



THE GLENFERRIE TIMES

Vol. 2, edn. 33

An independent paper for the locals and traders of Glenferrie.

March/April 2020

Bike-Share Back Again

In early March 2020, a new bike-share company JUMP introduced 400 new bikes to the City of Melbourne, with the City of Yarra and City of Port Philip to follow. Bike-share schemes are not unfamiliar to Glenferrie Hawthorn. Many remember the O-Bike introduced in 2017, which failed due to deliberate damage and lack of accountability. The state government removed the city's blue bike-share program in December 2019 after nine years of operation due to underuse and financial losses. Since then, Melbourne has been quiet on the bike-share front.

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JUMP bikes parked on Hawthorn Grove, outside Rococo.

Placemaking Project

This year the City of Boroondara kicked off its Glenferrie Road Placemaking Project. This entails a \$2.6 million investment over the next three years according to council's 2019-20 budget, as well as \$1 million over the next four years for 'Placemaking Coordination.' Placemaking is used in order to "learn about our community's vision for place, what makes it unique, what improvements they might make and how they would like to evolve in the future" as described by David Cowen, Placemaking Lead, City of Boroondara.

The placemaking process will involve five stages: understanding place, imagining place, prioritising ideas, planning place, and transforming place. The completed Glenferrie Road Placemaking Plan is due to be released in February/March 2021. The plan will then be implemented through long-term goals over the next 5-10 years, with a budget yet to be allocated for this. In the meantime, there will be "quick-win" initiatives such as planter box improvements.

Currently the Placemaking Project is in the first stage, 'understanding place', and has implemented this through a large stall at the Glenferrie Festival to consult the public and inviting the community to 'placemaking workshops' at the Hawthorn Arts Centre during March.

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2020 Glenferrie Festival

The annual Glenferrie Festival took place on Sunday 1 March, drawing a 90,000-strong crowd of locals and visitors according to the Glenferrie Traders Association (GTA). The sun came out for families and friends watching roaming performers, eating and drinking tasty treats, browsing stalls, and getting involved in carnival rides and fun activities.

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Patrick, Joey and Thomas (left to right) from Four Kilo Fish out for their first Glenferrie Festival.



Hannah (left) and Lana (right) resting under the umbrellas at Boost Juice.



Looking south from Barkers Road at the festival attendees.

Revitalised Planter Boxes

On Wednesday 12 February the planter boxes, in four locations along Glenferrie Road, Hawthorn, were brought back to life with fresh plants and flowers, brightening up our streetscape.

The planter boxes have been in much need of maintenance, with a number of locals commenting to traders on the matter. Originally implemented by the Glenferrie Traders Association (GTA) approxi-

mately five years ago, the boxes have fluctuated between being well maintained, decorated with the spring racing horses or Christmas themes, and neglected and overgrown with weeds or bare.

The City of Boroondara informed The Glenferries Times that Sevron Environmental were contracted by the council to refurbish the planter boxes. This replanting is a temporary initiative by council as part of the Glenferrie Road Placemaking Project. According to Carolyn McClean, Director of Community Development, the planter boxes are planned to be "in place for another year until the Placemaking Plan is completed with longer term solutions to enhance the street". These long term solutions are investigated and decided based on consultation for the Placemaking Project.

Council has said they will provide contractors for weekly maintenance to remove "weeds and rubbish and to ensure plants receive adequate water". If the planter boxes are consistently maintained, it could turn some eyesores into beautiful floral additions to Glenferrie.



Completed maintenance on planter boxes at Glenferrie Road and Chrystobel Crescent.

The Glenferrie Times is an independent publication for the traders, residents and visitors to the Glenferrie precinct in Hawthorn. It is produced by a small team of Glenferrie locals who are dedicated to nurturing the community and providing a forum for the betterment of the area. We hope to provide the people of Glenferrie with a relevant and informative publication.

