

Big city needs the human touch

Paul Nicolaou



Sydney is a vibrant global city but every so often, we're reminded it also has the qualities of a big friendly country town.

More often than not it is the small business owners who generate the warmth and loyalty that make Sydney a people city.

The retirement of 77-year-old pharmacist Jay Koovarjee and the closure of his independent pharmacy in Pitt St brought this home to me.

For the past 21 years, Jay has been a reassuring presence for his regular customers, offering expert advice and care.

Jay's kindly manner serves as a reminder that pharmacists regularly top opinion polls as Australia's most trusted

professions.

It takes a lot of small businesses to build our "village" and the fact is we are so lucky to have them.

There are hundreds of Jays in our wonderful city, building up and maintaining their own customer bases over many years.

Most go unrecognised when the time comes to close the doors.

So, it was a pleasure to recognise Jay Koovarjee with a special certificate of appreciation for a lifetime of care.

And it seemed very appropriate that it was one of Jay's loyal customers who let us know that his CBD Pharmacies is closing for good.

Having smaller places where everyone feels connected and

looked after is really fabulous and that's what Jay has done for many years.

Let's make a point of supporting the CBD businesses who do so much to provide that small town warmth in the big city. There are so many of them, across such a wide range of activities.

It might be a favourite florist, a cafe or a shoe repair shop. The people who run them are the glue that bind our city together, based on thousands of daily encounters with their customers.

Let's hear it for the people who give our city the human touch.

Paul Nicolaou is executive director of Business Sydney