

Taking Care of Business

Economic Development Unit Newsletter — March, 2015

Manager's Update

Hello and welcome

An exciting and rewarding quarter which included the busy holiday season and Lunar New Year celebrations.

Businesses reported improved trading on the Christmas period 2013 which augurs well for an overall good 2015.

Business survey results collected throughout the year with the assistance of the Marrickville Business Panel will form the basis of a special edition newsletter which will be available in a couple of weeks time.

New businesses continue to spring up in Marrickville with two notable additions being Storage King at St Peters and the Urban Hotel, Newtown, and no, not another pub but 4.5 star accommodation.

Other activities included the launch of the IGNITE Program at Addison Road by the NSW Minister for Small Business, John Barilaro MP, representation and presentation at the LG NSW Tourism Conference, a highly successful Economic Development Network conference in Katoomba, *A Plate of Petersham* promotion and the continued success of Westpac Wednesday.

However, the most exciting project is the virtual re-launch of the Marrickville Chamber of Commerce which will focus on greater inclusiveness and a more strategic approach to the delivery of the Marrickville Urban Centre Program. The Chamber has an office at Suite 2/239 Marrickville Road, Marrickville which will initially be open three days a week.

The Chamber has kicked off its commitment with increased involvement in Marrickville Remembers and Fringe Festival Activities.

Another small milestone is the Marrickville Business Association passing 750 members on the directory. Many wonderful stories emerged from the new registrations some of which will be recognised at the Business Excellence Awards for Longevity and/or as Precinct Attractors.

Enjoy this edition and any feedback is much appreciated.

Regards

Duncan Gilchrist

Economic Development Manager

ONLY IN MARRICKVILLE !!

Where else but in Marrickville would you find an army munitions dump transformed into *The Fair Trade Emporium*. Sturdy sandstone walls originally used to contain the unlikely event of an explosion now house an interesting collection of Fair Trade products. Well worth the visit for unique and interesting gifts or self indulgence.

As the next phase in the completion of its Fair Trade accreditation, Council is setting up a Fair Trade Committee. The preferred mix of committee members should represent Fair Trade businesses, schools, religious organisations and advocacy groups. If you are interested or would like to propose someone please contact council's Economic Development Manager on 9335 2204 or duncan.gilchrist@marrickville.nsw.gov.au



Return of the SmallBiz Bus

In February the SmallBiz Bus was again located at Alex Trevallion Plaza providing free business advice for local businesses. The bus coordinator reported a very successful day with appointments throughout the day plus additional follow up appointments for the Business Enterprise Centre. The bus will be back later in the year but if you need help in the meantime please turn to the back page.

Around The Networks



This year (Nov. 2014) the Newtown Festival, the main fundraiser for the Newtown Neighbourhood Centre, expanded into Newtown Festival Week, enabling more local venues to be part of the action with events, gigs, and workshops highlighting Newtown's cultural diversity. "Since the festival embodies the Newtown Neighbourhood Centre's core values, it seemed a natural step to invite some of the most popular local venues to share in the celebrations," festival director, Sue Andersen says.

The 2014 theme was 'Newtown Republic', a tongue-in-cheek tribute to the neighbourhood's distinctive character, and from 1 to 9 November most of Newtown's best-known venues staged events. Alpha House Gallery, The Marlborough Hotel, Corridor, Kelly's on King, No Lights, No Lycra, The Stinking Bishops and many more took part.

With over 80,000 visitors it has often proved the gateway to success for local creative industries making their commercial debut. Monsterthreads is just one creative business whose humble beginnings selling t-shirts at the Newtown Festival eight years ago led to international success.

The NPBA is also strongly opposed to West Connex and its potential impact on this iconic part of Sydney. Businesses wishing to join the NPBA should contact Simon Shaw on 0450 900 381 or coordinator@newtownprecinct.com.au

One on one interviews are currently being undertaken with members and businesses to obtain input into the new strategic direction for the Marrickville (CBD) Urban Centre Program

which is currently delivered by the Chamber. Flowing on from the individual consultations will be a series of facilitated workshops which will be used to fine tune the activities which flow from the agree strategies. The Chamber is taking the opportunity to



reinvigorate itself with a relaunch and membership drive. Part of its new initiatives will be a main street office and longer hours for the coordinator .

The MBA is quietly celebrating the milestone of passing 750 businesses registered in its online directory. The Association hosted an evening at Celinis (sadly now closed) for the Westpac Wednesday regulars for its annual "how Was It for You?" feedback session. Feedback from the night has been incorporated into the offerings proposed for 2015. The event is held on the last Wednesday of every month at the Marrickville Branch of the Westpac Bank (see website for details).

