

Taking Care of Business

Economic Development Unit Newsletter — September 2013

EDM Update

Hello and welcome

It has been a busy three months with the ED Unit rolling out the Suspended Coffee opportunity and reinforcing the no smoking policy in all cafes across the LGA. Networking and business skill development opportunities have also featured prominently with the regular monthly Westpac Wednesdays, Women in Business, Binarix Sales Course, Business Leadership Series and Petersham Forum.

Local ice cream and gelato manufacturers have enjoyed considerable success with the ED Unit along with Cllr Hanna attending a visit to Alpino Gelato by a Chinese delegation looking to import gelato into China. Serendipity Ice Cream not only won multiple awards at the Royal Easter Show but also was a finalist for the President's Medal for the best exhibitor at this year's show. Simon Bimson who operates the Strawberry Fields Patisserie at Dulwich Hill also picked up seven medals at the Fine Foods Show, an outstanding performance for such a small business.

The MBA Awards were again well attended and greatly enjoyed by those in attendance.

The ED Unit was again the official coordinator of the Inner West Small Business Expo which this year was hosted by Strathfield Council at the picturesque Strathfield Golf Club. This was the Fifth Expo and all agreed it is improving all the time.

Lastly, it would be remiss of me not to mention that the ED Unit now has a new home in the Community Services Directorate where the warm welcome has been much appreciated. Common interests such as creative industries, social enterprises and place making confirm the practicality of this restructure within council.

Duncan Gilchrist
Economic Development Manager
Mobile: 0429 485 626



Cllr Hanna in his role as President of Marrickville Chamber of Commerce meets the Chinese delegation and NSW State government representatives during their visit to Alpino Gelato.

Marrickville Business Panel

The ED Unit is currently in the process of setting up a Business Advisory Panel. From time to time it is not only important but also essential that Council obtain the input of local business operators when planning for the future. In this regard Council is aware that most small business are "time poor" and find it difficult to attend public consultation sessions. To counter this problem and maintain the necessary two way conversation between Council and local businesses a Business Panel will be set up.



What is a Business Panel? And how does it operate?

The Business Panel will be a "Think Tank" made up of local businesses and facilitated by Council's ED Unit. The format will comprise two elements; 1) a number of online surveys throughout the year and 2) four forums. Council will approach local business operators to join the panel. By joining the panel the business operator agrees to complete the online surveys and make their best efforts to attend at least two of the four forums. It should be noted that the surveys will be very specific and take no longer than 10 minutes to complete.

The Forums will be held once a quarter in the months of March, June, September and December at a time and date suitable to the majority of the panel (Guess what? This will be the first survey). It is suggested that the Forums should have a duration of no more than one and half hours with the first half hour being a meet and greet with light refreshments and then an hour running to a pre-agreed agenda which includes time for new business.

The Business Panel will also receive alerts about government initiatives which benefit small business. This may take the form of individual small grants or collective opportunities.

The input of local businesses into Council's Towards Zero Waste strategy is one area where the information held by businesses is essential to collecting data on the type and amount of commercial waste generated in the Marrickville LGA.

To join the panel contact the ED Unit on 9335 2204 or 0429 485 626 or email edm@marrickville.nsw.gov.au

**YOUR SAY
YOUR WAY**

COULD YOU WARM SOMEBODY'S HEART WITH A SUSPENDED COFFEE?



Based on an Italian goodwill tradition, suspended coffees are pre-paid coffees purchased at a participating cafe that enables you to provide a warm cup of coffee to someone who could otherwise not afford it.

What are suspended coffees?

Customers can purchase additional coffees in advance for someone who may be finding it tough.

How does it work?

I purchase 2 coffees, 1 for me and 1 to be held as a "Suspended Coffee". Someone who needs the coffee is welcome to come in and ask if there are any "Suspended Coffees" available.

