

Taking Care of Business

Economic Development Unit Newsletter — March 2014

Manager's Update

Hello and welcome

The first quarter of 2014 has come and gone, providing more signs that the NSW economy will outperform the rest of Australia over the next couple of years. The NSW 5.8% unemployment rate is the lowest in Australia, and house price growth and retail sales growth is the strongest. Workers who left NSW to work in the booming mining sector in WA and QLD are more likely to return to NSW where the jobs are, ensuring demand for housing is strong. The high \$A interest rates are expected to remain low for longer than usual and thus facilitate this growth.

On the local scene, the SmallBiz Connect bus will be stationed at Alex Trevallion Plaza in Marrickville from 8.30am to 3.30pm on Monday 12 May. Small business operators can have one on one consultations with a specialist advisor.

In April the ED Unit will be reviewing the Urban Centre Programs in Petersham, Marrickville and Dulwich Hill and all stakeholders should already received letters informing them of all the details. The Urban Centres Program is a terrific program that allows our businesses and land owners within the special rate zones an opportunity to be an active part of their main street revitalisation.

It was also pleasing to note that both the Premiers Office and the Department of Trade & Investment have acknowledged the work of the Marrickville Manufacturers Association and the leading role played by Marrickville in relation to niche manufacturing. Manufacturing continues to be the leading contributor to GRP followed by Property & Financial Service and Health & Medical Services. Retail is fourth.

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Lions & Dragon Visit the High Street

Lunar New Year 2014 Year of the Horse

Perfect weather set the scene for a very successful Lunar New Year, attracting a record crowd. The highlight of the day was the street parade by the Dragon, Lions, and God of Fortune. Businesses were so keen to have their businesses 'blessed', the parade had to complete two full circuits to accommodate demand.

Council has approved a suggestion from organisers and officials that the event be moved from Calvert Street Car Park to Illawarra Road outside Banana Joes. Local providores will be encouraged to set up food and beverage stalls to cater for the increasing demands of patrons wanting to stay longer and enjoy the cultural performances.

The ED Unit will be seeking a major sponsor for next year's event.

Perfect Weather for a Great Family Day



Marrickville Chamber President Cllr Morris Hanna and Deputy Mayor of Marrickville Cllr Rosanna Tyler receive their good luck red envelope from the God of Fortune.

Lunar New Year is presented by the Chamber of Commerce and supported by Marrickville Council as an initiative of the Urban Centres Program, which seeks to invigorate the high streets of Marrickville.

Local businesses are encouraged to join the Chamber and put forward their suggestions for additional joint promotional activities and events to be included in the schedule of actions for 2014/15.



Around The Networks



There will be a changing of the guard at the end of June as the current coordinator, Maree Pagano, moves on. Maree has done a great job for the NPBA and we wish her all the best for the future.

Concerns over the decline of the day economy in Newtown have prompted the association to run two workshops, one during the day and one in the evening, to address the situation and incorporate actions into the 2014/15 Newtown Urban Centre service agreement. Check NPBA and MBA websites for times, dates and venues.

Earth Hour was again very successful with plans to start promotions earlier next year to expand the number of venues participating.

Recently landowners and businesses in the Marrickville Urban Centre precinct voted to continue the program and there was also a unanimous vote of confidence in the Marrickville Business Chamber to act as the service delivery provider.

The very popular animal petting zoo was again in Alex Trevallion Plaza over the Easter long weekend. On May 12 the SmallBiz Bus will be parked adjacent to Alex Trevallion Plaza enabling small business operators to obtain one on one business advice. Flyers will be distributed and posters put up in the near future advising businesses how to book their session. See back page for further information.



Phillipe Flatt, President of the MBA (left) and Gino Farrugia, President of the MMA at the most recent Marrickville Business Panel Forum. Phillipe, owner of Image Technique, a local photography business has only recently been appointed and is a big supporter of Westpac Wednesday as a source of support and information for small and home based businesses in Marrickville. Gino is the owner of the Pasta Factory in Buckley Street and now incorporates another small business providing a range of gluten free products. The

MBA continues to grow with over 350 active members. Please check the website from time to time for details of this years Excellence in Business Awards Night and Inner West Small Business Expo which this year will be hosted in the Marrickville LGA.



The success of the Marrickville Manufacturers Association has attracted the attention of the state government with a visit from the Premiers Office seeking input into the Sydney Metropolitan Industry Cluster Mapping Project. The ED Unit also met the new Manager—Business Advisory Investment & Export Services at the Department of Trade & Investment to ensure it was appraised of opportunities for export development and overseas trade events and delegation visits.

The MMA will be producing a new brochure containing details of factory outlets, trading hours and their products. This will also be available electronically on the MBA website and will feature monthly specials.