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New Bike-Share ...Continued from page 1

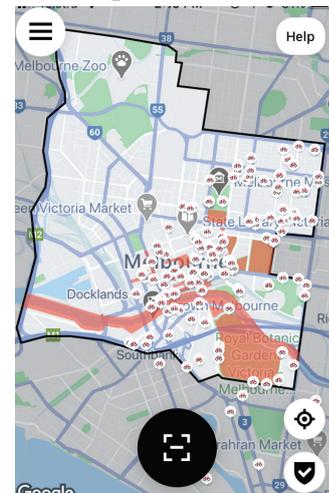
JUMP bikes differ from bike-shares of the past in that they are electric bikes which can reach a top speed of 25km/h. JUMP is owned by ride-share service Uber, and bikes can be booked using the Uber app. The bikes are only permitted to end their ride in certain areas of Melbourne, presently predominantly around the Melbourne CBD. The bikes are monitored by JUMP 24/7 using GPS and non-parking zones are clearly outlined in the Uber app. If the bike is left in a non-parking zone, the user will be charged a penalty of \$15. Repeat offenders may lose access to their Uber account, including the use of bike-share, ride-share, and Uber Eats services. Once JUMP is notified that a bike has been left

outside the permitted zone, they arrange to remove it within 24 hours.

The City of Boroondara currently has no agreement with JUMP and therefore the bikes are not (yet) permitted to end their ride in our municipality. On 10 March two JUMP bikes were parked on Hawthorn Grove, Hawthorn outside *Rococo* and they were removed by the next morning. Prompt removal of the bikes from non-parking zones falls in-line with the updated City of Boroondara Local Amenity Laws, released 20 December 2019 and valid until 20 December 2029.

The success of this new bike-share scheme depends on JUMP's management, users, and the wider community. The

community must remember we have a responsibility to respect these schemes as they provide greater mobility options while working toward a more sustainable transport future.



JUMP serviced areas as of March 2020.

A Market for Glenferrie

The Glenferrie Traders Association (GTA) is planning on launching the Park Street Market commencing 2 May 2020.

The market will take place 7am-12pm every Saturday from May on Glenferrie's Park Street, Hawthorn with the purpose of "provid[ing] fresh, affordable produce to Glenferrie and surrounds, while building a sense of community in the Glenferrie area". The GTA aims to maintain a minimum of 90% stalls selling fresh produce, 70% of which would offer fresh fruit and vegetables. Each Park Street

Market will also be host to one community stall which is "available at no cost to not-for-profit, fair-trade and social enterprise groups" in the interest of "local community groups and matters strictly pertaining to the City of Boroondara community". The GTA has taken a specific initiative to restrict use of plastics at the event.

Traders interested in applying for a stall position can do so by visiting sites.google.com/view/park-street-market/home. Categories available on the application form include: fruit and veg, meat, poultry, fish monger, bakery, packaged goods, and community stalls.

Placemaking Project ...Continued from page 1

The Glenferrie Times attended a placemaking workshop along with approximately 50 others, including Glenferrie Ward Cr Steve Hurd, local traders, employees and residents, members of the Hawthorn



Suggestions made by Glenferrie Festival attendees.

Historical Society and Swinburne University staff and students. The two-hour workshop was facilitated by a third party. After a brief explanation of placemaking by the Placemaking Lead there were a series of interactive activities. Attendees were asked to discuss amongst themselves their opinions, suggestions, and vision for Glenferrie and the community and then share this with the group.

Suggestions included: refurbishing the Glenferrie Station and under the railway bridge, increasing green spaces, reducing clutter in walkways, repairing and widening footpaths, increasing accessibility, improving safety and lighting, maintenance of heritage buildings, informative historical plaques, improving public toilets, art in public spaces,

strengthening the connection between local businesses and residents and Swinburne University, and removing on-street car parking for cyclists, pedestrians, and public transport.

Concerns were raised regarding the lengthy process of developing the plan for the Glenferrie Road

Placemaking Project, its budget, and how goals will be prioritised.