THE STORY THAT INSPIRED THE GLOBAL SUSPENDED COFFEES INITIATIVE

"We enter a little coffeehouse with a friend of mine and give our order. While we're approaching our table two people come in and they go to the counter -

'Five coffees, please. Two of them for us and three suspended'

They pay for their order, take the two and leave. I ask my friend:

'What are those 'suspended' coffees ?'

'Wait for it and you will see'

Some more people enter. Two girls ask for one coffee each, pay and go. The next order was for seven coffees and it was made by three lawyers - three for them and four 'suspended'. While I still wonder what's the deal with those 'suspended' coffees I enjoy the sunny weather and the beautiful view towards the square in front of the café. Suddenly a man dressed in shabby clothes who looks like a beggar comes in through the door and kindly asks

'Do you have a suspended coffee ?'

It's simple - people pay in advance for a coffee meant for someone who can not afford a warm beverage. The tradition with the suspended coffees started in Naples, but it has spread all over the world and in some places you can order not only a suspended coffee, but also a sandwich or a whole meal." —

If you would like more information on how your cafe can get involved, please contact us at suspendedcoffeessydney@gmail.com or <http://www.facebook.com/SuspendedCoffeesSydney>

Marrickville Business Association—Excellence in Business

In a fun filled evening the stars of Marrickville's local businesses came out to be acknowledged for their contribution to the local economy.

The recipients of the New Business Awards were Gluten Free Cuisine, The Counter, Strawberry Fields and Last Books (Photos included in Urban Centres Report pp 4-5).

Bourke Street Bakery's Bread & Butter Project received the Social Enterprise/Community/Not-For-Profit Award.

Awards for 100 years of service went to Acme Case Company, Newtown Jets and Marrickville Bowling & Recreational Club.

Westpac picked up two awards; 50 years of service and Service to Business. New Directions also collected a Service to Business Award for always being so generous with their time and resources to assist the MBA.

Awards for 20+ years of service were presented to M & J Chickens, Mr Washer, Marrickville Metro Amcal Pharmacy, and Florsheim.



Your Critter Sitter brought along a very satisfied customer

The prestigious Made in Marrickville Award went to Serendipity Ice Cream who also enjoyed remarkable success at the Royal Easter Show earlier in the year where they earned numerous awards.

The MBA Awards provide recognition for businesses that have served their community for many years providing employment opportunities and excellent customer service; the solid stable businesses that have survived the test of time. They provide an opportunity to recognise and welcome new businesses, to reward commitment to customers and community and showcase unique creativity.



Lifestyle Fitness, Marrickville and Newtown

The Micro Business Award went to Bronwyn White. Young Business Person of the year was Harmonie Henderson-Brown (Body Harmonie).

Excellence in Business Awards went to Image Technique, Serenity Fedele, Cre8tive Finance, All Trained Up, Metro Day Spa, Sideways Café Deli, Your Critter Sitter, Alidenes & Co, Capital Eyes, Lifestyle & Fitness Marrickville and Newtown and Flying Penguin.



Serendipity Ice Cream receives the Made in Marrickville Award

If you want to nominate yourself or another business for a long service award email edm@marrickville.nsw.gov.au and if you are truly impressed by a particular business or service you have received also let us know.

Special thanks to Westside Reception Centre for again providing the venue and catering for the event at very reasonable prices. More photographs are available for viewing, including the previous year, at the MBA website www.marrickvillebusiness.com.au

We would also like to thank the Mayor of Marrickville, Clr Vic Macri whose humour and charm, as evidenced in the photographs, made all recipients feel welcome, at ease and valued.



Serenity Fedele, a funky Parramatta Road business, proves that the road still has a pulse for destination shoppers



Marrickville Business Association
Add your business to the free directory at
www.marrickvillebusiness.com.au

inner west small business expo

Under crystal clear blue sky, in the picturesque grounds of the Strathfield Golf Club, the 2013 Inner West Small Business Expo was officially opened by the Mayor of Strathfield Cllr Gulian Vaccari. In its fifth year this event, which targets small businesses and new start up businesses, attracted a capacity attendance and filled all exhibition space.