Interest is also brewing for this year's Business Excellence Awards night which is scheduled to take place in July. A glaring oversight will be rectified this year through the recognition of people with disabilities in the workforce.



The ED Unit recently put a proposal to one of the large food and beverage event coordinators to set up a coffee tasting stand which would feature Marrickville's top coffee roasters. The proposal also asked that the stand be supported by cake, biscuit and pastry manufacturers. An outcome is expected in the next few days. In the meantime the 'baby' T shirt campaign will happen during Easter. Proof that your child was born in Marrickville will make you eligible for a promotional T shirt — full details out soon.



While the Women in Business network will reinforce your passion, self-belief and can do attitude it more importantly addresses the knowledge, numbers, skills and street smarts you need to succeed in the real world of business.

The local chapter continues to meet the first Wednesday of every month at Seed Cuisine, Audley Street Petersham. And new members are welcome. For complete membership information go to the She Business website www.shebusiness.com



Disappointing news from the 'old dart' is that Fair Trade is in decline in the UK. It appears that many providers are dealing directly with producers and alleging that it has the same benefits as Fair Trade. This is not the case as Fair Trade has a charter which ensures additional community benefits flow to the production above and beyond the product cost.

Marrickville Council is on track for certification in 2015 and is in the process of setting up a Fair Trade Committee. If you are a Fair Trade business, school, religious organisation or advocacy group we welcome an application to join the committee. Contact ED Unit 9335 2204

After a successful Katoomba mini-conference the economic development practitioners network is looking at a busy 2015 with workshops being organised to cover a range of topics including markets, street events, day tripper attraction and working with chambers. Councils interested in hosting events include Bathurst, Great Lakes, Bankstown, Waverley and City of Sydney. The ED Unit flew the flag at the LG NSW Tourism Conference and will again be presenting at the International Cities, Town Centres and Communities Conference in Wollongong . Ideas shared by the network benefit businesses and councils throughout New South Wales



Business Briefs - A regular feature presenting some ideas from current business thinking. In this edition we look at small business start ups by refugees.

From refugees to entrepreneurs

Small business entrepreneurs of refugee background were celebrated on Monday November 17 at the launch event of Ignite Small Business Start-ups (Ignite) at the Addison Road Centre. It was a tremendous honour to be invited to the launch of such an innovative project and an even greater honour to meet the participants.

Attended by almost 100 people, the event featured catering, photography, and film by some of the entrepreneurs supported by the Ignite initiative.

Ignite was established by Settlement Services International (SSI) 18 months ago to support fledgling entrepreneurs from a refugee background to overcome the challenges of limited English, lack of transport, a lack of knowledge about the Australian regulatory environment and the local market.

SSI CEO Violet Roumeliotis explained that recently arrived refugees and humanitarian entrants faced significant barriers to employment. "At SSI we recognise these barriers but we also know that many humanitarian refugees bring a wealth of skill and experience in business, and are keen to put their past behind them and grab with both hands the opportunities that life in Australia offers," said Ms Roumeliotis.

"Monday's event celebrated the determination and passion of a special group of people who, with the proper support, now call themselves business operators who will contribute their know-how and skills, paying dividends to the economy," she said.

Representing the Bing Lee family, Dr Doug Lee officially launched Ignite and shared his own family's experiences and shared some words of wisdom.

Particularly moving was his acknowledgment of the journey that many of the entrepreneurs have travelled.

In his speech, Dr Lee assured the new entrepreneurs that the low periods of business would not last long and that they were minor obstacles compared to some of the experiences they may have already been through.

"It was important for me to share with them the realities of business, the perseverance required and the importance of asking for help if you need it," he said.

"Modern Australia has been built by the passion of migrant entrepreneurs who have been determined to improve the lives of their families," said Dr Lee.

Representing the NSW Premier, Minister for Small Business, the Hon. John Barilaro MP, himself also the son of a migrant who started in small business, reiterated the contribution made to the economy by enterprising refugees and migrants, and the importance of self employment for new arrivals..

The Ignite success stories include a leather goods enterprise, fashion designer, photographer and catering businesses.

"Ignite is currently supporting three brothers from Iraq who want to continue their film making business they had in Iraq, the business their father started in 1964," said Ms Roumeliotis.

"Can you imagine what this will mean to them and their family to be able to continue that tradition and become financially independent and secure here in Australia where they have sought refuge?"