She Business continues to attract more and more local business women to its monthly meetings and events. New members are always welcome and details of how to participate can be found on the MBA website.



EDN conducted a very successful mini conference in Leeton in March as part of its commitment to regional NSW. The key note speaker was a young local entrepreneur rapidly making a name for himself in the clothing industry, trading mostly in western NSW. His comment that “as a business I would never ask people to buy from me just because I am a local business”, raised a few eyebrows and resulted in some soul searching by practitioners in attendance. The speaker believes that you use him based on good customer service combined with range and quality of product not just because he happens to be in the area.

It is proposed that EDN partner with the Inner West Small Business Expo to present a State of the Economy Report. At present there are two divergent schools of thought as to the economic forecast for the next twelve months and into 2015. Local banks are predicting good times and a buoyant \$A whilst overseas bank see the \$A slumping towards the end of 2014 with a contraction of growth. Federal and state government finance representatives along with representatives from the banks will try to present an outline of the environment in which business will be operating so that they can plan accordingly. This is a departure from the usual emphasis on skills development and/or local success stories as a backlash from the GFC has long been predicted for Australia.



WHERE BUSINESS MEETS COMMUNITY
GIVE WHERE YOU LIVE

Marrickville Community Fund - local giving, local people, lasting impact

Marrickville Community Fund is a place-based, philanthropic fund set to benefit those that live and work in the Marrickville LGA. As a fund within the Sydney Community Foundation, Marrickville Community Fund provides an opportunity for citizens, local organisations and business to build an endowment fund for the future and give back to the community. These communities include Dulwich Hill, Lewisham, Petersham, Marrickville, Marrickville North, Marrickville South, Stanmore, St Peters, Sydenham, Tempe, Enmore and parts of Newtown and Camperdown.

In February 2013, Sydney Community Foundation re-established the citizen-led Marrickville Community Fund Advisory Council (MCFAC) and the fund was launched in August 2013. MCFAC identified six Priority Projects for immediate impact funding which they aim to fund within 12 months of the launch.

Gayby Baby – Documentary Australia Foundation & Gayby Baby Productions
Helping Hand, Local Heart – Asylum Seekers Centre NSW
Pathways to a Better Start – Marrickville Pathways
Growing School Communities – Dulwich Hill Public School & Petersham TAFE
Dress For Work – Metro Migrant Resource Centre
A World of Possibilities – Rosemount Youth

Support for the Fund had come from a number of Foundation Donors and from all three tiers of government at local, state and federal levels.

Since the launch, members of the Advisory Council have met to formulate a strategy for the Fund, inspired a strong belief that to give where you live through a trusted fund is an effective way to build vibrant, diverse and sustainable communities. MCFAC hosted street stalls at both the Marrickville and Dulwich Hill Festivals and continue to seek opportunities to raise the profile in the local community.

They are looking for local business support to join as foundation donors or to offer pro bono assistance.

For further information please contact the Sydney Community Foundation on 02 9251 2881 or visit <http://www.sydneycommunityfoundation.org.au/Sydney-Community-Foundation/Marrickville-Community-Fund.aspx>



G20 delegation visits the bakery

Thirty international delegates from the G20 summit recently visited The Bread & Butter Project to learn about innovative and interesting solutions to help disadvantaged people enter the job market. They left the bakery with bags of bread and a greater understanding of social enterprise in action.



The Bread & Butter Project General Manager speaks to G20 Delegates about the projects operation



The Social Outfit is opening in Newtown!

Located at 353 King Street, Newtown, The Social Outfit team can't wait to get started! They will be using fashion and design to provide employment and education opportunities to people from new migrant and refugee communities. Expected

to open in mid to late April 2014 they are seeking the following assistance –

Fabric and fashion donations

Do you have any fabulous fabric you are no longer using? The Social Outfit uses recycled and excess fabric from the fashion industry for its clothing production. They are seeking the following fabric and thread donations as a priority:

Vintage fabrics or 'special occasion' fabric that are more than 1m in length

Cottons, knits, drills, wools, silks, etc. that are more than 5m in length

Over locking threads; a minimum of x3 in same colour

2013 magazine back-issues of Vogue, Russh, and Frankie...

To donate fabric, threads or other that meet their need, contact Emma on 0402 253 889 or at weftshop@gmail.com.

The Social Outfit is grateful for all the financial support we have received to date. A donation to us, no matter how big or small, means so much!

Arriving soon!

LENTIL AS ANYTHING
WWW.LENTILASANYTHING.COM

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

In this edition we look at what we mean by a balanced local economy.