Having the Commissioner for Small Business, Yasmin King, not only as the key note speaker but also graciously provide the SmallBiz Bus was a much appreciated highlight of this year's event.



SmallBiz Connect Bus
Courtesy of Commissioner for Small Business

Exhibitors displayed a range of business products and services including; Employment, training and apprenticeship services including a group training company, banking & finance, printing, social media, marketing, legal, accounting, travel, corporate gifts, awards/trophies, business coaching and more.

The day was designed to include reasonable breaks between speakers so that delegates could speak to exhibitors or just network on the deck overlooking the golf course.

The Strathfield Golf Club co-marketed with the Expo to reduce costs and in the end proved to be a winning strategy to help attract a full house.



The Mayor of Strathfield, Cllr Gulian Vaccari, a small business operator himself, opens the 2013 Expo

Five Sydney Inner West Councils and the Sydney Business Enterprise Centre Clearly Business partnered to deliver the event and again Marrickville Council provided the official coordinator, John Whelan, who again did a sterling job pulling it all together.

The SmallBiz Bus was available on the day for one on one consultations with small business operators. The bus may be booked to set up in a CBD for a week thereby bringing a valuable service to the businesses who are otherwise too time poor to travel to one of the Business Enterprise Centres for personal service.

Important topics for businesses trying to adapt to modern business methodologies included: destination shopping, online marketing, use of social media and QR codes and the importance of obtaining the right advice from the right people.



Roy de Visser, Croydon Park trophy maker, becoming just as well known for his part in the NSW Business Chamber's campaign, Small Business, Too Big to Ignore

A review of the delegates' profiles indicated that 73% of attendees had businesses in the six Sydney Inner West Councils, which are the Expo's primary targets.

At \$25 for delegates and \$55 for exhibitors(including refreshments) the Expo provides excellent value for money for small businesses. The condensed time frame is a response to exhibitor and delegate input which indicated a preference for concise, well expressed presentations from good speakers plus time to network business to business and business to customer. The current Expo format running from 9.30 am to 2.30 pm is a winning change from the original 6am to 6 pm marathon event.



Matt Malouf talks Marketing — "Standing Out From the Crowd"



Mike O'Hagan's presentation was both informative and inspirational. The delegates greatly appreciated Mike's very honest and matter of fact delivery about how he transcended from folk lift driver to millionaire business owner in a very short time. The simple concepts of knowing your product or service and excellent customer service provided many of the businesses operators present with the motivation to put in the effort to create a sustainable competitive advantage over their competitors.

The Expo once again provided solid evidence to all in attendance that if you are able to internalise basic small business concepts then being self employed and running a business you are passionate about can provide a desirable lifestyle and substantial financial reward.



Mike O'Hagan, founder of Mini Movers, enthralled and motivated the audience with his "rags to riches" story

All speakers scored well in the post event survey and this was reflected on the day with near capacity for all presentations throughout the day. Special thanks to David Baumgarten and his team at Sydney Business Enterprise Centre Clearly Business for all their behind the scenes work in obtaining speakers, the SmallBiz Connect Bus and acting as Master of Ceremonies.

In the spirit of moving the event around the partner councils the next Expo is scheduled to take place in either Marrickville or City of Canada Bay. Details will be posted on the Expo website as soon as possible with August again being the preferred month in which to hold the event.



Any business or organisation interested in sponsoring the event in 2014 may obtain a sponsorship package from the coordinators by emailing IWSBEXPO@gmail.com



Delegate Testimonials

It was a great day.

Thank you very much for letting us be part of it on the day.
Kind regards

Zoran Jurisic
Region Manager, Small Business
Servicing Inner West, Eastern Suburbs & Sutherland Shire
National Australia Bank, Marrickville

I wanted to tell you how much I enjoyed the Inner West Small Business expo on Friday. Yasmin King was great and I enjoyed her presentation very much. The Expo was informative and very helpful, I made some great contacts to help with setting up my business.

