his son alone since he was four years old. Amidst the turmoil of an eight-year-long Family Court litigation and a demanding executive career, Richard was diagnosed with a pre-cancer condition. However, it was his concern for his son's future that led him to take ownership of his health. Without any prior knowledge about health, nutrition, or fitness, Richard managed to reverse all his medical markers and lost 50 kg. ***His mantra:** "When I found my **WHY**, my **HOW** found me."* This personal victory sparked a desire in Richard to inspire as many men as possible to find their compelling reason to become healthier versions of themselves, leading to the birth of **Basix 4 Blokes**. Richard is pictured above with his son.

### **Impact and Challenges**

Richard envisions the impact of **Basix 4 Blokes** to be far-reaching. He believes that healthier men lead to healthier families, businesses, and communities. However, he acknowledges that men often feel pressured to aspire to extreme health without a compelling reason to do so. Richard advocates for small, consistent progress in the right direction to dramatically improve health.

Despite his passion for promoting better health among his mates, Richard faces challenges. The most significant being that there is only one of him and he is restricted in the amount of impact he can have. Balancing work commitments with his devotion to this cause is a constant struggle.

**Advice for Aspiring Change-Makers**

For those looking to start a similar initiative, Richard's advice is clear: "When your **WHY** is strong enough, you will find your **HOW**." He emphasizes the importance of **patience**, **resilience**, and **reason**. He believes that making a difference should take precedence over making a profit. Unless one is obsessed with their cause, they should not start, for the path is filled with opposition and challenges.

Richard's story is a testament to the power of personal motivation and the impact one person can make. Through **Basix 4 Blokes**, he continues to inspire and encourage men to take ownership of their health, one small step at a time.



**JPW Plumbing Services:** Your Trusted Local Plumber!

Domestic, industrial, and commercial plumbing.

**Embracing Technology: A Game-Changer for Business Efficiency**





In the rapidly evolving business landscape, embracing technology is no longer an option but a necessity for businesses seeking to thrive. By leveraging these tools, you can enhance your operational efficiency, improve your bottom line, and stay ahead of the curve.

### **The Power of Technology**

Technology has woven itself into the fabric of our existence, leaving no area untouched, including the realm of business. It has fundamentally transformed our work methods, communication styles, and business operations. From streamlining operations to enhancing customer experience, technology plays a pivotal role in shaping the future of businesses.

### **Staying Ahead of the Curve**

In today's competitive environment, staying ahead of the curve is crucial. By adopting the latest technologies, you can gain a competitive edge, anticipate market trends, and respond swiftly to changes in the business environment.

### **Member Businesses to Assist You**

You may be wondering how technology can help your small business/SME. Several member businesses of the Whitehorse Business Group specialise in various aspects of technology and can assist you in your digital transformation journey:

- [Web Ideas](#)
- [Stratiform](#)
- [y365](#)
- [Section Group Pty Ltd](#)
- [Summit Internet](#)
- [Empowerion Pty Ltd](#)
- [Data Up Time](#)

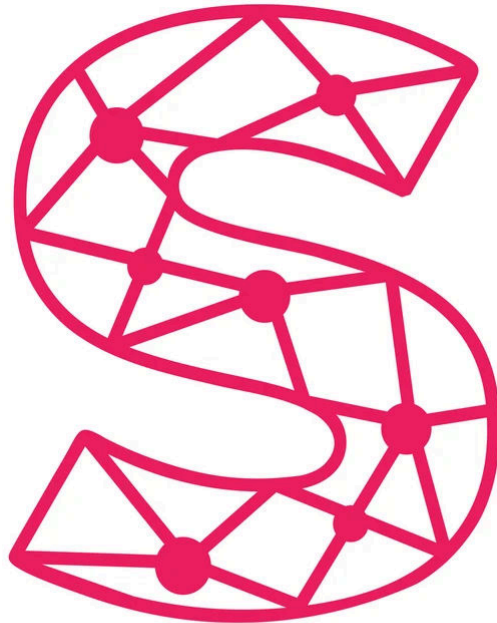
### **More Than Just Technology**

While technology is the driver, in many cases your marketing strategy will be along for the ride complementing your technology journey. Our community is rich with members who specialise in various marketing technology fields and can provide valuable services to enhance your business.

