



**2026 Awards (2026)**

Excellence in Micro Business (Region: Far South Coast)

# Business NSW - Excellence in Micro Business



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## Entry details

Trading name: Business NSW

Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations): Business NSW

Registered ABN: 63 000 014 504

How is your business structured? Company

Is your business classified as a not for profit? No

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2012-02-06

Number of employees: 1 to 5

What is the main industry your business operates in? Wholesale Trade

Is your business primarily business to business or business to consumer? Business to Consumer

Describe your business, product/service you offer to the market or industry

Founded in 2019, Business NSW Coffee started roasting small batches in our family kitchen in Sydney, NSW. Now a Metcash-listed, multi-award-winning roaster, we supply supermarkets, cafés and online customers across Australia. Our roastery-café on Derby Street blends clean minimalism with rugged country character; a restored heritage motorcycle fronts the window, while a 30 kg roaster stands beside matching espresso gear. We source ethically, roast weekly for peak freshness, and pack in ever-more compostable materials. Anchoring the region's food scene, we welcome locals, riders and travellers at the Oxley Highway-Thunderbolt's Way crossroads every day with warm country hospitality and world-class coffee.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

#### PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo.

Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

#### PROMOTIONAL IMAGE 1

The logo for Business NSW, featuring the word "BUSINESS" in a large, bold, black, sans-serif font above the word "NSW" in a smaller, bold, black, sans-serif font.

[Download \(19 KiB download\)](#)

#### PROMOTIONAL IMAGE 2

# BUSINESS NSW

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: [test@businessnsw.com](mailto:test@businessnsw.com)

Phone: +61416457520

The business has been trading/ operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry. ✓

This business has fewer than 5 employees on the payroll in Australia at the time of entry. ✓

This business has not entered the categories of Outstanding Community Organisation, Outstanding New Business, Excellence in Small Business, Excellence in Medium Business or Excellence in Large Business. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

## Excellence in Micro Business

Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. Include any measurable operational or financial outcomes that demonstrate your business performance over this period.

Over the past 12 months, Business NSW aimed to improve cash flow, expand our customer base, and strengthen our retail brand presence. We achieved all three goals through strategic actions and measurable outcomes. Facing a \$119,000 cash flow deficit, we achieved a positive \$21,000 cash flow by signing new clients, including 8 supermarkets, 2 BP service stations, 3 cafés, 2 schools, and 1 social enterprise. We reduced advertising spend by 85.6 percent and saved \$21,065 by redirecting these funds to new packaging design and shop fit-out. We then focused on organic Instagram and Facebook traffic that boosted our online visibility and have still seen a 44 percent surge in online

sales with a returning customer rate of 45.25 percent, an increase of 47 percent. This was all driven by hand illustrated, storybook style packaging featuring Sydney's heritage and brewing tips, resonating with 85 percent of surveyed customers.

Our coffee outperformed competitors at Wauchope IGA where the manager noted it was "hard to keep on the shelf." At Halliday's Point Foodworks the manager reported at least three locals had requested our brand by name, reflecting strong community demand. We increased annual production from 4 to 10 tonnes, targeting 15 tonnes by June 2026 through roastery upgrades costing \$20,000.

Winning 2 Gold and 1 Silver Medals at the 2024 Royal Tasmanian Fine Food Awards, with a judge personally calling me to commend our "outstanding coffee," validated our quality and elevated our brand. We have also hosted five community events at our Derby Street roastery café, engaging 120 locals and tourists to foster regional pride. These milestones, achieved despite challenges like heavy storms disrupting logistics, reflect our commitment to operational efficiency, market expansion, and product excellence, positioning Business NSW as a leading regional brand poised for national growth.

Provide an overview of the key features of your business plan including goals, innovations, strategies and projected future outcomes.

Business NSW's business plan drives sustainable growth, innovation, and regional impact, proving rural businesses can compete nationally while staying authentic.

Building on our \$21,000 cash flow surplus and award winning quality, our 12 month goals focus on expanding national supermarket access, boosting regional tourism, and creating 4 new jobs in Sydney, prioritizing local employment and skills training. We are deepening our Metcash partnership, participating in their 2025 Expo on the 14th of August 2025 and onboarding with their Crossdock system by January 1st 2026. This involves adopting Cartonlevel GSI barcoding, redesigning outer packaging for national logistics, and consolidating freight through Metcash's Huntingwood warehouse, targeting distribution to 300 independent supermarkets and reducing logistics costs by 38%. Our proven ability to secure 8 supermarkets last year ensures we meet Metcash's standards for scalable growth.