Warm regards

Kerry Carpenter

It was truly a fantastic event--

Kind Regards
Yateender Gupta

Senior Business Consultant
Forbes Accounting & Business Consultants Pty Ltd
Suite 1, 168A Burwood Road, Burwood | NSW | Australia 2134

Just referring to yesterday's Expo. You did an awesome job co-ordinating such wonderful speakers. Yasmin was very informative, engaging and inspirational. Mike was of course the standout. We Solicitors are generally quite risk-averse, but he certainly gave me some food for thought, and he was highly entertaining. I was mesmerised the entire time he was speaking.

The refreshments and food was also an unexpected surprise. Altogether very reasonably priced, especially considering the offerings. Lovely venue (especially considering the fact that I only live 1 street away! :)) This was the first Inner West Small Business Expo I have attended, and certainly won't be the last!

Yours faithfully,

Zena Dabboussy-Bardouh, BA. LLB (USYD)
Principal
ZDB Legal Services
PO Box 4086, STRATHFIELD SOUTH NSW 2136

Thank you very much for today.

It was a great day, successful for me, and it also seemed successful for all.

Thanks again,

Suzzelle Matillano
Travel Counsellor
TRAVEL COUNSELLORS PTY LTD



Around the Urban Centres

Newtown

Supported jointly by Marrickville and City of Sydney Councils the Newtown Precinct Business Association is going from strength to strength ably supported by their tireless coordinator Maree Pagano. The NPBA has provided this snapshot of their activities.

What a big month August has been with activities, events and planning for even more great and exciting things! The sunshine doesn't hurt either!

Build Your Business Seminar

The Build Your Business seminar jointly hosted by the City of Sydney and the Newtown Precinct Business Association was very well attended the pre seminar networking saw a lot of new faces. We want to thank, The Dendy team for making us welcome and give a big shout out to the MilkBar team for the catering. The feedback we received about the venue and the catering was glowing

We also had a glowing review from Robyn Simon, Precinct Manager for the City of Sydney.

'Last night was a great success...It was truly appreciated, and it opens the door to us exploring further opportunities to work together to deliver workshops for our stakeholders. I found Debra's delivery refreshing (and very funny). She articulated what we are all thinking !! Thanks again for making this opportunity happen.'

The Newtown Precinct Business association wishes to thank the City of Sydney for its continued support.



Last Books 27/617 King Street, Newtown

Sydney is Fashion

This month also saw the City launch its engagement with Newtown Fashion businesses for participation in Sydney is Fashion and saw the colourful branded banners go up. The event has reached its midway point. Further details of events in the Retail story below. We should however thank a few non fashion businesses for taking the initiative to participate. Both the Dendy and The Newtown Hotel programmed films about fashion and we thank them. Other businesses like Rubyos, Bobbin and Ink, HolySheet and again The Newtown Hotel, provided material and offers for some gift with purchase bags.

Website workshops

The long anticipated Website Workshop kicked off this month and was well attended. It has been a long held desire for us to communicate in a more hands on way just how powerful a resource the website is. We are committed to further free workshops to help you get the most out of this web portal and we will keep you posted for the next one.

Business networking event at Dendy

The new management team at the Dendy Newtown held a Business Networking Event for Newtown Businesses and again we were given the opportunity to experience the hospitality of Brendon, Amanda and the team they even sealed the deal with a free film a bit of food and a bit of drink the action at the Dendy this month did not end there!

Song contest

The Newtown Neighbourhood Centre's annual Sydney Vision Song Contest finals night was held at the Dendy with the Newtown Precinct Business Association supporting the event with some prize money. The night was a lot of fun and the entrant videos not only demonstrated musical talent but were also full of humour and social commentary. The winning entry "My Very Own Day" by Martha Chess Phelps a 12 year old who sang of her love of the parks and open spaces of Marrickville.