"It is a powerful thing to witness the successful transformation and empowerment of another human being."



Marrickville Mayor Clr. Mark Gardiner joined the Minister for Small Business, SSI CEO, Mentors and Participants to launch Ignite



Dragon Parade



Illawarra Road brimming with patrons enjoying the festival atmosphere

MARRICKVILLE LUNAR NEW YEAR FESTIVAL 2015 Year of the Goat

The move to Illawarra Road proved to be a very successful progression in the growth of this local festival celebrating the Lunar New Year. Plenty of free children's attractions, stalls, stage performances, Lion Dancers and the God of Fortune coupled with increased promotional activities resulted in hundreds of visitors throughout the day filling Illawarra Road almost to capacity.

This year the Sydney Credit Union came on board as the major sponsor and thoroughly enjoyed the experience. Long term Marrickville High Street business Alfa Clothing & Thermal Wear was the minor sponsor.

Chamber President and Deputy Mayor Cllr Morris Hanna told organisers that he was very pleased with the numbers in attendance and the continued growth of the festival.

The event organisers were particularly pleased to have not only the current Marrickville Mayor, Cllr Mark Gardiner, in attendance but also three other former mayors, Cllrs. Haylen, Hanna and Iskandar

The Lunar New Year Festival in Marrickville is primarily a business event. The traditional blessing of the businesses has become so popular it now takes over three hours for the Lion Dancing Parade to complete its circuit of the central business district.

A random survey of attendees during the event provided strong support for street events generally with a number of suggestions being banked for further investigation. Not sure about the snow machine, skiing and ice rink suggestion!

Local Illawarra Road businesses visited on the Monday after the event reported increased trading and a liking for the street event concept. As expected food outlets were especially delighted, ranking the day as one of the best for takings and new customers.

For all concerned 2015 was a learning curve giving promise to an even better 2016—Year of the Monkey.



Special Guests included Mayor Cllr Mark Gardiner, Chamber President Cllr Morris Hanna, Cllr Jo Haylen, Cllr Sam Iskandar, AFCO Exec President Francis Lee, AFCO President Peak Lu



Freedom to walk the street and family activities proved to be a winning combination.

The Petersham Urban Centre Committee did a great job of supporting Biarro this year with a double spread in Ciao Magazine promoting the local eateries and hospitality venues.

PETERSHAM BAIRO PROMOTION

Petersham is packed with dining options to suit any taste or budget. Although known as Little Portugal, Petersham is not just Portuguese tarts, chicken burgers and salted cod (although these are an essential experience). There is modern Greek and Mediterranean, world class Chinese, Indian and hearty Brazilian. You could have a plate of Petersham once a week for a year and have ticked all the boxes of international flavours. This little pocket of the Inner West also has lots of free parking! Enjoy.....

SABORES DO ALENTEJO
Marta opened this restaurant five weeks ago to give locals an authentic slice of regional Portuguese cooking. She has been cooking traditional Portuguese food for over 30 years. And in a short time gathering a huge local following. Specialty dishes include Baccalao de Penas, Vinda Escabele (cod in peas), Galinha com Flocos (chicken with capers) and fresh salad with bacalhau.
The staff are friendly and the restaurant is open from early morning to late at night.
100-102 Audley St
9572 7887

BON GUSTO
This restaurant is one of the few genuine Italian restaurants left in the Inner West. Don Gino has been serving you west from a good Italian restaurant the food is simple, home style and traditional. The 3 is great by the smell of tomatoes and meaty pasta, and simply said, Don Gino is a standard restaurant.
So great for delivery and with friendly and reliable service it makes for a nice night out too. If you're after a pizza don't go past the Pizzeria & Incontro with fresh pizzas, fresh, homemade, provolone for \$18. Or grab the Pizza Siciliana with sausage, eggplant, olives, tomato all topped with truffle. So nice to finish with a soup (at least 2 of them).
100-102 Audley St
9569 5256
www.bongusto.com.au

SEED CUISINE
Seed Cuisine opened in Petersham in August 2012 as a Mediterranean, Greek, influenced restaurant. After two years, chef, Tim Vasilakis, who appropriately named his restaurant "Seed" after the seed that was planted as his dad as he watched his grandmothers cook their wonderful Greek dishes, has decided to return to his roots and concentrate on the wonderful flavors that Greek food has to offer.
The demand and popularity of the existing Greek dishes and his desire to introduce more exciting dishes has further influenced this new direction that Seed is taking in 2013.
82 Audley St
9569 7796, www.seedcuisine.com.au

MADEIRA GRILL
This family friendly Portuguese restaurant is a local favorite, and has gathered a following among fans of the region. The menu is well priced with highlights (salad bar), tongue (steak), being the top entry picks. For main course, try the signature seafood stew: a mix of squid, sword, scallop, served hanging from a wooden rack - it is a visual spectacle as well as a culinary one. With complimentary bread and olive, attentive service and a warm atmosphere, this local favorite is also well priced.
100-102 New Canterbury Rd
9569 2359

Local value bistro meals and pub grub!

