SANDY VILLAGE STA

INCORPORATING THE SANDY REVIEW

SANDRINGHAM TRADERS ASSOCIATION INC

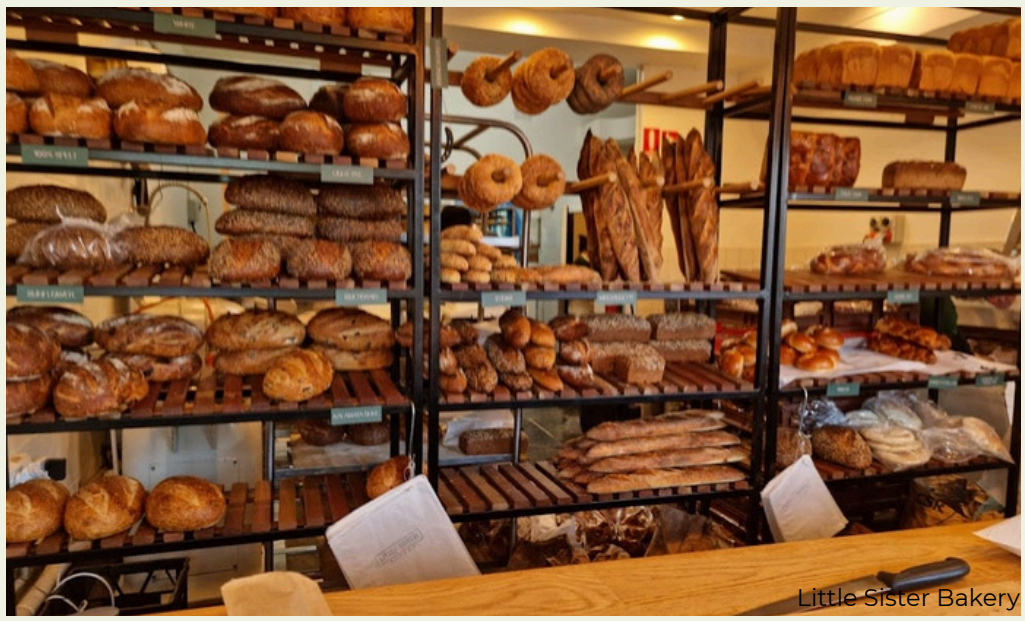
TRADER BENEFITS OF BEING A STA MEMBER

With over 150 businesses in Sandringham Village, benefits of being a Sandringham Traders Association member include:

1/ Over 46k SANDY VILLAGE views per month on Instagram alone.
2/ Bayside Council's preference to deal with a registered association.
3/ 3-Collab Insta POSTS with our SANDY VILLAGE brand per year.
4/ Other Trader Insta posts shared as SANDY VILLAGE STORIES
5/ A Promo spot on Southern FM Radio, thanks to our sponsorship.
6/ Newsletter emailed monthly with any extra news.

FOR AN ANNUAL TRADER MEMBERSHIP at $100, EMAIL US HERE

CHANGES, CHALLENGES + OPPORTUNITIES



Little Sister Bakery

As noted on our Page 3 PROPERTY WATCH of this issue, there is a higher number of empty village shops than `normal' at the time of writing. With the level of change increasing in our everyday lives, the makeup of village traders is no exception: even with some trading in the village for over 30yrs! Obvious challenges include rents, the general economy or or even the building itself. There are also business plans, family issues and other personal changes to deal with.

While it is always sad to see much-loved businesses move on, we always wish them the best, continue to hope for a vibrant Activity Centre and for our village to be a destination of choice.

Traders have noticed our changing village demographic too, due to more apartments, some specifically for older residents, along with an increase in younger families, and although we do not currently have the diversity of traders needed for everyone, but that also is changing.

While it's true that all change is not good - and we definitely don't want empty shop fronts - we do accept that change is inevitable, reassured by having easily accessible, effective public transport including our heritage-listed station on arguably the most direct line to the CBD... AND a bus transport hub with links all-over. We are also blessed with a beautiful bayside aspect, a true village street layout, and over ten community-minded volunteer groups - all conducive to a friendly village lifestyle. And THAT is something the larger shopping centres and strips do not have. Please shop local where you can🙂

SANDRINGHAM VILLAGE

NEWSLETTER EMAILED TO STA MEMBERS INCLUDING ALL EXTRA NEWS
CAFE EDITION ONLINE AND IN PRINT AT SELECTED LOCATIONS

sandy.village

STA MEMBERSHIP/ENQUIRIES/ARTICLES
traders@sandringhamvillage.org.au

NEON NIGHTS AT SANDY VILLAGE

As promoted in our last (JULY) issue, we are pleased to report another successful event with young families and others taking advantage of the great winter weather and an early 4.30pm start. This the second `Neon Nights' by Bayside Council, with Volter International, we look forward to next year - a welcome highlight at an otherwise challenging time for local traders and something for the community to look forward to. And thanks to those traders who stayed open outside normal hours 😎







MORE ABOUT 🙂SHOPPER🙂 PARKING

We believe the ubiquitous parking shortages need an `overall fix' dependent on State and Local Govt., a problem common across other Activity Centres. With increasing development, parking for shoppers remains a crucial priority...

