

Taking Care of Business

Economic Development Unit Newsletter — June 2014

Manager's Update

Hello and welcome

The Economic Development Unit (EDU), not unlike many small businesses, spent a great deal of this quarter tying up loose ends and preparing for a busy 2014/15. Our most significant task was the review and renewal of the services agreements which underpin Council's Urban Centre Program (UCP). The Urban Centres are looking forward to working with Council to align their aspirations with those of Connecting Marrickville and the Public Domain Study.

What else is coming up? Well, the EDU and UCP will work together to champion better access for people with disabilities, and the EDU has also given Council's Access Committee an undertaking to investigate and report on employment levels and opportunities for people with disabilities in the various local industry sectors.

The EDU is also excited about Council's participation in the **Future Cities Program** and is looking forward to the team's return from New York with some innovative ideas for the UCP.

And a highlight of this quarter was the formation of the Marrickville Asian Business Association which will operate as a chapter of the Marrickville Business Association.

The MBA Business Awards night is only days away, followed by the Small Business Expo, Fringe Festival, Marrickville and Dulwich Hill Fairs, Good Food Month and before we know it plans for Christmas promotions, all providing entrepreneurial local businesses with plenty of opportunities to promote their products and services.

Any business wishing to be involved in local events and promotions should check the various web sites and /or contact Council's EDU for further information.

Duncan Gilchrist
Economic Development Manager - Marrickville Council

In this edition Business Briefs provides a whole new meaning to the phrase "Sticky Streets" (Pages 4 & 5)



SmallBiz Bus in Marrickville

The SmallBiz Bus visited Marrickville CBD and dispensed independent advice to established businesses and anyone looking at starting up their own medium to small business. Personnel from the Department of Trade & Industry and the Sydney Business Enterprise Centre Clearly Business were on hand to conduct formal interviews, answer questions and hand out information brochures.



Mayor Jo Haylen (right) visited the SmallBiz Bus



EDU's own Man in Black is never far from the action

You can access all the services of the Business Enterprise Centre located at **Level 19, 323 Castlereagh Street, Sydney (Near Central)**.
Call **9212 0555** or email cbreception@clearlybusiness.com.au

Around The Networks



The NPBA is a finalist in the NSW Business Chamber's Award for best business chamber or association.

On Saturday 19 July, noon to sunset, don't miss the block party where COMMUNE Warehouse will be launching its second space, COMMUNE Studios, located 50 metres from the iconic Lips building. The aim of COMMUNE Studios is to foster connectedness and collaboration within the neighbourhood. It's ideal for large workshops, art exhibitions, fashion shows, markets, film screenings, 200 person events, theatre performances, yoga classes, and whatever else you can imagine.



A big Newtown welcome for Simon Shaw for his recent appoint as the new precinct coordinator for the association.

Finally, Check the website www.newtownprecinct.com.au for a multitude of places to eat, entertainment and things to do.

The Easter promotion 'baby animal farm' in Marrickville was very well attended. The Chamber has put together an ambitious program for 2014/15 aimed at increasing visitation to the Marrickville CBD based on more vibrant and active high streets. Chamber President Clr Morris Hanna and his executive team, aided by coordinator Maree Pagano, will assist local businesses in the Marrickville CBD to be more adaptive to change and attuned to the demands of a rapidly changing demographic.



The Chamber is ideally positioned to work with Council's Connecting Marrickville Program to become a place making benchmark for other business districts striving to preserve the heritage and allure of the traditional high street.

The MBA is pleased to announce that it recently formed a new chapter, the Marrickville Asian Business Association. A series of workshops will be organised to address the specific skills development requested by the group.



Meanwhile, the popular Westpac Wednesdays continue to draw good numbers on the last Wednesday of every month. Check the website for details.

Join the MBA Group LinkedIn to share information and expand on discussions.

And the Marrickville Business Association will hold its Awards night at the Concordia Club on Thursday 31 July 2014.



some of the food manufacturers that feature.

A food hamper comprising products made locally in Marrickville could be a great corporate gift to promote your business. Epicurean Kitchen, The Pasta Factory, Adora Chocolates, Burke Street Bakery, Pasanella Cheese, Casa Del and Bravo Coffee are just



She Business is Australia's fastest growing Business Club for Women. Members are not only enthusiastic business women, but also learning what it takes to build a really successful business. She Business offers group coaching, mentoring, business education, mindset mastery, support, inspiration, and networking. The local chapter is hosted by Monica Brewer and meets the first Wednesday of every month from noon to 2pm at Seed Cuisine, Audley Street, Petersham.



Marrickville's EDU will host a practitioner workshop on place management, based around its successful Urban Centres Program and Connecting Marrickville, and featuring Enliven Pittwater, an initiative of Pittwater Council on place making and urban centre revitalisation.