Some consultation events have been cancelled due to COVID-19 health concerns. You can have your say about the Glenferrie Road Placemaking Project by completing a short survey at www.boroondara.vic.gov.au/glenferrie-placemaking or email your ideas to placemaking@boroondara.vic.gov.au.

Upcoming...

Harmony Day.....21 March
Neighbour Day.....29 March
Easter.....10 - 13 April
Ramadan.....23 April - 23 May
ANZAC Day25 April

For more information visit our facebook page or website.

2020 Glenferrie Festival ...Continued from page 1

From food to bars to retail, many of our local businesses made an appearance with a street stall alongside external vendors. While all seem to enjoy the buzz the festival brings our local shopping precinct, for local traders who partly fund the event, participating in the festival can come at a cost. The Glenferrie Festival is organised by the Glenferrie Traders Association (GTA), who receives funding from the City of Boroondara through the Glenferrie Special Rate charged on commercial premises in the Glenferrie Hawthorn area. Additionally, the GTA receive funding specifically for the festival through Boroondara Triennial Operational Grants.

Many of our local Glenferrie businesses say they come out for the day for exposure and promotion but, as one trader noted, "it's definitely not money making - we lose money if anything". So what happens when smaller local businesses cannot afford to take the financial hit of appearing at the festival?

The increasing appearance of external vendors at the festival has the trader community divided. Many believe there are too many vendors from outside



1980's themed roaming dance performers.

Glenferrie taking business away from local traders, while others such as Tracy from *Callipso One* see their inclusion as necessary to complete the festival as a whole, especially when local traders choose not to participate. This could become a self-fulfilling prophecy if more and more traders become deterred by non-local vendors, so more non-local vendors are brought in to replace them. Multiple Glenferrie business-owners echoed the sentiment: it is the GLENFERRIE Festival. One asked, "what do they have to do with Glenferrie? It's our money", while another believes "it should be local businesses showing what they have to offer, instead of a cash grab". *Guzman y Gomez* elected to close their business this year, having experienced unjustifiable financial loss in previous years due to high food competition in the busiest part of the strip. "There's lots of foot traffic that just doesn't translate into sales," said owner Ramsen. When the day involves employing extra staff at Sunday rates, renting extra furniture and cooking equipment, and purchasing extra stock, participation in the Glenferrie Festival becomes a significant investment.

Besides restaurants and cafes, Glenferrie retailers notice "people aren't necessarily here to buy from shops, they're here for the festival atmosphere," said Wren from *The Toy Workshop*. "It's brilliant for local families and beyond. As a retailer, it's a lot of extra work for little or no gain". Some Glenferrie fashion traders suggested stimulating a 'market' atmosphere and promoting retailers on the strip, instead of just food and drink



Uchy Feet Band for their roaming performance.

vendors. This would prepare attendees to buy products from local stores and make the day profitable for local retailers.

So what are our local traders investing in when they participate in the Glenferrie Festival, if not rewarded with profits on the day? *The Continental Deli* see it as a great opportunity to showcase their business and their handmade sandwiches. Relatively new businesses *Four Kilo Fish* and *Body Catalyst* said the festival was a great way to connect with local residents who may not have known their business was there. Megha from *Cafe Blac* said they participate because it is a way to be involved with the local community and it adds value to the local area.

When the Glenferrie Festival organisers say it aims "to make the Festival all about showing off the best of Glenferrie and to entice patrons both local, far and wide into the precinct and to return to the precinct again and again", it can be difficult when participating means justifying a significant financial investment for an incalculable return of exposure. "[The festival] needs to realise that for it to be viable for local traders, they need to not lose money," said one local trader, who chose not to participate in the day.

Coronavirus

What is COVID-19?