- [Creative Branding Solutions](#)



- [Style Bundle](#)
- [in8creative](#)
- [Pinpoint Local](#)
- [Grace Promotions and Uniforms](#)
- [StretchImagination](#)
- [Proud Cactus](#)



## Summit Internet

### We Are Thrilled to Welcome our Newest Sponsors, [Summit Internet!](#)

Continuing your digital transformation journey, [Summit Internet](#), a tech leader who provides a wide range of reliable, cost-effective services, from Business Internet to Cloud Connectivity. Their expertise complements the diverse technological specialties within the Whitehorse Business Group.



### Boost Your Business with Deakin University's

## Business Consultancy Program

Did you know, Deakin University offers a unique opportunity for businesses to participate in their **Work Integrated Learning programs**?

Deakin University's **Business Consulting Programs** offer a no-fee, eight-week consultancy service. Businesses collaborate with student consultants to identify growth opportunities and develop a practical roadmap to increase revenue. Participation in the program provides fresh business insights and contributes to students' real-world experience. It's a win-win situation!

[More Information](#)

## We are Excited to Announce and Extend a Warm Welcome to Our New Members!!



Zoe Love of **Hub Australia**

Nadia Panteleeva of **Auburn Bookkeeping Services**

Stephen Soo of **Stephen Soo Coaching**

Mark Chapman of **Horizon Prosperity**

Kerri Nobes of **Kreating New Collaborations**

**Welcome aboard!**

**Epic Events You Won't Want to Miss!**



**Casual Drinks**  
Supporting local business

This month's casual drinks and networking evening will be held at CLIK Collective, Vermont.

CLIK Collective isn't your typical coworking space - they offer onsite warehousing for online retailers, making it the perfect HQ for growing businesses. They have two locations; Moorabbin and Vermont, which is where this event will be hosted.

Along with warehousing, CLIK Collective also offers private offices ranging in size from 8m<sup>2</sup> (suitable for 1-2) up to 50m<sup>2</sup>+ for growing teams. A tour of the space will be offered on the evening.

Visit their website to find out more: [www.clikcollective.com.au](http://www.clikcollective.com.au)

Book now, and catch up with everyone! Meet the Board, members of Council and other like minded business people. Bring along a friend and be in the drawer to win a bottle of champagne!

Pre-purchased tickets required for catering purposes.

**Friday 3rd May, 2024**  
CLIK Collective 203 Rooks Road, Vermont  
Time: 5:30pm to 7:00pm  
Members: Free Non-members: \$25  
Includes canaps and drinks  
For bookings: [www.trybooking.com/ICWVLC](http://www.trybooking.com/ICWVLC)  
RSVP by: Friday 26th April, 2024

## Casual Drinks & Networking - May

Join us for an evening of casual drinks and networking. A great opportunity to meet and connect with other members of the Whitehorse Business Group.

**When:** Fri 3 May, 5:30pm - 7:00pm

**Where:** Clik Collective, 203 Rooks Rd, Vermont VIC

[Book Now](#)

## Our annual Women In Business Luncheon is back!

Don't miss this opportunity to connect with like-minded business people

**When:** Thurs, 30th May 2024, guest arrival 11:30 am, the event kicks off at 11:45 am and wraps up at 1:30 pm.

**Location:** Box Hill Golf Club

[Book Now](#)



*Save the Date*

WHITEHORSE BUSINESS GROUP  
proudly hosts the

*Empowerment through Enlightenment*

**2024**  
**WOMEN IN BUSINESS ANNUAL LUNCH**

— NURTURING GROWTH & KNOWLEDGE —

**THURSDAY 30<sup>TH</sup> MAY**  
**11.45AM - 1.30PM**

BOOK ONLINE: [www.trybooking.com/CQPND](http://www.trybooking.com/CQPND)



WHITEHORSE BUSINESS GROUP  
**Networking**  
DINNER

at  
**puss & mew**  
DISTILLERY

## 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](#)

### Nadrasca Factory Tour

Take a tour of the Nadrasca Factory and learn more about their operations and contributions to our community.

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

**Presented By:** Nadrasca

**Where:** 52 Rooks Road, Nunawading

[Book Now](#)



### 2024 Whitehorse Excellence in Business Awards

**SAVE THE DATE!**

**When:** Fri 15 November, 6:00pm - 11:30pm

**Presented By:**

**Where:** The Round

---

Feel Free to share our newsletter with 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](mailto:info@whitehorsebusinessgroup.com.au), (03) 9275 6910

[Unsubscribe](#) [Manage preferences](#)