



## TAKING CARE OF BUSINESS

No 1 of 2011

### *Economic Development Unit*

#### *Current Projects and Initiatives*

1. **Inner West Business Expo 2011** – Now in its third year the Expo has grown so rapidly that it is moving to an improved venue in neutral territory at Sydney Olympic Park, Homebush. The Expo will feature high profile keynote speakers, fifty exhibition stands for local businesses to showcase their products and services, one-on-one free clinics, breakout sessions and excellent business to business networking opportunities.
2. **Website** – A call for EOI was advertised to build the economic development specific website to be registered as [www.marrickvillebusiness.com.au](http://www.marrickvillebusiness.com.au). Responses are currently being received and assessed.
3. EDM is working with **Australian Business Register** to create a segmented business data base which will be used to survey businesses on general and location specific issues.
4. The Australian Business Register work will also enable the creation of an accurate **home-based business profile** for the LGA, making it easier to involve these business operators in events and projects.
5. EDU is creating an **overarching association** to represent businesses throughout the Marrickville LGA with first option to be that body offered to the Marrickville Chamber of Commerce.
6. **Dulwich Hill Christmas Fair** – the concept of a more economic thrust for the annual event without loss of amenity for residents was discussed and well received by the Dulwich Hill Urban Centre Committee. The basic concept is to have a strong Christmas theme with the opportunity to buy gifts from stalls featuring a range of providers drawn from the LGA. Promotional hampers will be available for purchase to be filled with products available from the *Made in Marrickville* brand.
7. The **first ED Forum** was held in February 2011 with some very positive outcomes, including the appointment of two field officers by Enterprise Connect to work with local manufacturers, the development of an employment expo in May and upgrading of the local economic profile.
8. The **Employment Expo** is to be held in May 2011 as the timing coincides with the massive recruitment operation drive by IKEA. The proposed venue is the exhibition area of the Enmore Design Centre (Sydney Institute TAFE) for an evening event which will

feature not just IKEA but other businesses seeking staff, Job Services providers, career advisors and other tertiary institutions.

9. EDU is working with DEEWR (Fed) and Aboriginal Affairs (NSW) on an initiative to increase the **opportunities for local indigenous people** to gain employment especially in the LGA. This project which came out of the first economic forum is currently looking at the possibility of apprenticeships with Council and gaining information on Aboriginal-run businesses in the LGA through the business survey.
10. The **next ED Forum** is scheduled for early May.
11. EDU is investigating a request from Petersham businesses that a medium sized grocery store is required near the main CBD as well as a small medical centre.
12. EDU has assisted a business to set up a wine bar in Marrickville, will be assisting a business to set up a "Made in Marrickville" specific outlet featuring local produce, local art and a café, and assisting a coffee roasting business in King Street, Newtown to move premises without leaving the LGA. EDU will be working with local landlords and business agents to attract complementary industries to fill vacancies around the IKEA site at Tempe.
13. Work has begun with the RTA to implement the **partial road closure** at next year's Bairro event.
14. Tourism NSW will work with the EDU to conduct an **audit of possible tourism product** in the Marrickville LGA and how to tap into the VFR (visiting friends and relatives) market. Number of overnight domestic visitors to Marrickville (average per year for 3yrs ending Sept 2010) – 89,000 per year (Statistics courtesy of Tourism NSW).
15. EDU is investigating the **possibility of creating permanent undercover markets** similar to Fremantle Markets in the LGA which would feature local produce and art/crafts.
16. EDU is working with major urban centres to look at cost effective **street-scaping/Christmas decorations**.
17. EDU is working with Industry & Investment NSW on the **relocation of a major food manufacturer** from Mascot to Marrickville.

### **Recent Projects and Initiatives**

18. The **Food Manufacturing Cluster** was invited to showcase the *Made in Marrickville* brand at the Industry & Investment NSW Women in Business event 'Food for Thought' which featured food production clusters.
19. The first in a **series of workshops** *Winning Business Online* was held at Council and was one of the best received workshops held by the EDU. Some of the businesses which attended will form the basis of the Marrickville Manufacturers' Association's clothing and textiles cluster.
20. EDU worked with the Events Team to run a very successful **Lunar Year Celebration** in and around Marrickville and Illawarra Roads