COVID-19 is a new strain of coronavirus to be seen in humans. Other coronaviruses cause sicknesses from the common cold to SARS. COVID-19 affects the respiratory system much like the flu and can cause more serious conditions like pneumonia. The virus first appeared in December 2019 in Wuhan, the capital city of China's Hubei province. The World Health Organisation (WHO) declared COVID-19 a global pandemic on 11 March 2020. An epidemic is a sudden unexpected increase in cases in an area, and a pandemic is an epidemic that has spread across many countries affecting many people.

The State of Victoria declared a State of Emergency on 16 March 2020. This instils never-before-used powers for authorities under the Health and Wellbeing Act, and citizens who do not comply with health directives can be fined \$20,000. The Federal government has banned all non-essential outdoor gatherings of more

than 500 people and indoor gatherings of over 100 people. Australians are not to travel overseas unless in case of emergency. Citizens have been panic-buying toilet paper, cleaning products, and canned goods while the entertainment, hospitality, and food service industries have suffered dramatic economic hardship.

How is it different from the flu?

The outbreak of COVID-19 was unprecedented as, until now, it had never been contracted by humans. Therefore, there is not yet a vaccine or medication that has been developed to prevent or treat the virus. Furthermore, there is no existing data on COVID-19 to aid our understanding of the virus and how contagious and dangerous it really is.

What are the signs of infection, and how can I avoid it?

COVID-19 is most easily spread via direct or close contact with an infected person as well as touching contaminated surfaces and then your face. WHO has recommended the best way to avoid the

spread of infection is to practice good hygiene (eg. regular hand-washing, covering while sneezing) and avoiding livestock and people with symptoms of respiratory illnesses.

All people returning to Australia from overseas must self-isolate for 14 days, and all citizens of the public are urged to practice social distancing. According to the Department of Health, social distancing includes reducing close contact (handshakes, hugs), staying indoors and avoiding crowds or gatherings of people, and avoiding all people if you are sick. Individuals can contract the virus and be contagious without showing any symptoms. All citizens should practice high levels of hygiene to protect our community's most vulnerable citizens: the elderly, disabled, and immunocompromised.

The symptoms of COVID-19 include fevers, shortness of breath, coughing, and a sore throat. People experiencing these symptoms are urged to call the coronavirus hotline on 1800 675 398.

My Red Shop

662 Glenferrie Road

Shirine Ho



While Shirine Ho has seen the face of Glenferrie change dramatically over the years, one thing has stayed the same - My Red Shop, the local variety store she has owned for 11 years.

Shirine grew up in the Hong Kong Special Administrative Region of the People's Republic of China, as the youngest of seven siblings. After high school, Shirine worked for companies in the advertising, trading, and import/export sectors before starting her own retail business selling souvenirs to tourists.

Some years before Shirine, her husband Peter, and their daughter migrated to Australia, Shirine travelled to Melbourne to visit a friend and was amazed by how beautiful Australia was. "I thought 'Wow, it is so pretty. Peace and quiet, education suitable for my daughter,'" she said. "More chance, more choice for my kid." By the time she returned to Hong Kong, she had fallen in love with Australia and planned to move here.

The Ho family moved to Knox City in Melbourne in 2007. Looking to support their daughter through university with her retail trading experience, Shirine began researching shops to buy. She was "very lucky" to find the shop on the corner of the Railway Arcade in Glenferrie. Shirine bought the business from an Austrian couple who had purchased it only six months earlier, but were looking to sell as the wife had become sick. They have stayed friends throughout the years as the wife recovered and the couple retired, and they visit

Shirine at the shop during the holidays. Together, Peter and Shirine built My Red Shop to what it is today over a decade later.

Shirine has a particular passion for helping her customers plan parties, choosing the decorations and helium balloons and party products. "It's always changing," she said. "Changing colours, changing themes, changing seasons. I love the party season."

Working in the store six days a week, Shirine has established a great connection with the local community over the years. Her long-time customers often drop in just to have a chat and last Christmas, a few of her regular customers brought her gifts such as cards, chocolates, and handmade goods. "My customers are so sweet," she said, smiling at photos of handmade Christmas cards.

