

Ellie Job Short Street Cafe

Some success can't be measured, but for Short Street Café, using one kilogram of coffee to 35 kilograms of coffee a week, is a pretty good indicator you are doing something right.

In only three years, Short Street Café proprietor Ellie Job, has built a thriving business which shows no sign of slowing down.

It first started in 2010, when Ellie returned home after travelling internationally and saw potential in the eclectic eatery nestled in residential central Dubbo.

"I had been away from the City for about five years, working in Sydney and travelling and working in the hospitality industry in London and Greece. When I came home, Short Street was on the market and I jumped in the deep end," she said.

"It was mainly a gift and coffee shop when I took over and I was happy to serve coffee and cake, but it kept getting busier and busier to a point where there was no room for the gifts – and the coffee and food took over.

"Initially, I lived onsite, but the café grew to the point where I needed to create more room for seating. The café can now comfortably seat 90, with the two private rooms, the courtyard and outside seating in Hampton Street."

Ellie was only 21 when she bought the Short Street Store, as it was known, and with a three year plan in mind she has worked diligently to build it up to what it is today.

"It has certainly been a steep learning curve and I have learnt a lot about business and hospitality during that time. I started the business with myself and one staff member, now I have a chef and a multitude

of staff - it was sometimes very daunting," she said

"I began with a three year plan, I thought, I will come in and try my best to build it up and it was very challenging. To start out not making any money to then making money and watching it grow to be a successful business has been very rewarding."

Ellie believes the success of the café is primarily due to its location out of the hustle and bustle of the main shopping precinct

"It is such an easy place for people to get to and in a central part of Dubbo. It's out of the shopping malls and the main street and is its own destination," she said.

"We also have a great mix of customers. We get the young adults, the mothers, the older ladies after tennis, and you still get the trades in the mornings. It is a place where you can call in easily - get a park and grab your wrap and a cup of coffee for lunch, while also being a nice place to sit down, have a relax and a coffee and something to eat."

It only took six months before Elle decided to open the café seven days a week, which she said was a big decision – but well worth it as there was a definite demand.

The weekend trade has been amazing – we are doing in excess of 200 meals each day on the weekends and there is scope to open evenings.

"I can just picture the courtyard at night with a little band or an acoustic guitar with tablecloths and tea light candles and nice wines. It is the next step and may be on the cards in the future," she said.

According to Elle, Dubbo has changed significantly in the three years that she has



owned the Short Street Café, with a number of new eateries opening in that time.

"When I started, Dubbo didn't offer anything like this – but now there are a number of cafes opening up with a similar ambiance," she said.

"Dubbo has changed a lot since I started Short Street and I think it can only improve and get better – there are definitely niche markets that could be catered for in the City, such as a wine bar or fine dining."

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