

From the President's Desk

Since our last newsletter your committee has been working tirelessly forging new contacts and members and exploring ways and means to improve outcomes for all local York businesses.

We are working with your Shire at every opportunity to improve communications and to get our message over as to what we need and how they can help facilitate this for us all. Recently we collaborated with them to ensure York is represented in the upcoming publication Destination Perth that is widely distributed throughout Western Australia.

The great news is that we have received confirmation that our application for a grant through the Town team

movement and RAC to do some upgrading of Avon Terrace for the benefit of both locals and visitors! We will be receiving \$7,000.00 (once I have done all the paperwork) and our next step is to form a working group to discuss the options. We want to have a broad representation of both residents and businesses so, any volunteers??? This is an exciting project and I will be back to the Shire to see if we can perhaps match this when the next round of Shire grants are available so it will be really worthwhile. Our main focus is on making people more comfortable and relaxed so they stay a while longer and our ideas are for extra seating, some shaded areas and planter boxes and shrubs where appropriate. Hopefully we can get some work done before Summer really hits!

Making everyone welcome to York should be our main goal and with so many events in the next few weeks we should be thinking about how we present ourselves to visitors so they leave with great impressions and recommend York and the Wheatbelt as a destination to family, friends and all and sundry! No paid advertising can do as good a job as this. We need to think about our point of difference to other destinations and make this our priority but it must be backed up with consistency of customer service, quality of products offered (more local products) and availability of services. There is no doubt continued Covid travel restrictions are working in our favour and we must 'cash in' on this while it lasts; hopefully if we make a good enough impression the visits will continue in the future.

Happy trading, stay safe and enjoy all York has to offer over the next few months and remember Success is a Decision!

Business News

Are we getting a bit complacent about the QR check in? I have certainly found that many customers are not checking in without being reminded and this is a difficult situation for the trader to be in even though it is our responsibility! Don't know about the rest of you but I find it tricky but, more than ever we need to keep up the good work as we are certainly not out of the woods and won't be for a long while yet. Please remind your visitors to check in at all times, it is our joint duty.

By the way, have you had your jabs? We can't move on until you have, so please don't delay any longer.

Now is undoubtedly the best time to try and source as much local product as possible as we are all experiencing great delays with supply of goods from overseas or interstate plus big increases in freight costs. There is also a definite change of attitude from a lot of clients who are asking where products come from and are happy to support locally made before imports! This must be good news and we should take advantage of it as much as possible, local supply also equates to local jobs.

Speaking of buying local!

The decision just announced to ban logging of native forests by the end of 2024 has huge ramifications for not just the local timber industry but also our flourishing local furniture manufacturers. There is no way the hardwood

required for furniture can be replaced with soft woods making the only alternative importing hardwoods from countries with little or no sustainability/environmental regulations.

The WA government body FPC says the current hardwood logging meets the strictest environmental standards & is considered by experts to be sustainable.

This ill thought-out decision has been made with very little consultation and will have immediate consequences throughout the South West, another nail in the coffin (MDF)? of the regions. We need to fight for jobs in the country and all support each other and the local communities.

For more information www.newjarrah.au/know-your-jarrah/sustainability

A great website for small business operators is sbnewsroom@ato.gov.au and recent emails have outlined the many issues we face plus outlining the many services available. Spend a few minutes checking it out! I know you are busy but, long term, it may well save you some headaches (and money). One of the major issues all over WA still seems to be getting staff, especially in the hospitality industry. Even though our venues can be open it is impossible without adequately trained staff. Lack of staff puts extra stress on business owners and causes delays in providing a service to clients which, of course, in turn doesn't give a good impression. I will make some enquiries to see if there are avenues we can explore re-some training for potential employees if local businesses feel this could be helpful and something they would take advantage of. Let me know please, any comments to karen@innovationwa.com Be involved! Let's work together to solve some of these issues.

We are planning another Business Forum in late October, more details closer to the date. It will be held at Faversham again thanks to Nola and Richard and again it will be very informative and a great networking opportunity. Be there!

York News

Great news that Paula and Steff have purchased 'Saints' on the Terrace next to the Imperial and they have great plans for this lovely building. I was amazed at the memorabilia that is in the 'Diner' the beautiful stained glass plus the stylish Art Deco style kitchen. Their first step is to fire up the B & B part of the building so remember to put that on your list of available accommodation when talking to visitors. Looks like lots of work guys but here's wishing you every success and here's to getting the Diner up and running in the future, (No pressure)!

Speaking about extra accommodation check out online 'Collins' the gorgeous apartment over the newsagent premises on the Terrace. Rebecca has done a beautiful renovation and turned this space into a charming, comfortable apartment right in the middle of town. Love the colour scheme too.

Festival time is only a couple of weeks away and the full programme is already online; it is an extensive and varied event and there should be something to please everyone in there somewhere. The return of the Jazz/music offering on the opening weekend will undoubtedly be a highlight. Please support this exciting event that takes so much hard work to bring to life. If you have any spare time and would like to be a volunteer check out the website and put your name down!

Have you got rid of all those giant weeds we all got in abundance, the result of all that gorgeous rain? If you have you could think about joining the open Garden Trail? This year's event is on Sunday 10th October and should be awesome. Keep your fingers crossed for a fine day.

Not sure what is happening to the two new Galleries, would be great to see them up and running soon as we approach York's busy season crammed with events and, hopefully, heaps of visitors. Some activity at the Old Grannies place in the paint department so that's looking promising. We are not hassling you just keen to get you on board and part of the team, just let me know if we can be of any assistance. (We do have a few hidden resources)!

We were sorry to see Oma's close a couple of weeks ago, she is a real loss to our shopping strip and really complimented what we were trying to achieve at this end of town. We understand Sue has a few health issues that need a bit more attention than she was able to give so we wish her well and will keep her updated for when she re-joins the crazy world of retailing!

So now we have Colin Grant Real Estate at no.80 Avon Terrace - some might think he's game coming down there amongst the ladies. A rose between two thorns? That might be a bit unkind (Who to)? but we'll see how he shapes up!

Anyway, welcome Colin, with the way real estate has been shifting lately you should do well and I hope you are as good a coffee maker as Sue was!!



New Members

We are delighted to welcome The GRAND HOUSE and LAUREVILLE back to the YBA and know they will be valuable members.

Nola and I caught up with Leanne and Sandra a few weeks ago at Laurelville at a Tourism WA lovely Afternoon Tea and spent time explaining the work we are undertaking and our aims and ambitions for all York businesses so, thank you for coming on board to be a part of our plans.



An archaeologist is the best husband a woman can have; the older she gets, the more interested he is in her.

Agatha Christie.

From birth to 18yrs a girl needs good parents, from 18 to 35 she needs good looks, from 35 to 55 she needs a good personality and from 55 onwards she needs cash.

Sophie Tucker.

Farmer's wife to back packer farm worker:

'Did you know it takes three sheep to make a sweater?'

Backpacker: 'No, I didn't even know sheep could knit!'

Did you know that the person that invented the door knocker got a no-bell prize?

The first testicular guard, the cup, was first used in hockey in 1874. The first helmet was used in 1974, 100yrs later. I think we can all draw our own conclusions from these amazing facts as to what the priorities are!

Happy to receive comments, ideas and compliments anytime, all correspondence to karen@innovationwa.com or call me on 0418 936 214