Read More - Page 2

MORE ABOUT 🙂SHOPPER🙂 PARKING (CONT)

... Focusing on what we DO have control over - and as highlighted in our Issue No 18 (OCTOBER 2025) - we ask that WHEREVER POSSIBLE, traders and/or staff not park within the village. Alternative options are available, and include a Bayside Permit for FREE parking on the Foreshore, all-day parking in Trentham and Abbott St, along with the further option of public transport or vehicle sharing. This is something we CAN do. We will also continue to lobby Bayside Council as reported in Issue No 20 (DECEMBER 2025), when requested by traders - where those traders consider local parking restriction times could be changed to benefit their customers. Bayside has been happy to consider any of our proposals. It should be said though, that any change is historically difficult, needing all local traders to be in agreement.

A MESSAGE FROM STA President Josephine Cole - 29 Melrose St

Hello, I'm Josephine Cole, owner of Josephine Cole Photography on Melrose Street and proud President of the Sandringham Traders Association.

For the past two and a half years, I've had the privilege of being part of this wonderful community. One of the things I love most about Sandringham is the genuine sense of connection between our local businesses, residents and visitors. It's a place where people take the time to say hello, support one another and shop locally.

After many years working in the travel industry, I followed my lifelong passion for landscape photography and opened my gallery to share the beauty of Australia and destinations beyond through my images. Alongside my own photography, the gallery also showcases the work of talented local artists, giving them a space to exhibit their creativity and connect with the community. You'll also find a range of unique gifts featuring my photography, including puzzles, coasters and keepsakes.

As President of the Sandringham Traders Association, I'm passionate about working alongside our local businesses to promote everything that makes Sandringham such a special place. We have an amazing mix of cafés, restaurants, boutiques, professional services, galleries and wellness businesses, all owned by people who genuinely care about our community. By supporting local traders, you're helping to keep our village vibrant, welcoming and thriving for everyone.

Whether you're visiting for the first time or have been part of the Sandringham community for years, I encourage you to explore our local businesses, discover something new and enjoy everything our beautiful village has to offer. And if you're passing by Melrose Street, I'd love to welcome you into the gallery for a chat.



Josephine Cole Photograpy


Josephine Cole Photograpy



Josephine Cole Photograpy

WHAT'S NEW?

RIBS and RUMP - at 66 Station St - No details available

LAUNCH LEARNING CENTRE - at 27 Melrose St - taking pride in providing exceptional small group learning experiences to kindergarten and primary school-aged children, making learning engaging with fun, hands-on and screen-free activities.

WELCOME NEW STA MEMBERS AND RENEWALS

Mortgage Choice Sandringham - Thank you Ian - Now at 2/23-25 Melrose St

Launch Learning Centre - Thank you Cath + Bec

YOUR ELECTED 2026 STA VOLUNTEER COMMITTEE

Josie Cole - Josephine Cole Photography - President

Ray Purcell - KPA Lawyers - Vice President

Ian Cochrane - Sandy Street Art Project (SSAP) - Secretary/Treasurer

Lucija Valentic - Base Curve Optical

A NOD TO TOMMY BENT with Kristin of the SANDRINGHAM and DISTRICT HISTORICAL SOCIETY - 15 Melrose St.

