

Mary Gurry - President - SRBA

30/03/2020

To all 520 of my wonderful fellow traders,

We have all been devastated by the present state of the world, especially in our home patch of Sydney Road.

I am appalled and enormously saddened to think about how many businesses have lost all, most or hopefully just some of their business. Sydney Road will survive, but we need to make sure the humans of Sydney Road do the same.

Congratulations to the hundreds of people re-jigging their entire business in order to keep the wheels running and keep as many staff as they can.

To all those who have had to let good people go – that’s a heart breaker, for you and for the recipients. Hopes and dreams are what entrepreneurs live on. Our short-term dreams have been devastated as we watch our turnovers rapidly decrease or disappear.....

Hope is a valuable commodity – there is some out there!

Scientists all over the world are furiously working to find a vaccine for COVID19.

The government has begun supporting people out of work. Hopefully this means that no one will go without a roof over their heads and food on the table.

And for many of you struggling emotionally, psychological services are now available through tel-ehealth.

This will be a turning point for all of us, and an unforgettable time in our lives to be wondered over and laughed about in coming years.

It will also be a seismic shift in what business looks like in time to come, and represents a new frontier for all of us. There will be new opportunities. Life will look different, and we will need to seek out the new opportunities as they present themselves.

Let’s make sure we, our families & our loved ones get to the other side in one piece – and hold on to hope for a robust and happy future.