

Taking Care of Business

Economic Development Unit Newsletter — October 2014

Manager's Update

Hello and welcome

Another very busy quarter with a number of standout events. The MBA Business Awards night, this time held at the Concordia Club, Tempe, was again a huge success with large, small and home based business operators coming together to be recognised for their contribution to the Marrickville local economy.

The Marrickville Festival was not only one of the best ever but also a very successful launching pad for council's involvement with Fairtrade Australia. The Fairtrade stall was well attended throughout the event and offered an insight into some very unique products. A group of Fairtrade businesses are now operating out of the Addison Road Community Centre as the Fair Trade Emporium.

In my absence the ED Unit's Economic Development Officer, John Whelan presented on one of the unit's Urban Centre Promotions, "Discover Dulwich Hill" at the Enliven Pittwater Conference, a Village Economy Summit. In the official survey John's topic and personal presentation rated as a conference highlight. Newtown restaurateurs repeated their Good Food Month event in Newtown Square with over 6,000 patrons passing through on the day.

Young Henry's Brewery also hosted a very successful event in Jabez Street, clearly endorsing the current popularity of street events. Making this a good opportunity to advise that the Lunar New Year celebrations in February 2015 will be moving from the Calvert Street car park into Illawarra Road. Plenty of space will be devoted to the Sunday Street style of family entertainment.

Lastly, having spent two weeks in Paris visiting my son during this quarter I would like to make two pertinent observations;

- Smokers devastated the outdoor café experience, reinforcing evidence that it is not good for business nor is it something we want to reappear in Marrickville, and
- Connecting Marrickville, emphasising walking and cycling, is world best practice for improving liveability of a city

Regards

Duncan Gilchrist

Economic Development Manager

Enliven Pittwater Conference A Village Economy Summit

The Marrickville Urban Centres Program featured prominently at the recent Enliven Pittwater Conference when the ED Unit's John Whelan presented on *Discover Dulwich Hill*. This is a current promotional activity seeking to showcase not just the businesses on Marrickville Road in the centre of the village but also the hidden



gems on the backstreets and along New Canterbury Road. Marketing collateral included developing a unique logo, car stickers and stylised shopping bags. A special edition of the shopping bag was also used at the Dulwich Hill Fair.

The campaign has been well received by business owners and customers alike and the reported findings in the presentation enabled it to rank as one of the most popular and well presented for the conference.

By collectively advertising in the local papers the ED Unit was able to negotiate for the businesses involved excellent rates for full page advertisements and a considerable amount of bonus advertorial.

More good news is that the proposed Public Domain Strategy for Dulwich Hill is an excellent reflection of what the Urban Centre Committee is trying to achieve through *Discover Dulwich Hill*, ensuring strong 'buy in' from local business.

Santa is Back



Thanks to a very persuasive Chamber of Commerce Santa will be on hand during this year's Christmas celebrations in Alex Trevallion Plaza, Marrickville, along with the petting zoo, singers and bands. For dates and times see Council's website and notice boards.



Around The Networks



The Good Food Month event was again a huge success with over 6,000 in attendance. The Newtown Precinct Business Association lodged a three year development application which will ensure the continuation and growth of this event. Young Henry's Craft Brewery also took to the streets with a very successful street party being held in Jabez Street. Simon Shaw the new coordinator is settling in well and businesses are encouraged to contact Simon to be part of what is happening in Newtown.

The Marrickville Chamber of Commerce has enjoyed significant membership growth over the past 12 months thanks to a concerted effort by coordinator Maree Pagano and members of the executive committee. Unfortunately for the Chamber Maree, has secured her 'dream job' at Music NSW and will be moving on. Maree is to be congratulated and thanked for her work with both the Newtown and Marrickville business associations. Over the coming months the Chamber will complete the first stage of its decorative lighting project by installing above awning fairy lights in Marrickville Road. This type of lighting is now more robust and easily maintained.

The Chamber also intends to ramp up Christmas celebrations and events over the festive season. This includes an expanded Lunar New Year where the event proposes to move into Illawarra Road between Calvert Street and Marrickville Road. Additional children's activities and food stalls will be a feature of the 2015 event.

The Marrickville Business Association has a growing list of active business members participating in the business awards, Westpac Wednesdays, LinkedIn forum, and promotional events. Businesses are invited to add their details to the online directory to become an active member - www.marrickvillebusiness.com.au. The rise in popularity of the site has seen it become number one on the Google organic list for a number of businesses and industries in Marrickville.

Although the MBA does not have formal meetings throughout the year it is obliged to hold an Annual General Meeting and this year it will again be held in December as part of a bigger Christmas networking event. Date, time and venue will be circulated in November. Training workshops will soon be advertised addressing business topics recommended by the newest subgroup, Marrickville Asian Business Association. Business operators are welcome to attend regardless of their business type if they feel they will benefit from the workshops. Topics include wills & succession, business structures, taxation and marketing.



The Marrickville Manufacturers Association is gearing up for a special Christmas promotion that will make available hampers and gift vouchers as Christmas presents. Full details of participating businesses, variety and cost of hampers will be available in late November.