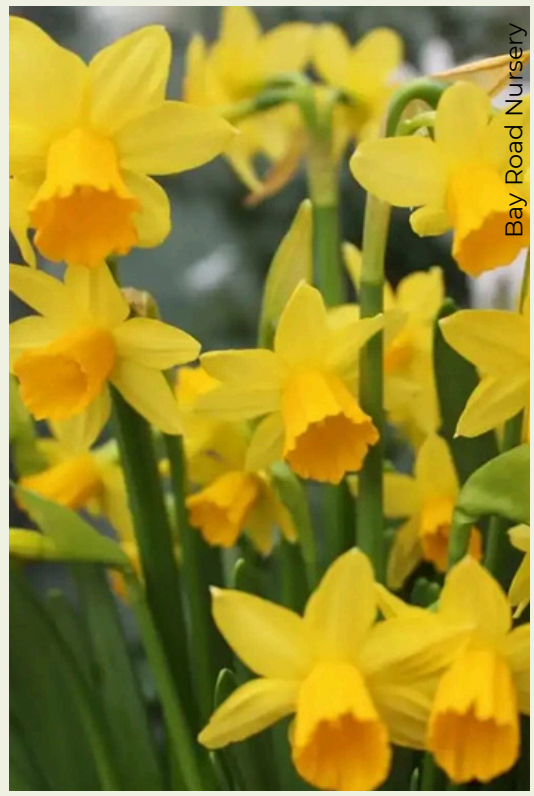


Sandringham and District Historical Society
Sandringham Station circa 1901

Sandringham train station was, originally, a much smaller and let us say more rustic, building than the current station.
Of course, Sandringham was lucky to get a train at all, for many years it was opposed by the sitting member, Thomas Bent, who was also on the councils for both the City of Brighton and Shire of Moorabbin. (He was a VERY busy man). Bent owned huge amounts of property in both Brighton and Moorabbin but nothing in the West Riding of Moorabbin which included Sandringham, Hampton, and parts of Black Rock.
Consequently, he was not interested in the development of the West Riding. However, the train came in 1887 and Sandringham, as a holiday destination, then blossomed. Suddenly, even though the station was only 4 years old there was, in 1901, talk of the necessity of a new one. In December 1902 the Brighton Southern Cross newspaper announced that the tender of £2012 had been accepted and by January building works were underway. By this date Thomas Bent was once again Minister for the Railways and was in the middle of a huge stoush with the railways employees. He had cut wages and removed concessional travel cards for railway workers including apprentices. (Concession cards for members of parliament were not removed). There were threats of (at that stage) unprecedented strike action. However despite the stringent wage and staff cuts the Argus noted that a regular 'palace' of a railway station was being built at Sandringham. It may indeed seem surprising that Bent, in light of his early opposition to the railway in Sandringham, would be building a large new station. However, there was also an election approaching and Bent was always unpopular the area in particular due to his opposition to severance from Moorabbin and his lack of interest in the West Riding. It was thought a new station might help his electoral ambitions.
What an extraordinary situation! A politician enticing the public to win an election!
Whoever heard of such a thing!!!!!

THE GARDEN PATCH 🌻 with BAY ROAD NURSERY - 112 Bay Rd

- Plants which have overwintered in the ground can now be lifted and split, tidied up and replanted into freshly dug soil.
- Add compost and manure to garden beds to prepare for spring growth.
- A dressing of lime can also be added now, especially in vegetable gardens. This gives the lime time to react before adding other fertiliser in the spring.
- Do not apply lime to acid-loving plants such as camellias, azaleas, rhododendrons and daphnes. As these plants finish flowering, fertilise with a fertiliser suitable for plants that love acid soils.
- If you haven't completed your rose pruning, it is not too late but try to have it done as soon as possible this month.
- Now is a good time to prepare ground for sowing new lawns in September. Remove any perennial weeds, dig over and level ground, removing stones, roots, and other debris.
- Continue to apply a good liquid plant food weekly to winter flowering annuals to ensure a wonderful finale to their seasonal display.
- As the weather allows, begin to plant Alyssum, Cosmos, Cleome, Carnations, Dianthus, Marigolds, Nasturtium, Petunia, Phlox, Snapdragons and Zinnia to begin the festival of spring colour.


Bay Road Nursery

VILLAGE TRADER PROPERTY WATCH

Bay Rd No 31 - FOR LEASE - David MacIntosh 9559 3888
Melrose St No 1/5-13 - FOR LEASE - Greg Super 0411 366 607
Melrose St No 19 - No details available
Old Post Office Ln No 13 - FOR LEASE - Julian Vautin 0402 406 662
Waltham St No 1 - FOR LEASE - DBRE 9532 6088
Waltham St No 5 - FOR SALE - DBRE 9532 6088
Waltham St No 34 - No details available

