

Taking Care of Business

Economic Development Unit Newsletter—February 2013

EDM Update

Hello and welcome

2013 is already shaping up to be a big year for the Economic Development Unit. Lunar New Year celebrations are already over and will be followed by;

- Biarro Portugues in early March
 - Petersham Business Forum in late March
 - Live Entertainment in Licensed Venues Forum in early April
 - Stanmore Business Forum in early May
 - Marrickville Business Association Excellence in Business Awards night in June
 - South Marrickville Business Forum in July,
 - Inner West Small Business Expo in August
- + festive promotions in November & December
- Two of the *How to Close a Sale* Workshops (6) set down for this year have already been completed with the final four being completed in the next two months.

The second Westpac Wednesday will be held later this month as well.

Congratulations to the Marrickville Manufacturers Association for another successful “pop up” shop in the Metro during December 2012.

Regards

Duncan Gilchrist

Lunar New Year—Year of the Snake



The Mayor, Clr Vic Macri 'dots the eyes' thus awakening The Lions



Representatives of Council, the Chinese Community and performers complete the opening ceremony

Despite a wet and stormy start Lunar New Year celebrations were again a big success with both businesses and community. This year a Dragon and three Lions completed the street parade to wish the business owners good fortune for 2013. They were accompanied by the God of Wealth & Fortune who presented more than 500 hongbao, the traditional red envelope, containing a chocolate gold coin. The Mayor Clr Vic Macri welcomed the audience and awakened the Lions. The President of the Marrickville Chamber of Commerce, Clr Morris Hanna OAM was on hand to assist with the opening and welcome fellow OAM recipient Francis Lee OAM, Executive President of the Australian Federation of Chinese Organisations and Clr. Le Lam of Auburn a patron of that same organisation. Mr Peak Lu, President of AFCO, was also on hand as Chair of the organising committee.

The event, designed to not only celebrate the New Year but also showcase local business, is having the desired effect with members of the audience coming from Chatswood, Hurstville, Darlinghurst and Manly.

LOCAL CHAMPION

And the winner is.....

ACME CASE COMPANY

33-45 Buckley Street
Marrickville



One hundred years young in 2013!

The 200+ solar panels on the roof of their new premises providing hard evidence of true sustainability



Clr Le Lam, Mayor Clr Vic Macri, God of Fortune, Mr Peak Lu, Mr Francis Lee OAM with the youngest performer on the day

inner west small business expo

EXHIBITORS & PARTICIPANTS ARE ADVISED TO PUT FRIDAY 16 AUGUST 2013 IN THE DIARY AND WATCH THE WEB SITE FOR FURTHER DETAILS
www.innerwestbusinessexpo.com



The Lions warm up as they are about to head off while the dragon takes a 'breather' in the background



The street parade is extremely popular with businesses and provides the audience with a variety of photograph opportunities.

Marrickville Manufacturers Assoc. Pop Up Shop Christmas Promotion, Marrickville Metro

Representatives of the association provided ample evidence as to why “Made in Marrickville” is recognised as a hallmark of high quality by presenting a range of product for the discerning Christmas shopper. Produce on sale this year proved to be very popular with the business owner looking to purchase a quality yet reasonable priced treat for their loyal staff. The Marrickville Manufacturers Association was represented by Bravo Coffee, Pasta Factory, Casa Del, Epicurean Kitchen and Serendipity Ice-cream. Pasta Factory also agreed, in the spirit of Christmas giving, that any unsold stock could be donated to a local charity. As a result the ED Unit was able to provide Father Chris Riley’s Youth Off the Streets Program with approximately 100 meals (depending on the appetites of the youngsters) on Christmas Eve.



Easy to spot right in the middle of the mall



A small sample of the mouth watering delights on sale

Social Enterprises

The Coffee Van

Good things falling off the back of trucks may be a thing of the past but look out for the good things coming out of the back of the Coffee Van soon to be located in Steel Park. Fully self contained and environmentally friendly the van will cater for water park users, joggers, cyclists, dog walkers and passing traffic. It is a social enterprise which will assist disadvantaged people train to be baristas and by reinvesting profits into the business create additional opportunities to assist the less fortunate in the community.



A similar van to the one which will be stationed in Steel Park

Newtown Markets

The Newtown Neighbourhood Centre has lodged a Development Application to continue running weekend markets in Newtown Square. Full details are available on Council’s web site.

The Bread and Butter Project

This initiative of Bourke Street Bakery has turned the first sod in its re-development of the site in Fitzroy Street Marrickville and is now awaiting the delivery of its state of the art ovens from Spain. Good work by Council and the community ensured this marvellous social enterprise remained in the Marrickville LGA. The project will provide employment and training opportunities for refugees to Australia.

The ED Unit has undertaken to assist the project where possible and its products will also be included under the ‘Made in Marrickville’ brand. Bourke Street Bakery is a founding member of the Marrickville Manufacturers Association.

Their staff have been out investigating and applying to local farmer’s markets, with several in negotiation and have been accepted at the SMH Grower’s Market in Pyrmont, so mark your calendar for **Saturday 6 April** to visit The Bread & Butter Project stall.



Head of training Kim de Laive turning the first sod.