Congratulations to Batch Brewery for picking up the Made in Marrickville Award at this year's MBA Awards and to Feather & Bone and Casa Del who also received awards.



If you are a woman in business in the LGA and would like to network with, and learn from, like minded business women then why not attend the monthly Women in Business networking event run by She Business and held at Seed Cuisine, Audley Street Petersham. The Petersham event runs from 12 noon to 2 pm on the 1st Wednesday of every month. The coordinator Monica Brewer also runs additional intensive training courses for those who are interested, details of which appear in the events MBA website calendar.



EDN will be running another mini conference, this time in Katoomba where the new Blue Mountains Council's Arts & Cultural Centre will be the venue. The networking dinner will be held on Thursday 20 November at Hotel Blue followed by the conference on Friday 21 November. The program includes presentations on current and relevant topics of interest to economic development practitioners, councils and businesses. Anyone wishing to attend the conference may do so at www.economicdevelopmentnetwork.com.au. A bonus this year will be a free boot camp at the end of the conference run by JC Global and Remplan which will demonstrate how to make the most of your data.

The Commissioner for Small Business' Office will be presenting on Small Business Friendly Councils, Paul William Smith will be providing a wrap up of *Enliven Pittwater*, there will be an update on business initiatives in the Blue Mountains and healthy debate around what constitutes effective place making. Membership remains at \$50 for an individual and \$100 for an organisation. Membership rates can then be accessed by all members of the organisation. Members cost for the two days including the dinner is still only \$100 per person. The AGM will be held on the Friday.



Business Briefs - A regular feature presenting some ideas from current business thinking.

In this edition we look at what we mean by Fairtrade.



Moonbird sources Ethical & Organic Sleepwear from India

Marrickville Council is in the process of completing accreditation with Fairtrade Australia & New Zealand to become a Fairtrade Council.

This extract from Fairtrade's website explains the philosophy;

What is Fairtrade?

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices, Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

Today, more than six million people - farmers, producers, workers and their families - in 70 countries benefit from the unique, independent Fairtrade system. Fairtrade provides farmers and workers in developing countries with a fair price (the Fairtrade Price) for their produce, helping protect them from damaging fluctuations in world market prices. They also receive an additional sum of money (the Fairtrade Premium) for investment in social, economic and environmental development in their community, such as educational and medical facilities. Fairtrade Certification standards also prohibit the use of forced and abusive child labour.

Fairtrade delivers a better deal for farmers and producers in the developing world through:

- A fair and stable price for their produce
- Security of long-term contracts
- Investment in local community development
- Improved working conditions
- Environmentally sustainable farming methods
- Support in gaining the knowledge and skills needed to operate successfully in the global economy

The Fairtrade Minimum Price

The Fairtrade Minimum Price is the minimum price that a buyer of Fairtrade products has to pay to a Producer Organisation for their product. It is not a fixed price, but should be seen as the lowest possible starting point for price negotiations between producer and purchaser. It is set at a level which ensures that Producer Organisations receive a price which covers the cost of sustainable production for their product. This means it also acts as a safety net for farmers at times when world markets fall below a sustainable level. However, when the market price is higher than the Fairtrade minimum, the buyer must pay the market price for example on the basis of quality, and for some products, Fairtrade International also sets different prices for organic crops, or for particular grades of produce.

The standards also allow producers to request partial pre-payment of the contract. This is important for small-scale farmers' organisations as it ensures they have the cash flow to pay farmers at the time they deliver their crop. Buyers are also required to enter into long-term trading relationships so that producers can predict their income and plan for the future.

The Fairtrade Premium

The Fairtrade Premium is a sum of money paid on top of the agreed Fairtrade Price for investment in social, environmental or economic development projects, decided upon democratically by producers within the farmers' organisation or by workers on a plantation. The Premium is fixed by the Fairtrade International Standards Unit in the same way as the minimum price and remains the same, even if the producer is paid more than the minimum price for the product. The Premium fund is typically invested in education and healthcare, farm improvements to increase yield and quality, or processing facilities to increase income.

For more information on Fairtrade, the Fairtrade Premium and Minimum Price, the Fairtrade Standards, Fairtrade International Licensing Initiatives across the globe and the Ten Principles of Fair Trade, please visit the [Fairtrade International](http://www.fairtradeinternational.org) website.

The ED Unit would like to thank Rachel from Moonbird, Helena from Sacred Grounds, Kim from Import Ants (the purveyor of elephant dung paper products among other things) and Chris Hartley, CEO Fairtrade Australia, for making the stall at the Marrickville Festival so rewarding. For more information on local Fairtrade businesses visit the Fairtrade Emporium (see back page) or the Green Living Centre, Newtown.