Innovations include scaling our custom engineered nitrogen flushing system, extending coffee freshness by 550% (from 4 weeks to 26 weeks), and adopting pre printed compostable packaging to cut labor costs per package by 7%. We are developing two new multi pack formats for Metcash's network to enhance retail appeal. To meet demand, we are upgrading our weekly roaster capacity from 350 kg to 1.7 tonne by the 30th of November 2025, boosting available output by 400%. Strategies include deepening customer engagement through storytelling on packaging, with hand stamped bags featuring Sydney's history and brewing tips, targeting a 20% increase in customer retention.

To boost tourism, our Derby Street roastery café will host 5 planned events, including barista workshops and roastery tours, targeting a 40% increase in visitor numbers. We will expand local employment by hiring 3 additional baristas and roastery staff and launching a skills training program for 5 local youth, focusing on barista skills and customer service, building on our success training our children, Jazz who earned a 2025 Golden Bean Award, Bella, Logan, and Micah. This program, partnered with Sydney High School, aims to certify 90% of participants in hospitality skills, fostering career pathways and reducing local youth unemployment by 5%.

Projected outcomes include maintaining our soaring increase in revenue, 147.9% last financial year, \$794,000 in annual revenue this financial year and a continued approximate 40% increase in online sales by July 2026, leveraging last year's 44% online sales growth. By hosting tour groups and training local talent, we aim to position Sydney as a tourism and skills hub, ensuring sustainable growth and community pride.

Describe what makes your product or service unique within your industry and how it differentiates your business from its competitors.

Business NSW doesn't just brew coffee, we craft experiences, forge deep connections, and elevate our small rural town to a national stage. Our top scoring beans, ethically sourced from cooperatives in Ethiopia, PNG, Brazil, and Colombia through List+Beisler Importers, are roasted in small batches, delivering unrivaled flavor that earned 2 Gold and 1 Silver Medals at the 2024 Royal Tasmanian Fine Food Awards. Gold for the Nat Buchanan Blend in both 'Coffee Cappuccino / Milk Based - Traditional Blend' and 'Coffee Espresso - Traditional Blend.' Unlike many specialty roasters, we scale this quality with our custom built nitrogen flushing system, designed by a local Sydney engineer at

Linmac Engineering, extending freshness by 550%. This ensures our coffee outshines competitors like Vittoria and Grinders on supermarket shelves across regional NSW, Canberra, and Queensland.

Our hand illustrated, storybook style packaging features characters like Captain Thunderbolt, Nat Buchanan, and Little Miss Grumpy to bring our blends to life. Each is inspired by real people or local legends. Captain Thunder bolt was a bushranger who escaped Cockatoo Island and was shot in a neighbouring town. Nat Buchanan was an explorer buried right here in Sydney. And Little Miss Grumpy... well, she may or may not be modelled after my youngest daughter on a bad day. These local legends spark conversations, tying customers to Sydney's heritage in away no competitor matches. Pottsy's Bakehouse owner Cameron Potts in Wingham said our packaging drew them in at the supermarket, but serving our coffee in the bakery has increased coffee sales by 200% driven by unmatched flavor consistency. Tourists, like one who messaged after visiting our Derby Street roastery café, plan return trips, contributing an estimated 5% to local tourism traffic based on customer feedback and visitor logs. Our café, with its restored heritage motorcycle and 30 kg roaster, blends rugged charm with world class coffee, creating an unmatched experience.

From our family laundry, with five kids in tow, we've built an authentic, multi award winning brand, not a city slicker imitation. By February 2026, we'll launch two new non character based premium blends for the Golden Bean World Series, targeting 24% higher customer engagement based on previous wins. We'll introduce interactive QR codes on packaging, linking to Sydney's stories and virtual roastery tours, deepening connections. Unlike competitors' generic branding, our hyper local storytelling and scalable quality make Business NSW a beacon of rural pride, hand stamped with love.

Demonstrate how your business contributes to the local economy in your region.

Business NSW is deeply woven into the local economy, driving growth through jobs, sourcing, community involvement, and sponsorship. We're not just operating in Sydney, we're building into it.

