



Diamond Creek Traders
where town & country meet

UNLEASH YOUR INNER ENTREPRENEUR

DIAMOND CREEK
VOTED AS
ONE OF VICTORIA'S
TOP 10
SUBURBS FOR
FAMILY LIVING!*

A GUIDE FOR BUSINESS OWNERS
LOOKING TO LAUNCH A NEW BUSINESS AND
WHY DIAMOND CREEK IS THE BEST PLACE TO DO IT

HERE'S 5 REASONS WHY YOU MUST CONSIDER DIAMOND CREEK



1

Close to the city, far from the hassle

Diamond Creek is just 29 km north-east of Melbourne and is one of Victoria's jewels in the crown. Just 45 minutes by train to Melbourne and at the end of the Western Ring Road network, you can live and work in one of the most stunningly beautiful shires whilst having all the benefits of easy access to reliable train and road networks.

If you're tired of the commute, the long hours, the stress and the hassles of working in the city, come to Diamond Creek and see how doing business here really can be more relaxed.



2

Great housing, schools and lifestyle for a fraction of city prices

For many entrepreneurs and business owners, establishing a home and business within the inner Melbourne suburbs is just too expensive. Paying a premium for rents, houses, overheads, schools and services all add up to making the inner city a costly place to do business. At Diamond Creek, you can breathe a little easier and enjoy the local amenities, with less financial stress.

Pictured left: Students from Diamond Creek Primary School tending to the planter boxes in Chute Street, Diamond Creek

3

A dynamic, entrepreneurial, close community

Besides everything being less expensive, you'll also be part of a vibrant, exciting and dynamic community. People love living here because they enjoy being close to nature and value the connection with others in their community.

In a fast paced world, it's nice to know that there's still time for a cuppa, a hello and a 'how are you going' chit-chat when you walk down the street. Life might be fast. It doesn't mean yours has to be.



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* In May, 2014 Aussie Home Loans and RP Data announced Diamond Creek as number 8 as part of the **Top 100 Suburbs for Family Living**. 3,800 Australian suburbs were reviewed.

4

Everything the city offers - only cheaper and better

Diamond Creek, which is part of the Nillumbik Shire Council, has everything the city has to offer but without the price tag - great coffee, a thriving fashion and creative arts community, loads of sporting clubs (and a world-class Community stadium to match), a wide range of outstanding primary and high schools, community and medical hubs, and a plethora of beautiful parks and trails to explore.

All this and you're less than 30 km's away from the city.

Whether you're starting out on your big business adventure or you're an established operator, you should consider Diamond Creek as the best place to build your future.



5

Outstanding marketing and business support

Your first port of call when considering Diamond Creek as your new business destination will be to meet Heidi Crundwell. Heidi is the Marketing Development Manager for Diamond Creek Traders and will guide you through the myriad of marketing and business opportunities that are on offer in Diamond Creek.

- Need to lease a shop or an office? Heidi will introduce you to the local real estate agents to take you on a tour of the town.
- Need a great bank to support you? Heidi will connect you with the managers of the banks to outline the opportunities they can offer to local business owners.
- Want help launching and marketing your new business? Heidi will showcase the extensive marketing support we can offer you and your business, to help you make a strong start.

Heidi's contact details can be found on the back of this brochure. But do read on about the many other benefits, and why you should consider doing business in Diamond Creek.



Heidi Crundwell

Marketing Development Manager
Diamond Creek
Traders Association

WE'RE HERE TO HELP YOU EVERY STEP OF THE WAY

When you set up business in Diamond Creek, the Diamond Creek Traders Association will hold your hand every step of the way and give you the support, services and attention you need to make your business an outstanding success.

Our services to businesses include:

- Business breakfasts and networking sessions
- Free listings in our business directories and newsletters
- Free business mentoring sessions with outstanding entrepreneurs
- Marketing and business plan templates to help you get started
- Enterprise Nillumbik, a dedicated Council service offering a unique mix of services and programs to assist business owners and managers grow their business.



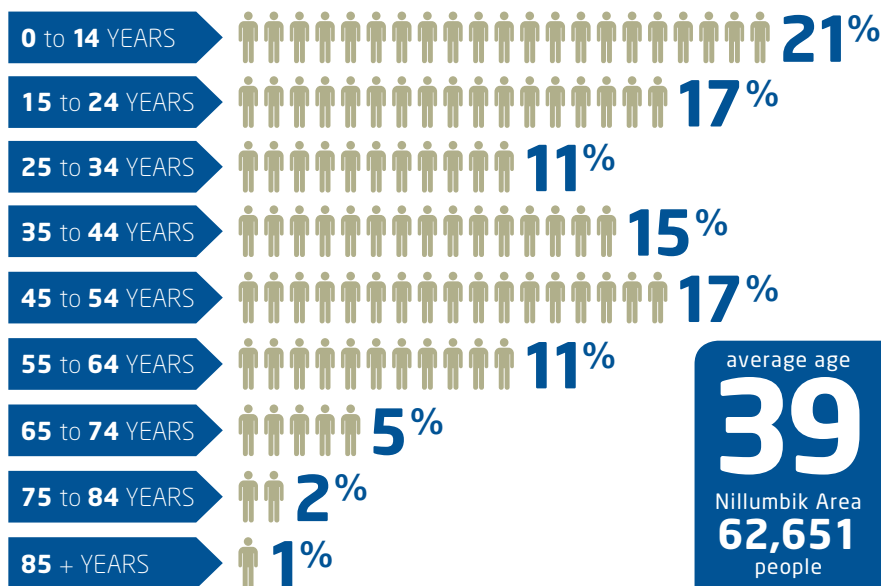
WE NEED NEW BUSINESSES!

