

# SPEAKING POSITIVELY

with C r. Suzette Trew hitt-Taylor



**Greetings everyone.**

**I will bring to you regular updates on the fantastic developments of our city, our home, but firstly I wonder how many of us really know about Frankston and where it all started.**

My information comes from the book published, Frankston Resort to City, by Michael Jones and he writes, "the township, established in 1854, has never quite be able to decide whether it is a country town servicing the hinterland, a pleasure resort, or a dormitory suburb for Melbourne, the gateway to the Mornington Peninsula or a self contained city with its employment and retail centres".

Now that was a long time ago so here we are now in 2007, lets see how far this amazing City has come and what we are really all about.

Frankston's beautiful beaches some 153 years later was named recently as Victoria's cleanest and friendliest beach - not to mention the view from Oliver's Hill, or the serenity of Seaford beach.

Frankston's new visitor information centre is now officially open, a fantastic step forward for Frankston City and Tourism.

Tourism plays a very important part for the future of Frankston City, it will not only bring more visitors to the City, but it will create more job opportunities and enable residents to work in their own community and on that note I also want to encourage residents and businesses to support our own community by buying local. There really is no reason to go elsewhere when we have all we need in our own backyard.

We have a choice of waterfront dining, and an amazing playground for our kids to enjoy on the foreshore.

I think you all would agree with me that Council has done a wonderful job of making our foreshore one of the most attractive I have seen.

For those who love the arts we have some great galleries - McClelland Gallery in Langwarrin, Jenny Pihan Fine Art at the Boathouse and Cube 37 plus great theatres and cinemas.

Our Art Centre is one of the best, bringing so many wonderful shows to Frankston and the Mornington Peninsula plus it is also great for functions and dining before a show.

We have great golf courses public and private and it would remiss of me not to mention our own public course is one of the best golf courses around. I know council take a lot of pride in it.

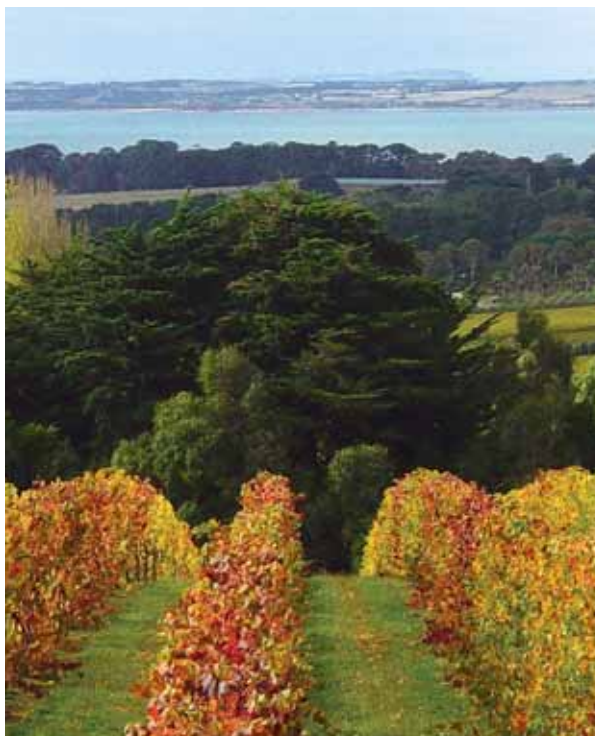
Last but not least we have some of the best shopping - Bayside Entertainment complex, Bayside shopping centre, Karingal, Carrum Downs and Langwarrin; we have grown so far and wide.

**In the next issue I will tell you about our hidden treasures but in the meantime I would love to hear from you and what you think about our City and where you believe we should be heading. Are we a resort destination? Should we have a Marina?**

**Email me at [CrTrewhitt@frankston.vic.gov.au](mailto:CrTrewhitt@frankston.vic.gov.au)**

# PENINSULA PEOPLE

**Working for 150 bosses in an industry prone to weather conditions and world markets may not sound like a recipe for career longevity, but Cheryl Lee has not only been at the helm of the Mornington Peninsula Vignerons Association for eight years, but still exudes a passion for the job and for the region's wine makers.**



As a Red Hill resident for 23 years, Cheryl and husband Greg have literally watched the industry grow from their front window: from little more than cottage businesses to something that has transformed the economy and the image of the region. It now blends agribusiness with tourism, wine making with quality dining and has created an array of events to fill accommodation houses during the off season.

The recent 'Piers and Pinot' wine tasting and the biennial Mornington Peninsula International Pinot Noir Celebration have helped to elevate the Peninsula beyond the 'beach-bucket and spade' tag it wore for many decades.

Despite a world-wide grape glut and often fickle consumer taste, the Peninsula now holds its head high as one of the leading Pinot regions of Australia. Long gone are the dinner party quips about surgeons and QC's play-things cum tax dodges.

Grape growing and wine production is now very serious commercial business on the Mornington Peninsula and it is attracting some of the big names.

As full time Executive Officer of the MPVA, Cheryl's job description is part administrator, marketer, lobbyist and peace-maker. It could be argued that her training in psychology and

social work, as well as full time mothering, embodies all the virtues needed to run the region's largest 'family' of talented, professional and highly-driven winemakers and grape growers.

**What brought you to the Peninsula ?**

We moved here from the suburbs when I was in primary school and we lived in the northern Peninsula. As adolescent girls we would always be going down to Pt Leo beach, which seemed a long way in those days. I worked in Melbourne for years, then spent a year or two in Neerim South, but my husband and I decided that Red Hill was a more inclusive community to bring up our kids and we had to live near the beach. We had many university friends who also chose to live down here because it was so beautiful. The farming aspect of the region was still evident when we moved in. Many of the parents at school were apple growers and the Red Hill Market had much more of an 'earth-garden' feel about it.

**What keeps you here ?**

Red Hill still has a lovely sense of community, which has changed because of the influx of people, but it hasn't disappeared. The local wine industry is also very close-knit, which probably stems from its beginnings 30 years ago by a handful of pioneering vignerons. I feel quite privileged to be part of it and have met many inspiring people through it.

**How has the job evolved ?**

The job has got a lot bigger and I have certainly evolved with it. From a part time role, the Association is a respected wine industry association and now employs two full time people, with the capacity to also bring-in consultants.. We have a more sophisticated marketing approach these days and consumer events are only one aspect of it. The Winter Wine Weekend a decade ago had about 20 participants; it is now more than double that number. When you look after the interests of 150 members, an effective and transparent communication system is probably one of the most important things I have introduced over the years.

**What's the biggest challenge facing the local industry ?**

Still building a profile and increasing the recognition of our wines and the wine region. We strive to get across our point-of-difference as the leading Australian producer of Pinot. It's not that we don't produce other wines, but our main strength is Pinot Noir. Getting that message across in the marketplace will mean that everything else gets noticed as well.

The region has come full circle from being seen as a group of dilettantes making fairly ordinary wine, to a region full of very professional wine makers who produce very high quality wines.