Around the Urban Centres

Marrickville

The Marrickville Chamber of Commerce provided plenty of family fun over the Christmas period. Alex Trevallion Plaza featured live music by musicians from St Clements Church, Marrickville and the Dulwich Hill Salvation Army Band. Glebe School of Performing Arts also had a number of children busking, gaining valuable experience by entertaining the local coffee aficionados. A petting zoo also provided the locals with an opportunity to meet and pet a variety of farm yard animals.

The Chamber of Commerce is also responsible for the festive Christmas decorations and running the best dressed window competition (featured on the back page). The Chamber plan to add a jumping castle this year and with the assistance of the ED Unit provide a greater variety of buskers and musicians.



The petting zoo provides a wonderful experience for Inner West children and their parents

Dulwich Hill

The installation of the new 'fairy lights' in the CBD has been completed and a contractor has started putting up the pigeon spikes to help keep the footpaths clean. The Discover Dulwich Hill campaign will also kick off in the next few days inviting and directing visitors to check out offerings in places that are off the beaten track.

Stanmore

The Stanmore Business Forum will be held in May looking at growth of business in the CBD, the retail mix and brainstorming ideas to make the precinct more attractive for visitors.

South Marrickville

A Business Forum will be held in July to look at initiatives which will keep the impetus going in this less 'fashionable part of the LGA. The arrival of BJs Wine Bar, Cornersmith Café and more recently Partyccino (party hire) has breathed new life into this business district. Of particular interest to Council is the concept of piloting a project in this area which will link marginalised and disadvantaged youth with business mentors and employment/work experience opportunities.

Camperdown

An excellent example of affordable housing may be found at 187-191 Parramatta Road, Camperdown. The relatively flat typography is highly conducive to travel by bicycle and in some instances walking to work. An excellent bus service makes this an ideal place to live for city commuters. **HEADS UP!** Affordable housing has nothing to do with what was once referred to as 'commission housing'. It is a scheme designed to allow low income earners the same privilege of living in the area they desire as those people on much larger incomes.



'King Hit' - musicians from St Clements Church

Petersham

Biarro Portugues, the Petersham Food & Wine Fair, will be held on 17 March with the closure of parts of Audley Street, Fisher Street and New Canterbury Road. A feature this year will be a Portuguese Rock Band. Later in March the Petersham Business Forum will be held brainstorming ideas for the growth of business in the Petersham precinct.

Newtown

The Newtown Precinct Business Association has a new President, local solicitor Ethem Kumsuz. Further good news is the fact that the association now has over 150 financial members.



Dulwich Hill Salvation Army Band



Business Skills Development

With regular attendances in excess of 30 business operators *Westpac Wednesday* is now the most popular series of business skills development and networking workshops in the Inner West and beyond.

It's free, it's fun and most importantly, it works. Check the MBA website and the local papers for dates and times for the coming sessions — www.marrickvillebusiness.com.au Also note that the co-presenter Marrickville Business Association (MBA) now has in excess of 100 registered members.

Wanted — Business Mentors

Let us know if you are interested in sharing your business acumen and life experiences with up and coming entrepreneurs wanting to start or grow their business. Email edm@marrickville.nsw.gov.au

And like the commercial for seeing-eye dogs the payment is.....
love, just love.

Fil Simms, Proprietor of 2 Spoilt, the winner of the Christmas 2012 'Best Dressed Window' competition run by the Marrickville Chamber of Commerce. First Prize was this full page infomercial in the Inner City Weekender Newspaper

www.innecityweekender.com.au

Business

Homewares shopping? You can never be 2Spoilt for choice at this boutique!

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BUSINESS OF THE WEEK

Marrickville Road retailer, 2Spoilt, has been named the winner of the Marrickville Chamber of Commerce 2012 Christmas Window Dressing Competition for showing the best festive spirit over the holidays. Throughout December, businesses in the Marrickville shopping precinct took part in the window-dressing contest, which saw local streets shine with Christmas cheer and 2Spoilt named winner for the second year in a row. Owner Fil Simms said it felt nice to be

recognised for doing something you love. "I love doing what I do and every year I dress my window. You'll see one for Valentine's Day soon and Mothers' Day," Ms Simms said. 2Spoilt, which sells a variety of high quality fashion, homewares and giftware, displayed a white Christmas tree with red and gold baubles in its shop front throughout December and stocked a cornucopia of Christmas treasures. 2Spoilt store assistant Karen Wiltshire said feedback from Christmas shoppers

about the shop's festive range was very positive. "The emphasis here is on being different from other shops," Ms Wiltshire said. "There was a beautiful white gold theme. The decorations were intricate and different from everywhere else. They loved all the Christmas-themed plates, the quality glass angels, lots of gold and silver balls, little bird statues with feathers and beautiful fairy lights." She said customers also appreciated her value for money, the high quality gift

wrapping available in store, the smell of the candles burning and the tranquil feeling the music gives the shop. The judging criteria were based on the strength of stores' Christmas-themed decorations, their product presentation and its relevance to the business, as well as 'X Factor' or originality. Second place was claimed by New Life Energy and third gong by Blooms the Chemist. Shop fronts with honourable mentions included The Salvation Army store, Nuna, The Smith Family shop and the Tra Mi restaurant. Chamber of Commerce president and Marrickville Councillor, Morris Hanna, described the competition as a great way to mark the holidays and help the local economy. "When you have a competition like this and everyone works hard, it makes Marrickville Road more attractive and can bring more business to the area, and that's what we want," Cr Hanna said. The competition complemented the Christmas tree and lights in Alex Trevallion Plaza.

2 Spoilt

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