What Shirine loves most about Glenferrie is the people. She likes to grab "good coffee" from *The Little Tuckshop* on the corner of Glenferrie Station, visit *Cupcake Central* in the Don Arcade, and eat her favourite cakes at *Laurent Cafe* on Glenferrie Road. She regularly

buys bread from *Bakers Delight*, shops for shoes at *Mountfords*, and when she's feeling like Japanese, she visits *Tokyo Table* for a meal. As a passionate swimmer, Shirine visits the *Hawthorn Aquatic and Leisure Centre* one or two times a week.

However, driving in to Glenferrie every day is a struggle. With no trader parking, Shirine and Peter have to park in short-term parking spots along Glenferrie Road or wherever they can find one. This means they have to move their car every 1-2 hours all day, every day of the week. "I see other councils give retail and trader parking spots," said Shirine. "But not here. I don't know why."

Shirine reflects on moving to Melbourne with her family to begin a new life and business as a "very good decision", and considers herself "very, very lucky".



CUSTOMER IN THE SPOTLIGHT

Cato Zietsman

No matter where in the local area he lives, Cato Zietsman still finds himself in Glenferrie Hawthorn practically every day of the week. "At one point I was working three jobs in Glenferrie, a massive Hawthorn supporter, I basically lived here... I DID live here!" he laughed.

The 23-year-old grew up with his two brothers in Melbourne's Surrey Hills and went to school in Camberwell. At 18, Cato moved in with his older brother in Hawthorn East, living there for four years until recently moving in with friends in

Richmond.

While Cato began a degree in eco-finance at RMIT after high school, he is "taking it slow" to pursue a range of other personal ventures. Cato has travelled throughout Europe, Central America, and all over Asia, as well as New York, Los Angeles, and Vegas. Cato takes one university class at a time and spends the rest of the week working in communications and marketing at Glenferrie tech company *Moduware*, across the road from *Rocco*.

When he is not working at *Moduware*, you can find Cato at the local butcher which fostered his ongoing connection with Glenferrie. Cato began working at *Glenferrie Gourmet Meats* at the age of 16 and he is still there now, six years later. Cato spends his lunch breaks hanging out with owner Josh and the *Glenferrie Gourmet Meats* team and his weekends working behind the counter. Cato also spent

a year serving burgers at *Nevermind Bar* on Burwood Road. "I went to Nevs so often that they eventually gave me a job," he joked.

Cato sees the welcoming, friendly atmosphere of the butcher shop to be reflective of wider Glenferrie. "Everyone knows each other, they're interested in each other's lives, and willing to have a chat," he said. "It's what you want from a small, local community."

He believes Glenferrie has some of the most beautiful green spaces on offer in *Glenferrie Oval* and *Central Gardens* for people to exercise, hang out, and walk their dogs. Cato would often sneak up to the Hawthorn Football Club memorabilia store underneath the stadium before it closed for business in 2018.

As a "massive sports guy", Cato has a passion for the AFL as well as spending his free time playing social basketball. "It's lovely to get the fitness in and get to see my friends," he said. Over the last ten years, Cato has refereed student

basketball at local schools *MLC* and *Xavier*, which he finds is a great way to earn money in the community doing something you love without feeling like you are actually working.

When he is not hanging out at the butcher shop, you can find Cato trawling the multiple Glenferrie *7-Elevens* for sports cards, eating his favourite Malaysian at *Cafe Lagenda*, and visiting *Lido Cinemas* with friends "literally all of the time" - particularly on cheap Tuesdays. He has a great relationship with Graedon and the team at *Red White and Amber*, buying all of his alcohol there for nights he says often end up at the *Hawthorn Grillhouse* eating kebabs. Cato sees Glenferrie as a great mix of younger university students as well as older people with families, which works perfectly because everyone gets along so well.

"You meet everyone in the local area just by working there and going into all the stores," said Cato. "Every little job I have to do in life, I do here... It has everything I need."

