

Ashfield Business UPDATE

October, 2013



Ashfield Council

Our New Mayor

We have a full agenda this month, especially with the impending gazettal of our Land and Environment Plan. Our first item in the Plan's is to establish the Parramatta Road Enterprise Zone. This is a practical initiative aiming to create more jobs and investment along the busy corridor.



You can read more about the Plan on page two of this newsletter.

As we go to print we are hosting three neighbourhood festivals as part of Good Food Month. Dozens of local eateries are involved in the events in Summer Hill, Ashfield and Haberfield and they are well supported by Wests Ashfield Leagues Club and Ashbiz.

And when it comes to promoting the local economy, Ashbiz do a fantastic job and we benefit from our partnership. If you have not already, I recommend you join Ashbiz and take advantage of the benefits of being part of such a strong group with your interests at their core.

So there is a lot going on at Ashfield Council aside from the things we do everyday and do well - roads, rates, rubbish and planning.

I am extremely honoured to assume the position of Mayor of Ashfield.

Mayor Lucille McKenna

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ASHFIELD LEP



The blue print for Ashfield's economic development and sustainability is set for gazettal this month, NSW Planning Minister Brad Hazzard told Ashfield Council representatives at a recent meeting.

The 2013 LEP plan aims to achieve 2,000 new dwellings and 500 new jobs by 2031.

This is through focusing development in the areas in and around the Ashfield Town Centre and the establishment of two new 'Enterprise Zones' at Parramatta Road and Old Canterbury Road.

Ashfield General Manager, Vanessa Chan, said one of the key



L-R: Charles Casuscelli MP, Minister Hazzard, Cllr Morris Mansour, GM Vanessa Chan and Director Phil Sarin.

community objectives for the LEP is the protection of the unique character and heritage of each of Ashfield Council's suburbs.

"The development of this LEP saw a level of community consultation unmet anywhere in New South Wales," Ms Chan said.

"Our Plan for Ashfield's future is about striking the balance between keeping the unique heritage aspects of our distinct neighbourhoods and driving economic growth through good planning." To see the Draft LEP go to <http://ashfieldlep.com.au/>

inner west small business expo

Thanks for attending see you in 2014

We are a proud supporter of the Inner West Business Expo which provides an opportunity for local small business to promote themselves and hear experts offer their insights.

Businesses across the local area attended the enlightening event at Strathfield Golf Club in August.

Town Centre Improvements Update

Soon we will be asking you to have your say in the developemnt of the Public Domain Master Plan for Ashfield's town centre. The Plan will investigate activation of laneways, open space, streetscape improvements and connections within town and neighbourhood centres.

Watch this space to see how you can get involved in ensuring the CBD looks great and attracts more investment to the area.

Ashfield #1

We are Sydney's fastest Development Application processor for the third year in a row.*

This is due to initiatives introduced by Council to streamline the planning process.

And we expect a further 20 per cent reduction in processing times next financial year.

* NSW Department of Planning

OUR VISION FOR ASHFIELD IS:

A thriving local economy that is diverse, responsible, supported and contributes to the local community.

Recent Achievements:

- Lunar New Year celebrations
- Sponsoring the Inner West Business Awards
- Facilitating the Feast of Flavours Food Festivals
- Hosting the Inner West Small Business Expo with neighbouring Councils
- Appointing an Inner West Advisor to the NSW Small Biz Connect program
- Implementing a Dining and Footpath Trading Policy

Connected.
Creative.
Committed.



It is a big month for business in Ashfield with several plans and events finalised to help your operations grow and prosper.

Firstly the culmination of several years work sees the Land and Environment Plan set for approval.

Consultation on the document is unprecedented in any Council, and we are pleased with the bold blueprint for our future. It presents you with opportunities for a massive growth in employment and investment.

Our next big push is for the revitalisation of the Ashfield Town Centre. We will be asking you for further input as we finalise designs and get moving on the improvements aiming to activate areas such as forecourts and laneways to make Ashfield a more attractive central business district for residents and visitors.

And in an historic decision, Ashfield Council elected its first female Mayor in its 142 year history this month.

Council now has a female trifecta, with Cllr Lucille McKenna the new Mayor, Cllr Caroline Stott elected Deputy Mayor and myself as General Manager.

This was a really historic election and one that I am especially proud of as it highlights that Council is leading the way when it comes to promoting women in Local Government.

I also acknowledge the hard work and dedication that both Cllr Morris Mansour brought to the role of Mayor over the past year as did his Deputy Cllr Monica Wangmann and I thank them very much.

Vanessa Chan
General Manager

Food Festivals Support Local Eateries



For the fifth year in a row Ashfield is showcasing its reputation as a food destination through the Feast of Flavours Festival.

Separate events are being held this month in Summer Hill, Ashfield and Haberfield.

Ashfield Council partnered with AshBiz and Ashfield Wests Leagues to put on the fantastic hat trick of festivities as part of Good Food Month.

Stalls at these events are affordable, and a great way to promote your business to a captured audience of about 20,000 locals and visitors.

Please contact us now in preparation for next year's festivals if you would like to participate as a stall holder or sponsor.

- Summer Hill Neighbourhood Feast
- Ashfield Tastes of Asia
- Haberfield Primavera

Have Your Say on Our Residential Parking Scheme

Making sure convenient parking is available for everyone is important for people living or working in the Ashfield central business district.

A proposed resident parking scheme is on exhibition from Tuesday 22 October until Friday 22 November, 2013.

To view the proposed scheme see the display in the foyer of the Ashfield Civic Centre or go to www.ashfield.nsw.gov.au/page/resident_parking_scheme.

In the initial stages of consultation with the community, we asked residents in the north and south areas of the CBD if they supported a resident parking scheme.



Eighty two per cent of respondents in the south area and 68 per cent of respondents in the north were in favour of the scheme.

To provide feedback please write to us at P.O. Box 1145 Ashfield 180, email info@ashfield.nsw.gov.au, or call (02) 9716 1845.



Ashfield Wins At Local Business Awards



Eileen Lim and Nam Nguyen (centre, top picture) only opened their brand new Specsavers store in late November last year – and in their very first week the store recorded sales of over \$40,000.



Since then, they have become fully involved in the local community, as one of five Ashfield businesses winning a coveted Inner West Local Business Award. The other winners were Park Avenue Meats, Cafe on Charlotte, Ashfields of Fruit, and Nilla Reception Lounge.



Council recently hosted an afternoon tea to acknowledge Ashfield's 35 finalists. Ashfield accounted for about 20 per cent of all finalists across all categories.

This is a wonderful acknowledgement to our local business proprietors and the diversity of business in the Ashfield local government area.

Ashfield is proud to sponsor the Local Business Awards and congratulates all the local winners.



Ashfield Council