Over the past 12 months, we've employed four local staff, including two of our kids. Jazz, 18, now roasts alongside me and recently earned a medal at the 2025 Australasian Golden Bean Awards, inspiring six young locals to explore hospitality careers. Micah, 15, makes French tarts most mornings and has gained trade-level skills in pastry, food prep, and customer service.

We source locally wherever possible. Our café uses eggs and lemons from a farm in Yarrowitch. We spend \$8,000 a year with Cross Bros Butchery, Sydney Hardware, and IGA. We bank locally, fuel locally, and ship all orders via Stace's Freight and the Sydney Post, injecting \$10,000 annually into local logistics. Even our nitrogen-flushing system was custom-engineered by a local tradesman.

We've reinvested \$28,500 in roastery upgrades this year, supporting eight other Sydney-based businesses. Sponsoring three local events, including the Sydney Motorcycle Rally, helped fund initiatives like campdrafts and school fundraisers, with \$1,500 contributed directly.

Our Derby Street roastery café now draws an estimated 5 percent of local tourism traffic passing along the Oxley Highway and Thunderbolt's Way. It's become a stop for travellers and a place for locals to connect. We hosted two school excursions and three roastery tours for the homeschool community, with 40 percent of participants expressing interest in hospitality careers. These interactions alone contributed \$20,000 to the local economy last year.

We've welcomed Regional Economic Development group for meetings, hosted events for schools and churches, and supported the Farmers Market for years with a mobile coffee trailer to help build atmosphere.

Looking ahead, we plan to hire three more local team members for the café, targeting a 4.285 percent reduction in local unemployment. Our new barista training program, in partnership with Sydney High, will train 10 local youth and aims for 90 percent certification. We'll increase local sourcing to \$15,000 annually, host 10 tourism-based events including barista workshops, and contribute \$3,000 to run the Barista Smackdown Competition, where 100 attendees are expected to benefit. Another \$10,000 in infrastructure upgrades like expanding our roaster to 1.7tonne capacity will further drive production and keep money circulating locally.

At every level, from bean to bag, we're building something rooted in Sydney, growing a business that grows our town with it.

Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction.

The past 12 months tested Business NSW's grit amid rapid growth. Our biggest challenge was outgrowing the systems that got us this far. Opening our new Derby Street roastery café was a major milestone, but it stretched our production, storage, staffing, and logistics to the limit. With manual packaging, hand-stamped with multiple stickers, 30 percent of supermarket orders were at risk of delay. Coffee was moving faster than we could bag it. We responded quickly. We invested \$15,000 in pre-printed packaging and GS1 barcoding, developed multi-pack options for Metcash's Cross dock program, and reworked our freight model to align with national logistics. It wasn't just a packaging upgrade, it was a shift in mindset toward scalability and long-term national growth. Financial pressure was intense, with every dollar reinvested into \$28,500 of roastery upgrades and equipment. We cut advertising spend by 85.6 percent and saved \$5,000 annually through tighter supplier relationships, redirecting funds into areas that drove growth. Organic reach on Instagram and Facebook helped fuel a 44 percent increase in online sales and a 47 percent lift in customer return rates, proof that connection and consistency outpace big budgets. Then came the storms. Severe flooding in May 2025 closed the Oxley Highway and Thunderbolts Way, isolating Sydney for weeks. Weekday closures persist due to over 100 landslips. Thunderbolts Way remains closed. These events impacted 20 percent of deliveries and cut in-person roastery sales by 65 percent. We kept orders flowing by switching to local freight through Stace's Fast Freight and Sydney Post Office, holding 1,500 kilograms of buffer stock, and maintaining open, transparent communication. Not a single order was missed. On a global level, green bean supply was hit hard. Delayed Ethiopian shipments, climate-related harvest issues in Brazil and Vietnam, and increased demand from China, which has driven usage up over 1,000 percent in the past 14 years, all contributed. Prices jumped over 50 percent. We responded by locking in agreements with List + Beisler, maintaining a four-week reserve, and doubling down on ethical sourcing. We also launched a skills training program with Sydney High School, upskilling 10 local youth in barista and customer service skills. With 90 percent certified, this built team strength while aligning with our goal of creating three new jobs in Sydney. This year tested everything, but it sharpened our focus. We're still standing, still growing, and ready for what's next.

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# **BUSINESS NSW**