THE HUNTSBURY HOTEL Lunch or Dinner 37's Kitchen has something for all tastes. Monday-Monday, Terrific, Tasty and \$10 mains. 125 New Canterbury Rd 9569 9645	THE OXFORD TAVERN Great beers, burgers, salads and vino. 1 New Canterbury Rd 9569 9332	THE NEWINGTON HOTEL Great view over 292 Stourton Rd 9568 2383
THE LIVINGSTONE HOTEL New restaurant and no longer just a pub. 118 New Canterbury Rd 9569 9639	PETERSHAM RSL Value meals with entertainment. 7 Regent St 9569 6252	THE WHITE COCKATOO HOTEL Friendly, casual vibe. 38 Brindley St 9569 9875

Still hungry...?
There is lots of well-reviewed cafes, delis, bars and more at Petersham. Other eateries, Portuguese tarts and home-baked donuts, weekend brunch, or a mid-morning juice fix. Whether you're craving, Petersham can serve it up.

COSTA DO SOL
Near 100 Costa do Sol has offered down a vibrant and colorful Portuguese dining experience. Chef and owner, Jose and his partner, Maria, use their 25 years of experience to create an eclectic blend of traditional Portuguese and continental flavors. Experience the spicy and aromatic seafood platters, the grilled lamb ribs on giant bread and chicken skewers. Savor the most of exceptional traditional specialties, home-made desserts, Portuguese wine, beer, sangria.
It's hard to choose only one dessert, with a list that includes rice pudding, cream pudding, bolo de mel, custard and chocolate covered gelato. The way for tea a good selection of local Portuguese and Australian wines. There is also home made sangria. If you fancy a beer, why not try Portuguese beers such as Sagres or Super Bock? The restaurant offers an intimate atmosphere with authentic artwork being the walls including a hand painted picture of The River Thames from the north of Portugal and the Lisbon of Paris.
192 New Canterbury Rd
9569 2359
www.costadolosol.com.au

TANDOORI DHABA
If you like to taste authentic Indian cuisine with lots of flavorful herbs and spices, you can come to Tandoori Dhaba. They offer a huge selection of Indian specialties such as our bhajras, chicken tikka masala and lamb roganish. Our Indian dishes are not complete without the main courses from Tandoor which includes half Tandoori chicken, lamb chops, Tandoori fish skin, Tandoori chicken, big paneer and Tandoori dhaba...
65 New Canterbury Rd
9568 1480
www.tandooridhaba.com.au

CASA BRASIL
In Petersham since 2007, Casa Brasil has become a favorite among the Brazilian community.
Their menu brings all the flavors of traditional Brazilian cuisine to Sydney, with our specialty being the Churrasco Brazilian BBQ. Make sure you come with an empty stomach as the portions here are gigantic.
They can also accommodate groups and special occasions, whether large or small.
77 New Canterbury Road
9568 9585
www.casabrasil.com.au

ROCKET BOY
Rocketboy will give you average price point. With dine in and takeaway options, their fresh and home-style ingredients make their pizza a quick, healthy meal. Give their pizza an upgrade.
Shop 3, 60-62 New Canterbury Road
9569 9988

FRANGO
Addictive and delicious, the Fernandes family have been making world renowned chicken burgers in Petersham since 1992. With recipes that have been passed down through generations, blending the spirit of success in America and the traditional, classic techniques from Portugal, the food here has been rated by SBS Food as one of the best food trucks in Sydney.
The chicken's sticky, salty skin and succulent meat, teamed with a generous portion of our secret recipe Peri Peri sauce and marinated on a specially baked roll, whole-baked with a traditional chicken breast that goes for a double if you don't, shouldn't let you let, tomato and cheese, is amazing.
90 New Canterbury Rd
9568 2389
www.frango.com.au