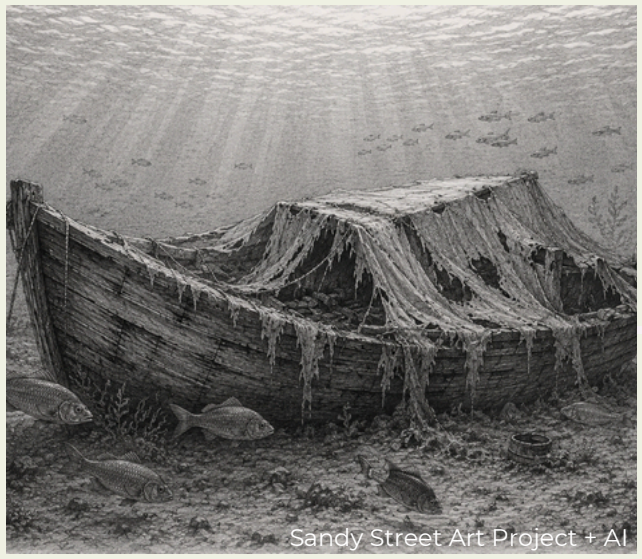
Sandringham Living
Your one-stop-shop for soft furnishings
Find it Love it
Sandringham & District Historical Society
KPA Lawyers
Sandy Street Art Project Melbourne • Australia
barbalu's pizza & pasta
Bay Road Nursery & Cafe
Hodges
Open Vault Designer Consigners
Sidebar Food & Wine
ipa Independent Pharmacies Australia Sandringham
holistic health store Naturopathic Plant-Based Living

BAYSIDE DIRECTIONAL BUSINESS SIGNAGE IN SANDY VILLAGE - AN UPDATE

As pre-empted and advised in our JUNE edition, a pilot has now been completed at the Melrose/Station Street corner - a Bayside first - the hope being that this branded signage will encourage more foot traffic to traders who will benefit from additional business, such as those away from the village centre. If you are a village business interested in branded directional signage, there is a fee, with these `finger' signs allocated on a first come/first served basis as decided by Bayside Council. If you are interested, we recommend you talk to your neighbours before applying and put together a submission for Bayside. Lastly, we are happy to assist Trader Association Members, with final allocations decided by Bayside. Remember - this is now a BAYSIDE-WIDE program.

POETS' CORNER - `Beached Dreams' with Ian Bland

A tattered grey tarpaulin stretched from stern to bow
A simple, honest fishing boat; the birds had claimed it now
A white crust smeared the gunwales where gulls had sort relief
A safe, secluded haven for forager and thief
Mooring chain and rudder, encased in weed and grime
Molluscs colonised the hull below the waterline
A belt wound round the flywheel once sparked the engine into song
Now, seized and rusted; all chance of resurrection gone
Abandoned to the elements: the winds, the sun and rain
Doomed to float in circles, ruled by tide and chain
Having weathered countless storms, withstanding nature's might
It quietly sank, unnoticed, on a calm and windless night
A gentle morning breeze, soon freshened, from the South
As white caps, bumped and jostled to breach the harbour mouth


Sandy Street Art Project + AI

AROUND TOWN with Ian Celantino of MORTGAGE CHOICE SANDRINGHAM - 2/23-25 Melrose Street


Ian Celantino

Ian is the Business Owner and principal Mortgage Broker at Mortgage Choice in Sandringham, bringing a wealth of experience and a genuine passion for helping locals secure their financial future. Known for his "customer for life" approach, Ian has built a business that takes the stress out of property finance by combining expert lending knowledge with personalised, dedicated care. Ian loves meeting all customers to assist with their journey, whatever their aspirations might be. A standout aspect of his approach is his exceptional skill in identifying exactly what each customer needs and carefully tailoring his service so every individual gets a perfectly suited solution. He also specialises in refinancing and business lending, ensuring that his clients are always backed by the right finance structure.

As a home and investment property owner himself, Ian understands firsthand the complexities of the property market. A proud sponsor, volunteer treasurer, and team manager for the Hampton Rovers Football Club, Ian is always ready to go the extra mile for his community and his clients—even clearing his schedule to help secure urgent finance when the big banks say no. Recognising that everyone's financial journey is different, Ian and his dedicated team—including Sandra and Lachlan—work tirelessly to present diverse loan options from a wide network of lenders. His focus is on making the mortgage process as seamless and stress-free as possible, ensuring you feel confident every step of the way.

E-SCOOTER RULES - Courtesy of Bayside City Council

We are sometimes asked about e-scooters and e-bikes on our roads and shared paths, and with increasing numbers, it's more important than ever for riders, pedestrians and drivers to stay sharp and look out for each other. Travel at a safe speed, using a bell and give way to pedestrians.

👤 Riders must be aged 16 years or over
🕑 Maximum speed is 20km/h
🪖Helmets must be worn at all times
✖️ E-scooters + E-bikes cannot be ridden on footpaths

WHAT'S ON

- **Throughout August** - ART EXHIBITION - Continuing from NAIDOC WEEK - `50 Years of Deadly' at THE WINDOW - Sat Aug 8 and 22 from 11am-1pm OR by appointment - 35 Melrose St.
- **Every second Thursday UNO** - OPEN MIC NIGHT at RHYTHM & TONIC 6.30-10.30pm - 44 Bay Rd.

www.sandringhamvillage.org.au