Diamond Creek is a growing region, with over 11,000 people, and the demand for a wide range of services from people who can and are willing to buy what you offer is high.

You want your business to grow so it makes sense to set up in a region that's growing. So too are our neighbouring suburbs and growth corridors of Yarrambat, Plenty, Mernda and Doreen.

Here's just a snapshot of the most important numbers that indicate Diamond Creek is a great place for you to do business:

NUMBER & PERCENTAGE OF RESIDENTS BY AGE GROUP



- 95.3%** of our residents are employed full time or part time
- 2.7%** are unemployed and looking for work
- 33.8%** of our residents are professionals or managers
- 30.1%** of our residents have a tertiary education
- 65.6%** of our residents earn over \$1,500 per week

Source: 2011 Census Results, Diamond Creek



Visit [w: diamondcreekshopping.com.au](http://w:diamondcreekshopping.com.au) for current population growth and other demographics on our surrounding areas.



WE NEED YOU!

We are actively looking for business owners to establish their business (and home) in Diamond Creek and we're making it really attractive to do so.

Vacant tenancies are generally low in Diamond Creek but when they come up we want to fill them with unique businesses and entrepreneurs. That's why we want you to think about Diamond Creek and consider it now or for in the future.

Here are the sorts of businesses that we are looking to encourage setting up in Diamond Creek. Why? Because we know what our residents and local businesses need and we know what services are missing. This is just a sample of what we are a looking for but it's not an exhaustive list by any stretch.

What businesses are we looking for?

- Web designers and developers
- Graphic designers
- Photographers
- Fashion retailers and designers
- Book stores
- Jewellery makers
- Art and craft
- Homewares
- Manchester
- Builders
- Trades services
- Handymen and women
- Retail entrepreneurs of all kinds - if you've got a business idea, tell us about it and we'll guide you on how to best maximise that idea for the Diamond Creek community.



Book your Tour of the Town

If you'd like to learn more about why Diamond Creek is the best place to unleash your inner entrepreneur, make an appointment to meet Heidi to get your journey underway. We're with you all the way.

WHY WE WORK IN DIAMOND CREEK



Brad Simpson

Myotherapist & Manager, Performance Healthcare

I manage an allied health clinic specialising in the treatment and prevention of many musculoskeletal conditions, and also provide maintenance, coaching and dietary health advice.

I know what a great community Diamond Creek is because I grew up in the area. Everybody helps each other out, and the environment in which we live and work is something that is unique and infectious.

I intend to stay in Diamond Creek long-term as I can't see myself anywhere else, and look forward to continuing to be part of the growing Diamond Creek community.



Albert Di Pietro

Owner, Nillumbik Cellars & The Vines Café

Our family business has been trading in Diamond Creek for over 40 years. A normal day for me is anything but normal – serving customers and helping them select the perfect beverage for their evening meal or dinner party, dealing with suppliers, making deliveries or helping out in our café.

My son, Daniel and I run the liquor side of the business. Adding a café a few years ago, so that my wife Angela and daughter Vanessa, can share some of their Italian meals and savouries, has been great and we enjoy seeing the many mums, dads, couples, families and cyclists drop in for a coffee and a bite to eat.



Phil Marendaz

Owner, MARENDAZ Accountants and Business Consultants

I am optimistic for the opportunities that lie ahead for Diamond Creek as our community continues to grow.

Together with young families who are our cornerstone, and our proximity to the northern growth corridor, it makes Diamond Creek a great place to live.

Join us and make it a great place to do business.



Olivia Dyer

Owner, Paw Prints Pet Supplies & Service

My passion for pets, particularly in pet rescue and rehoming, and seeing for myself what a great community Diamond Creek is, I decided to set up my shop in January 2014.

The wonderful families who visit Paw Prints to see the cats and dogs from various shelters, and helping many of these four legged animals go into loving Diamond Creek and surrounding family homes is very rewarding.

TAKE ACTION NOW!

Call or email Heidi Crundwell from the Diamond Creek Traders Association to set up your "Tour of the Town"

Heidi Crundwell

Marketing Development Manager

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