MOON KOON
This restaurant prides itself on being the best Chinese restaurant in the Inner West. Owner/Chef, Rocky Li, has over 30 years of experience in Chinese cuisine. He received training at some of Hong Kong's top restaurants. Prior to starting his own business back in 2008, Rocky was Head Chef of three renowned Chinese restaurants in Sydney - Four Seasons, Park Crown and Stouffville. Rocky is passionate about his cooking, he says that the key to good food is by using the freshest of ingredients in bringing out the natural flavors. At Moon Koon, they use the freshest ingredients in their dishes. The standard is maintained by entering in small amounts and by retaining a large amount here so the stock is always rolling.
When you dine at Moon Koon, you can expect freshness every time.
82 New Canterbury Rd
9568 2382
www.moonkoon.com.au

THE GRUMPY BARISTA
This sunny cafe with good coffee.
101 Audley St

THE COUNTER
Friendly staff, when the books go.
10 Audley St, 9569 2359

HONEYMOON
Perfect for your date.
65 New Canterbury Rd
9568 1480

LA PATISSERIE
New bakery for their taste.
65 New Canterbury Rd
9568 1480

CHARLIE'S DELI
Fresh deli rolls, great for lunch.
65 Canterbury Rd
9568 9332

CAFE NOSH
Innovative and much more.
100 New Canterbury Rd

CAFE 99
Licious fare.
99 New Canterbury Rd
9568 2382

SWEET BELEM
Sweet options, one 3 for lunch.
100 New Canterbury Rd
9572 6681

DAISY'S MILK BAR
On trend dining with home made pasta.
100 Stourton Rd
9569 2400

THE BIG BREKKY
Lunch and breakfast to go.
118 Stourton Rd
9569 9332

LITTLE TREASURES
Restaurant, Cafe and Takeaway.
100 Stourton Rd
9569 9332

Compiled by ABBA Cook

ECONOMIC DEVELOPMENT NETWORK — KATOOMBA MINI-CONFERENCE

The conference, themed "Changing Places", dealt with topics on main street activities and research tools. Below practitioners and guests take in an intriguing REMPLAN case study. The case study demonstrated that when a manufacturing business was replaced by a similar sized hospitality business that there was a drop in contribution to the region's Gross Domestic Product (GDP) from \$14m to \$4, a significant loss of \$10m. Food for thought regarding the Marrickville Industrial estates.

EDN was very appreciative of the magnificent venue located in the Blue Mountains Council's new Arts & Cultural Centre and the support of the region's economic development provider Blue Mountains Economic Enterprise. Marrickville Council's ED Unit is a major driver of the practitioner's network and as such is recognised across New South Wales by government, practitioners, businesses and other councils for its proactive role as advocates for economic development in Local Government and an innovative approach to the discipline.





**Commemorative March,
and opening of Marrickville Soldiers exhibition.
Sunday 19 April, from 10am.
Victoria Road and Marrickville Town Hall, Marrickville**

Marrickville will mark the centenary of the ANZAC landing at Gallipoli with a commemorative march and free public event on Sunday 19 April 2015. The procession along Marrickville Road will culminate in the unveiling of the new Winged Victory on the newly refurbished Marrickville Town Hall forecourt. Official proceedings will be followed by light refreshments and the opening of the Marrickville Soldiers historical exhibition inside Marrickville Town Hall.

A New Ancillary Health Practitioners Group has been created to provide cross referrals for clients

Marrickville Integrative Health Referral Network

For further information go to www.marrickvillebusiness.com.au and look under the Groups Tab

The next 'Westpac Wednesday' will be March 25th with

Google Plus - Why You Cannot Ignore It!

Google +. What is it? What can it do for your business? Why is this important?
Answering these questions will allow you to gauge the real value to your
business and ensure you are not missing out.



[Click Here to reserve your place](#)

START A BUSINESS WORKSHOP



Wednesday 8 April 5.30 pm to 7.30 pm

Level 13, 323 Castlereagh Street Haymarket

Book online at www.enterprisehub.com



Starting a small business can be daunting – from registering a business, tax, recruitment, business plans, finance and marketing.

This Starting a Small Business workshop will guide you through the most common issues, including accessing government grants and low rate business loans, insurance implications, public liability, advertising, GST and BAS. Designed specifically for those wanting to start a business from home or open a small business in retail or hospitality.

You will walk away with a firm understanding of how to

- Register a business name
- Register for an ABN
- Understand a commercial lease
- Navigate your way through local, state and federal legislation
- Prepare and lodge your Business Activity Statement
- Prepare a business and marketing plan
- Access Government grants and low rate business loans
- Use social media and online content for low cost, effective advertising