

Byron Shire

News

Thursday, July 10, 2008.

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New bid to lift image of Bay arts and industry estate



Samaya Zakay has been inspired to lift the profile of Byron Bay Arts and Industry Estate.

It used to be known as the Byron Bay Industrial Estate. Then some years ago at the urging of the then Byron Bay Chamber of Commerce, it was renamed the Byron Bay Arts and Industry Estate to reflect the changing nature of what was happening there.

Now, there is a new movement to further lift the estate's profile and to market the unique businesses that have made it their home in recent years.

Behind the move is Samaya Zakay of Zakay Glass Creations – a relative newcomer to the estate – who took inspiration from the recent Byron Forum to do something about promoting what she describes as the “new and emerging face” of the estate.

Samaya endeavoured to contact as many of the 300 or so businesses on the estate to invite them to a meeting to canvas ideas for the estate's future.

That meeting happened last week and 30 people attended – a turn-out that pleased Samaya.

She said many ideas were thrown up, among them a change of name and new signs.

The word ‘estate’ was not particularly user-friendly and future meetings of business owners would look for an alternative, she said.

Samaya said there were around 300 businesses on the estate including 60 with a “creative” flavour.

“There are a lot of new businesses out here and there are people with fresh, new ideas,” she said.

“We have a whole lot of arts happening out here and nobody knows about it.

“I feel it's now time to educate people. It's changed out here.”

Samaya said last week's meeting unanimously supported the idea of new and creative signs that displayed the diversity of all the businesses that operated on the estate which ranged from three dimensional glass sculptures and crystals to plumbing supplies and motorbike repairs.

She said other ideas floated at the meeting included gallery tours, a shuttle bus service and motorised cycling tours. There also was a need for businesses to agree on opening hours and to look at promoting weekend trade, she said.

The group will next meet at 5.30pm on Wednesday, July 16 at Byron Creative, 18 Centennial Circuit at which a steering committee will be elected. Inquiries can be made to Samaya on 0414596326.

- Gary Chigwidden