Coopers Hotel Art competition

The Coopers Hotel took the initiative to engage with local artists and ran a local art competition. The entries adorn the walls of the downstairs bar and they yet again demonstrate the depth of talent in the Newtown Precinct. The judging was done by local artist Jennifer Keeler - Milne who not only generously gave of her time but took the extra step of providing written feedback to the participants. The works went on display for two weeks, you will not be disappointed the works are of a high calibre and the mediums diverse. So congratulations to the Coopers team, who tell us they hope to make this an annual event.

New business

Great news for north King Street with the vacant site at the corner of King and Queen Street becoming active again with the opening of Suzy Spoon's Vegetarian. Suzy and the team opened their doors last Saturday and had to close Monday as they had run out of food, such was the demand. As a non vegetarian I have in the past week tried the food on offer a number of times and have to say that everything I have tried has been impressive.

Sydney Fringe

Last but by no means least it is that time again when the noise levels from the offices of our friends at the Sydney Fringe Festival start to become very loud as the count down to opening night gets near. If you haven't checked out the shows get in now. Go to the Fringe site for more info. If you enjoy a cocktail don't miss the return of 'Toast of Newtown' cocktail competition

Wow! And they also had time to participate in the MBA Business Awards

Dulwich Hill

Apart from winning awards all over the place Simon Bimson and Strawberry Fields have injected new life into the area of Dulwich Hill between New Canterbury Road and the Gladstone's car park known to locals now as "Loftus Square". The Urban Centre Committee is busy planning this year's Dulwich Hill Fair with Council's Events Team, their traditional lead up to Christmas event.

Speaking of Christmas, the new Christmas decorations will be up this year which, when combined with the fairy lights, will provide an attractive family friendly atmosphere during the festive season.



Simon Bimson, owner of Strawberry Fields

Petersham

This centre can expect an injection of energy as a number of projects near completion. The Santa Maria apartment block on the old nursery site is now selling and the buildings on the old fruit shop and Thai restaurant sites are moving along nicely. The old Borsalino site has never looked better, Salonbim's premises have been leased to a new business and new arrivals The Counter and Little treasures are doing great business.

At the Petersham Forum earlier in the year attendees were interested in exploring what could be done with the area bounded by Regent, Fisher, Audley and Trafalgar Streets to improve connectivity between the business centre and the station, an area dominated by the RSL car park and older style factories and buildings.



Mariella from The Counter

In other news the very popular "The Counter" café was received the new Petersham business award at the MBA Excellence in Business Awards.

The first draft of the proposed Traffic Management Plan for next year's Bairro will shortly be presented to the Department of Roads & Maritime Services for discussion. The plan contains a proposal to completely close New Canterbury Road for the day between Audley Street and Gordon Street (Livingstone Road). This will enable more businesses to be involved, ease congestion (this event is becoming a victim of its own success) and provide more space for stalls and entertainment.

It is also planned to provide a free concert in Petersham Town Hall the night before the big event to provide additional opportunities for family and friends, who often travel long distances for Bairro, to celebrate and enjoy their visit to Petersham.

Marrickville

The true understanding of just what impact the old RSL site redevelopment will have on the Marrickville CBD is becoming a lot clearer as the buildings reach completion. It is obvious that the development creates a major connection between the station and the CBD. General opinion is that once occupied there will be an increase in trade across all businesses.

The Marrickville Chamber of Commerce has a new part time coordinator in Maree Pagano who also looks after the Newtown Precinct business Association. Many smart real estate people are predicting that Marrickville will be the next Newtown with an influx of new and unique businesses taking up vacancy as older business operators retire or move on. An excellent example of a new business going from strength to strength is Cornersmith who have added a specialist pickling shop also in Illawarra Road.



Silvia from Gluten Free Cuisine

The surrounding manufacturers in this area also continue to thrive with Gluten Free Cuisine receiving the new business Award at the MBA Excellence in Business Awards. Gluten Free Cuisine is co-located with the Pasta Factory in Buckley Street.