The Framework

The starting point for a balanced local economy lies in the local planning instruments. Specific zones are created to regulate what activities can and cannot be conducted in those zones. Zonings may be residential, industrial, commercial or a mixture of variation such as mixed use or medium density residential. Many factors are taken into consideration when deciding what proportion of the LGA will be made up of any one particular zone. This decision making process is also impacted by wider considerations relating to state planning. This is not an easy process and it never please everyone. The planning instruments also identify community land, open space and land owned by the crown. Juggling the highly competitive needs of business and residents requires careful monitoring of demands and trends to ensure the mix is working. The Employment Lands Review is an example of looking at the competing needs for housing and industry.

Location

Obviously being located right next to the City of Sydney provides greater economic advantages than being west of Bourke. However, it also has some major disadvantages - traffic congestion, aircraft noise and pollution for starters.

Despite the drawbacks, the location of the Marrickville LGA and its place in the early history of Australia and its growth has provided some very unique opportunities on which to build a thriving local economy.

Residential

Marrickville has it all. Single dwellings encompassing 200 years of changing architecture, medium and high density, and public housing. The pictures below taken in Stanmore are typical of how today coexists with yesteryear.



The daunting challenge here is affordable housing. According to Domain Real Estate the median price for a house in Marrickville is \$820K and for a unit \$530K. Good luck finding anything at these prices as the Inner West continues to trend upwards.

Public Space

Public space is a rare commodity in our older style strip shopping centres and as such is carefully guarded and respected for the use of all. The limited amount of public space has been very managed and has been well utilised to showcase commitment to public art and creativity. Newtown Square below provides a great example, right down to the heritage protected paving. What has this to do with a balance local



economy? The simple answer is that one of the key success factors of the local economy is not just its businesses but its local residents. What the residents bring to the area by way of consumer demands related to their preferred lifestyle helps to shape the type and style of local businesses.

The Pluses ++++

Cafes & Restaurants

During a recent 'lap' of the LGA reminding businesses about the benefits of supporting Council's No Smoking Policy the ED Unit stopped counting cafes at the 140 mark! Marrickville LGA now has the distinction of being the coffee capital of Sydney, home to the likes of Coffee Alchemy, Double Roasters and Bravo. The uniqueness of the cafes and restaurants is reflected in the values of the residents - Cornersmith with its commitment to great pickles, relishes and sauces 'like grandma used to make' and Sixpenny with its commitment to the environment. The area has wonderful cultural diversity which is associated with a truly global city providing an extensive choice of ethnic cuisines from around the world.

Free Footway Dining was a first by Marrickville and the take up has added even further to the vibrancy of our urban centres.

The Next Milwaukee ?

Milwaukee in the United States has an economy which owes a great deal to the number of boutique beer brewers located there. Even their local baseball team is call the Brewers. Marrickville is rapidly establishing itself as a location producing great beer - again based on the demand for better quality in small doses. St Peters Brewery has been joined by Young Henrys, Batch Brewing and soon Willy the Boatman.



This high end shift is also reflected in the offerings of the local pubs. The Henson Park Hotel, abandoned as

being no longer viable for many months, has now been transformed by the entrepreneurial new owners into one of the top pubs in Sydney.

This is a good time to note the growth in demand for live music. Lazybones and the Camelot Lounge (django bar below) are very popular venues



and soon the food court that never happened under the Marrickville Hotel will apply to become a Basement style venue.

Live Entertainment

Marrickville is also blessed with great theatre venues such as the Enmore Theatre, The Factory and Red Rattler, with the latter being completely



different to any other live theatre as seen in the photograph alongside.

Specialty Shopping

This is the life blood of Marrickville's Urban Centres whether it be fashion, art, gifts, food, coffee, custom made jewellery or educational toys. By comparison with most of Australia

vacancy rates are very low with high demand for well located properties.

Festivals & Markets

There is always something happening in Marrickville. Marrickville Festival, Bairro, Dulwich Hill Fair, Newtown Festival, Marrickville Open Studio Trail, Celebrate 2044, Fringe Festival, Comedy Festival, Movies in the Park, Lunar New Year, International Women's Day, Addison Road Markets and Newtown Markets... The Day Tripper and Visiting Friends and Relatives Markets benefit greatly from these activities and provide a significant contribution to Sydney's tourism industry.

What Underpins the Local Economy?

The biggest contributor to Gross Regional Product (GRP) is still manufacturing. Marrickville boasted over 800 manufacturers in the 1930s when manufacturing was all about big factories and large production lines. The original Marrickville Fair was put on by the manufacturers to thank and reward its loyal local workforce. It ran for a full week and was free. It surprises many people that there are still 743 manufacturers operating in the LGA. Many of these businesses have identified niche markets in areas such as fashion, cosmetics, jewellery, food and specialist



equipment. A great example is Marathon—Targets which manufactures self aware robots for defence training.