The Network patron Professor Ed Blakely has agreed to launch Enliven Pittwater and he is also heading up the Future Cities Program which will see finalists Marrickville Council and five other councils sending delegates to New York to look at some exciting examples of urban renewal and innovative planning for the twenty first century and beyond. (Summary in future edition).

Since the EDU presented at Leeton it has been contacted by popular jazz pianist Dominic Vella who has indicated he has returned to Marrickville to join the growing live music scene. Dominic will also be teaching music once he locates suitable premises in the LGA.

TWO NOT TO BE MISSED EVENTS

Marrickville Business Awards



Celebrate with your fellow local businesses as the mba presents its annual achievement awards.

This year the Marrickville Business Achievement Awards (*the MBAs from the mba*) will be presented by the Mayor of Marrickville Jo Haylen. The awards recognise businesses that have thrived in the Marrickville local Government Area and those that have made a significant contribution to the local community.

Businesses that have served our community well over a long period of time are recognised by the Longevity Awards. Once again we have a number of centenarian businesses that will receive a Platinum Awards along with some 'younger' businesses, celebrating 50 years or 20 years. The awards will also recognise businesses in the following categories:

- Young Business Person
- Service to business
- Urban Centres—New Business
- Urban Centres—precinct promotion
- Special Contribution
- Innovation
- Social Enterprise, Community and Not For profit

Come along and celebrate with our Marrickville Business Achievers and enjoy a relaxing and entertaining evening with your business colleagues and associates.

[SEE BACK PAGE FOR DATE TIME AND BOOKING](#)

Friday 22 August 2014
9.30 am to 3.00 pm
Burwood Community Hub
Cnr. Railway Parade & Conder Street
Burwood



Presented in partnership by the Councils of Ashfield, Burwood, City of Canada Bay, Leichhardt, Marrickville, and Strathfield, the Expo is now in its sixth year. This year's theme is ***Dealing with Change***.

The Expo will include:

- an exhibition area for small businesses
- **State of the Economy Report** by Westpac Economist **Matthew Hassan**
- keynote address by **Paul Wallbank**, an Australian speaker, broadcaster and writer on business and technology issues, ***Decoding the New Economy***
- **case study** about the evolution of Marrickville's own award winning small business, **Flying Penguin** Extraordinary Educational Toys
- **Dealing with change in marketing** by **Patrick Zuluaga**, CEO PMZ Marketing and Chairman Business Enterprise Centre, Central Coast NSW
- Q & A speaker's panel
- Coffee and tea is available throughout the event plus a light lunch

Plenty of all day parking is available behind the venue but organisers recommend the train as it is only five minutes walk from Burwood station.

[SEE BACK PAGE FOR HOW TO REGISTER](#)



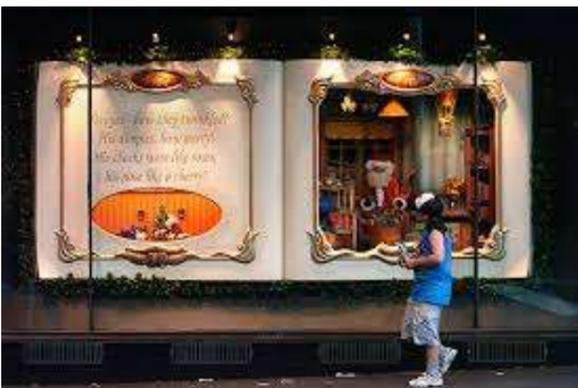
Business Briefs - A regular feature presenting ideas from current business thinking.

In this edition we look at 'Sticky Streets'...

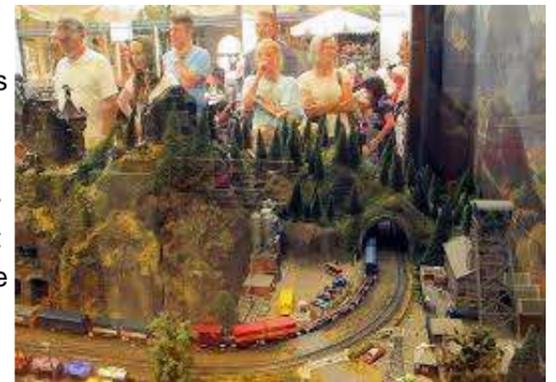
'Sticky Streets' is a term coined by former director of City Planning in Vancouver B.C Brent Toderian. Toderian's definition is: **Streets aren't just for moving people – streets are for people to enjoy and linger, not just move through. Great places are both initially attractive, and 'sticky' once you get there. A place is sticky if people love it, and don't want to leave.**

Sticky Streets embodies Connecting Marrickville's commitment to walking, biking, and public transport over driving. A Sticky Street appeals to the senses: sight, smell, hearing, and feeling. It doesn't have to cost a lot of money, just a bit of imagination.