Local businesses in Marrickville also gave generously of their time to assist with a commercial waste survey which is part of Council's Towards Zero Waste strategy.

General Information

The ED Unit visited all premises with outdoor dining to reinforce council's **No Smoking Policy**. The biggest problem identified in this exercise was how to better educate the patrons who still refuse to comply even when asked politely to cease smoking and even when refused service.

An information pack based around the **Suspended Coffee** initiative was delivered to all cafes in the Marrickville LGA. The ED Unit took the opportunity to include additional No Smoking cards and the Open Marrickville Programme.

The issues regarding **Newtown Markets** should be resolved shortly but in the meantime it is business as usual with the markets continuing to be held every Saturday in Newtown Square. Any markets set up on a Sunday in Newtown Square are unlawful and should not be encouraged.

The **Women in Business** network continues to meet every month at Seed Cuisine Restaurant, Audley Street, Petersham. Want to become a member? Call Monica Brewer the coordinator on 0419 581 310 or Sam at Seed Cuisine on 0410 598 154 or as usual all this information and more is available on the MBA website www.marrickvillebusiness.com.au

The Food Caravan for the Homeless, currently located at the Addison Road Centre, is looking for a new home closer to its patrons; near either Petersham or Marrickville CBDs. Any place of worship, business premises with an underutilised car park or any owner of vacant land is requested to contact Council if you may be able to assist this worthy service. Call 9335 2204 or email edm@marrickville.nsw.gov.au

Attention all bloggers! A contingent of MBA members, many of whom are small businesses and regular attendees at Westpac Wednesday, have set up an **MBA group on LinkedIn**. You are welcome to register your business on the MBA web site and join the group for business insights and networking opportunities.

ATTENTION ALL LANDLORDS

If you have any kind of vacant or underutilised premises then we want to know who you are and where you are so that we can discuss opportunities to provide accommodation for community services provided by non-government organisations. Create a win-win opportunity by contacting 0429 485 626

Westpac Wednesdays

Our most popular business skills development and networking events

Put these dates in your diary and then check the MBA website and your email alerts for details of speakers and topics:



30 October 2013

27 November 2013

18 December 2013

6:15pm

Westpac Bank

Cnr. Marrickville & Illawarra Roads

Marrickville

FREE & LIGHT REFRESHMENTS PROVIDED



MARRICKVILLE FESTIVAL

Sunday 20 October 2013
Marrickville & Illawarra Roads

If your business premises are located within the Festival area why not take advantage of this golden opportunity to display your products or services to the estimated crowd of over 50,000!!

Marrickville Council Events Unit can provide you with a table for the day to put on the footpath outside your shop;
Food Stand \$89.75 or General Commercial Stand \$76.20.

Call now to book and obtain your stand application
9335 2142 or 9335 2204

DULWICH HILL COMMUNITY FAIR

Sunday 1 December 2013
Marrickville Road

To find out how your business can be involved on the day
Contact either the Marrickville Council's Events Unit on 9335 2142
Or
Marrickville Council's Economic Development Unit on 9335 2204

Newtown Good Food Fair

Part of Good Food Month

Widely hailed as one of Sydney's most exciting food destinations right now, Newtown is bringing its culinary community together for an outdoor food market on iconic King Street. Newtown's vibrant high street will take centre stage as some of Newtown's famous restaurants offer sumptuous dishes capturing the multi-cultural nature of the suburb.

Where: Newtown Square, King Street, Newtown (Opposite the railway station)

Cost: \$7 to \$18

When: 11 am to 4 pm Sunday 13 October 2013

For more information go to www.newtownprecinct.com.au

Partnership Projects

The ED Unit is exploring a number of interesting partnership projects at present which will provide significant benefits to local business and the community generally. Full details will be available in the next edition of Taking Care of Business. If you would like to submit a good news story for business or information you feel may be of interest to other businesses then contact the ED Unit on 9335 2204 or 0429 485 626 or email edm@marrickville.nsw.gov.au