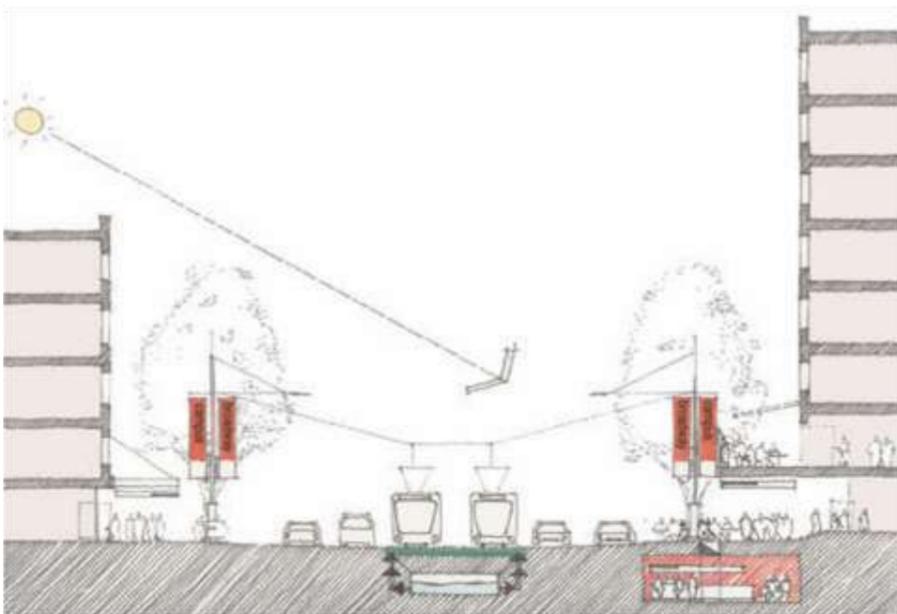
The next biggest contributors to GRP are property and financial services followed by health/medical services and then retail.

The Minuses

Not many but most associated with growing pains. Traditionally Sydney has changed through concentric rings emanating from its CBD. This puts Marrickville squarely in the firing line to help solve the ills that beset the growth of the Sydney commercial district. City of Sydney recognises that its local villages are large contributors to the attraction and fabric of its city and is facing its own trade off dilemma in planning. This is coupled with the federal and state government’s charge to kick start the New South Wales economy even further with large infrastructure projects. It is disappointing to hear comments that it must be easier to drive into the Sydney CBD.

While Parramatta Road ,and to a lesser extent the Princes Highway through Tempe, need revitalisation it is highly questionable that this will be provided in any way by WestConnex with Marrickville losing valuable amenity and income should it lose the container storage facility.

The ED Unit prefers the concepts that were explored in 2004 to assist



with a more people friendly solution for Parramatta Road.

Artist’s impression of Parramatta Road featuring light rail, storm water collection, tree planting and underground shop (in this case a bar—excellent solution to controlling noise from live music)

Who we are, what we do and how we live defines the local economy in Marrickville, and as you can see the result is quite unique.

Marrickville isn’t perfect, not every business concept or business personality suits the area, shops close and others open, people retire or sell out for redevelopment.

But to have weathered the Global Financial Crises so well and have such a thriving economy Marrickville must have a sustainable competitive advantage and if that had to be distilled into one word it most likely would be — creativity.



The following is an extract from a critique of the work of Richard Florida who wrote *The Rise of the Creative Class*.

Creativity isn’t a theory about hipsters and the latte set. The key driver of a resilient economy is the same thing that binds us as humans – our shared creativity. "Technology, talent and tolerance are essential to fostering creative cultures. When we talk about the creative class, we aren’t talking about some rarified, exclusive group of people. Every human is creative. Creative cultures stoke that fire." "What we are living thru is the failure of the suburban growth model — the primary reason for the global financial crisis. The creative revolution is complete. The urban revolution — the way of life revolution — is just beginning.

The way of life revolution - what a great way to look at what is driving the Marrickville local economy.

This quarter’s message to business is that creativity is the key to a healthy balanced local economy,

So don’t waste your creativity!





THE SMALL BIZ BUS

COME AND CONNECT WITH A BUSINESS ADVISOR AND GAIN:

- SKILLS TO GROW
- A FRESH PERSPECTIVE
- HELP TO START
- MARKETING

DATE: MONDAY 12 MAY **TIME:** 9AM – 3PM

LOCATION: ALEX TREVALLION PLAZA, 219 MARRICKVILLE RD,
MARRICKVILLE

Call 1300 134 359 or go to www.smallbusiness.nsw.gov.au/hop-on-the-small-biz-bus to book a business advisory session on the Bus at no cost to you.



1300 134 359 www.smallbusiness.nsw.gov.au

  NSW Small Business Commissioner  @NSWSmallBizCom

The Small Biz Bus is a NSW Government initiative

The Office of the Small Business Commissioner would like to thank the local council for hosting the Bus.