Samples of Moonbird's PJs



Elephant Dung Paper, the 'factory' can also provide design tips



Contacts:

Moonbird - rachel@moonbird.com.au - 0418 479 209

Export Ants - Kim Good, info@importants.com.au - 9516 1496

Sacred Grounds - Helena Yates, Helena@sacredgroundorganic.com 9550 2222

Chris Hartley - Fairtrade Australia, info@fairtrade.com.au 03 9602 2225

THE MBA EXCELLENCE IN BUSINESS AWARDS

Another hugely successful awards night, this year held at the Concordia Club in Tempe. Recipients represented the full spectrum of local businesses, manufacturers, personal services, health, retail, hospitality, home based, sporting clubs and construction. This year the Longevity Awards were complemented with Precinct Attraction Awards, businesses that are standouts not just in the Marrickville LGA but also beyond its borders, acting as catalysts to attract visitors to the unique experiences in Marrickville. Batch Brewery, recipient of the Made in Marrickville Award, is also an excellent precinct attractor. It was very pleasing also to acknowledge award recipients from the Marrickville Asian Business Association (MABA)



Mayor Jo Haylen with Chris and Andrew from Batch Brewing



Mayor Jo Haylen with MABA Chairman Peak Lu accepting on behalf of Ming Yick Holdings P/L



'The Golden Greeks' - Alfa Clothing, Corinthian Restaurant & Athena Cakes, collectively 145 years serving Marrickville



Owner & staff of Gerber Properties Hats off to our Women in Business



MBA President Philippe Flatt of Image Technique welcomes special guests and attendees



Karl Fusting, Concordia Club President, thanks those present. The Club received a Platinum Award (100 years) at the 2012 Awards

Business Name	Award Type
Cornersmith Café & The Picklery	Marrickville Business Achievement - Precinct Attraction
Feather & Bone	Marrickville Business Achievement - Precinct Attraction
Gasoline Pony	Marrickville Business Achievement - Precinct Attraction
Hung Cheung Chinese Seafood Restaurant	Marrickville Business Achievement - Precinct Attraction
Urchin Books	Marrickville Business Achievement - Precinct Attraction
All Organised	Marrickville Business Achievement - Micro Business
Asylum Seekers Centre	Marrickville Business Achievement - Social Enterprise, Community & NFP
Batch Brewing Co	Marrickville Business Achievement - Made in Marrickville Award
Deanne Dowd - Ritz Digital	Marrickville Business Achievement - Young Business Person
AK Signs	Longevity Silver
Athena Cake Shop	Longevity Silver
Casa Del	Longevity Silver
Gerber Properties	Longevity Silver
Ming Yick Holdings Pty Ltd	Longevity Silver
Natural Bedding Company	Longevity Silver
Old Thanh-Huong	Longevity Silver
Tun Yun Tong	Longevity Silver
Unique Plaster	Longevity Silver
Corinthian Rotisserie Restaurant	Longevity Gold
Danas Deli Café	Longevity Gold
FABOS Real Estate	Longevity Gold
Marrickville Golf Club	Longevity Gold



The very proud Awardees all appreciated the genuine interest and recognition afforded to them on the night by the Mayor and Deputy Mayor



The Fair Trade Emporium

A COLLABORATION OF ADDISON ROAD COMMUNITY CENTRE & THE NSW FAIR TRADE NETWORK

Nine independent Fair Traders have united under one banner to create the Fair Trade Emporium where you can find a unique and beautiful range of Fair Trade & ethical products.

Located at The Stone Shed, 142 Addison Rd, Marrickville

www.thefairtradeemporium.weebly.com
www.facebook.com/thefairtradeemporium



Two Pop-up Collections: Yoshi Jones Storio Now a Unique Newtown Gift Emporium

Yoshi Jones is creating a unique gift emporium in her spacious and inviting Storio, on King Street Newtown. Amongst the vintage kimono, dreamy one-off dresses and stylish men's shirts, customers will find two pop-up collections - Flying Penguin and Mycuppatea - featuring perfect gifts for even the most fussy family member or friend.

"I was really inspired to create an exceptional gift emporium this year. I would like to see our customers walk up the stairs, feel right at home, and find everything they need in the one space," said Yoshi Jones, Owner. "Flying Penguin and Mycuppatea are the perfect complement to our collection and we can't wait to introduce them to our customers."

Yoshi invited Flying Penguin, a much-loved local toy shop, to pop-up in the Storio after they left their own shop a few blocks south. Flying Penguin has a loyal following, with locals appreciating their range of thoughtful, quality educational toys. Their wooden xylophones and drums, German baby toys and kinetic sand now sit happily on shelves in the Storio.

Mycuppatea is an online boutique with a penchant for the handmade, the quirky and the inspired. The collection comes predominantly from Japan, including many items not previously available in Australia. Yoshi fans will love the Time Will Tell watches, cleavage diving necklaces and fun Mount Fuji tote bags.

"Whether you need a vintage kimono purse for Grandma, a wooden teething ring for a brand new niece or nephew or a cheeky necklace for your best friend, a visit to our Storio has you covered", said Yoshi. "I am excited to be collaborating with these small businesses, and I am thrilled that their products are helping offer our customers a total gift solution. It's a win-win!"

Flying Penguin and Mycuppatea ranges will be available from the Storio at Level 1, 249 King Street, Newtown until 31st December.



Storio



Mycuppatea



Flying Penguin

For further information contact Vicki Harding on 0414 568 187 or via yoshi@yoshijones.com.

THE RIGHT WAY TO CREATE TRULY SUSTAINABLE POP UP SHOPS