BRING SHOP WINDOWS TO LIFE



Use the popular Christmas scenes in the windows of DJs for inspiration to add colour and movement. Avoid the ugliness of many stores that paper over every inch of their front windows. Perhaps you could take the opportunity to prepare product like fresh noodles or carved meat where they can be seen and provide interactions with the customer.



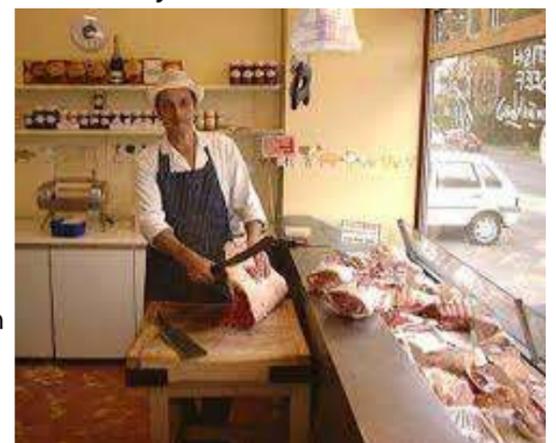
LOOK THE PART

Christmas Scenes an Old Family Favourite



A touch of nostalgia can really add novelty value - like the butcher in the boater and the buskers on St Patricks Day. In Woodford QLD, a fruit and vegetable store known as Elvis Parsley's Grapeland has an owner in full Elvis Presley costume. I know because I drove an hour out of my way to have a look!

Toy Trains Add Movement



STAND ON THE OTHER SIDE OF THE COUNTER

Some businesses think that shoppers visit the store for an irresistible product and that presentation is an added, un-needed, extra.

Impress with Your Skill



But times have changed. Shoppers are now more time poor and value their shopping experience. They often have children with them. Owners need to recognise that their premises must have broader appeal. A shop that provides something for the children to play with or explore frees up the parent to spend more time browsing and selecting a product. This is more likely to lead to a more informed choice and greater satisfaction with the product.

Movement Attracts Attention



This is where you can have a distinct advantage over online shopping, for example.

The Plastered Paper Turn Off

SMALL INVESTMENT, BIG REWARD

Clean windows, welcoming product displays, movement to attract, a little bit of showmanship, active contribution to the general atmosphere in the street, and supporting the local Chamber are small things that cost little but can reap big rewards for local businesses.

A Bit of Old World Glitz



Real Fish—Not Photographs or Artist's Impressions

Real People Not Dummies

THINK ABOUT IT. THINK CHANGE. ACT



Outdoor Dining

OUTDOOR DINING & TRADING

Marrickville's decision to make outdoor dining more affordable for local businesses is an outstanding success. Dining and outdoor trading slows down pedestrian traffic and encourages browsing. Both improve the vista and add movement. Dining also adds delicious, mouth-watering aromas.



Outdoor Trading

BUSKING

Marrickville is also a big supporter of busking, which though sight and sound, ideally suits Sticky Streets.



Make Live Music Lively

PUBLIC ART & PHOTO OPPORTUNITIES

Public art adds to the overall visual attraction of a street and provides photo opportunities - and evidence shows that people are more likely to visit when there are unique or interesting photo opportunities. Two examples are shown where members of the public are engaging with public art. Marrickville Road already has the benefit of the above-awning sculptures already in place.



Themed Entertainment for Special Days

POPULAR GAMES

Sticky Streets can also capitalise on favourite pastimes such as chess and backgammon. These never seeming to lose their attraction for some people



Whacky Street Art

SELL THE SIZZLE NOT THE STEAK

We can't stress enough just how much people enjoy events and promotions that involve the aroma of outdoor cooking. Sticky Streets encourages participation in events, tastings and any other opportunity to fill the air with delicious aromas.



Unique Photo Opportunities

STREET CLOSURES

There are no motor vehicles at all on an ultimate Sticky Street. For at least short periods of time, the street becomes the public domain of the residents and visitors providing rare open space for larger celebrations or places where they just 'chill out'. Sunday Streets is basically a type of Sticky Street program where main roads are closed occasionally to improve the amenity of the area.



Sell the Sizzle Not the Steak



Play a While



**Close the street now and again
Summer Hill Food Fair
12,000 visitors over six hours**



**Good Food Month 2011
Great Eastern Grill in Marrickville**

inner west small business expo

August 22nd 2014 - Burwood Community Hub

9.30 AM FOR A 10.00 AM START— FINISHES 3.00 PM

If you are interested in exhibiting as a business or attending as a delegate the Expression of Interest for Exhibitors and link to delegate registration may be found at www.innerwestbusinessexpo.com



Marrickville Business Awards
6:30pm Thursday 31st July 2014

Concordia Club
Richardsons Crescent
(opp Tempe Station)

Tickets may be purchased on line at www.marrickvillebusiness.com.au

