

Sista's Strategy Snapshot

Branding & Décor: Incorporate your brand's colour palette and design elements to reflect Sista's unique personality. Aim for a balance between modern touches and nostalgic charm. Lean into the "sisterhood" theme to create an emotional connection with customers, using décor and branding that tells a story and makes people feel a sense of community and belonging. This will help build a deeper, more meaningful relationship with your audience.

Social Media: Consistently post high-quality, engaging visuals with strong branding. Introduce a content schedule to keep posts aligned with your café's values and local culture. Talk to people rather than using generic/ cliché phrases that talk at them.

Promotions: Implement daily specials (e.g., "Puppy Hour") to encourage regular visits. Consistency builds customer loyalty and trust.

Website: Improve navigation, fix broken links, and create a more inviting user experience.

Advocacy: Run a month-long Breast Cancer Awareness campaign each October, aligning it with the brand's focus on community and sisterhood.



Brand Guidelines

Following brand guidelines is essential, especially for new businesses, where consistency is key to building a professional image and leaving a strong first impression. In the early stages, customers are forming their initial opinions. Any inconsistency can dilute the message, making it harder for your business to stand out or be memorable. Sticking closely to your branding ensures clarity and helps establish trust.

- Font:** Using set fonts consistently across all communications reinforces you brand.
- Social media posts should always use one or both of these fonts, no other fonts should be used as this diminishes your brand. In the case of Instagram “stories” you are restricted to their prescribed fonts however their *Poster* font is similar to your Primary typography and *Classic*, and *Directional* are similar to your Secondary so these can be used.

SISTA'S

Primary Typography
Use it for headlines, and display text

ON BEAUFORT
COFFEE, FOOD, GOOD MOOD

Secondary Typography
Use it for taglines and body copy

Colour Palette: These are the key colours that make up the Sista’s brand. For a unified and consistent brand identity, only specified colours should be used.

CMYK 6 / 0 / 37 / 31
RGB 162 / 177 / 82
HEX A2B152

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

Sista’s Logo: Your logo is the most visible element of your identity and is a universal signature across all communications. Your logo should never be altered, modified or reproduced in any other way.



Primary Logo



Secondary Logo



Secondary Logo

Image Overlay: Keep logo overlays subtle yet visible, ensuring brand presence without dominating the image. Consistent placement helps maintain a cohesive and professional look.



White logo transparent background



Black logo transparent background



For brand cohesion, always keep your logo the same size and place it in the same spot (i.e. bottom right) on social media images. This builds brand recognition and gives your visuals a polished, consistent feel.

What Locals Say

75%

admit that they judge a business based on its overall aesthetics

70%

say ambiance significantly influences whether they become repeat visitors.

85%

would stop visiting a business due to poor service.

Q. Where would you recommend a café between First Ave and Coles Inglewood?

Convenience matters: Many people recommend places like Secondeli and Local & Aesthetic due to location and ease of access. Proximity to schools and parking are big factors.

Coffee quality is key: Recommendations often highlight the importance of good coffee and consistency, such as the coffee at Finlay & Sons or Secondeli.

Friendly vibe: Customers lean towards spots with a relaxed and welcoming vibe. Cafes like Local & Aesthetic, and Willing Coffee get mentioned for their friendly atmosphere and aesthetic appeal.

Q. What would entice you to try a new café?

Vibe and service: A welcoming atmosphere and friendly staff are critical to attracting new customers, with good coffee being an essential part of the overall vibe.

Dog-friendly and dietary options: People are looking for dog-friendly places with interesting food choices, especially for dietary needs like gluten-free options.

Aesthetic helps, but quality matters more: While an inviting, well-designed space matters, consistently good food and coffee will keep customers returning. Discounts can entice a first visit, but they don't guarantee loyalty.

What Locals Say

Q. What makes a café stand out in Mount Lawley?

Consistency in product and service: A café that delivers the same quality coffee and service every visit keeps people coming back. Personal connections, like staff remembering regulars, add to that loyalty.

Cleanliness and unique design: A clean environment is crucial, but it's also important that the space doesn't feel like a cookie-cutter café. Customers appreciate unique décor and thoughtful interior design.

Customer experience: Friendly, attentive staff and a memorable vibe, like at Bossman, give certain cafés an edge. Cafés that feel impersonal or inconsistent risk losing their customer base.

Q. How important is brand story/aesthetic/vibe?

Crucial for most (8-10/10 importance): For many, the vibe and brand of a café are key to their overall experience. If the café doesn't look or feel inviting, it becomes a non-starter.

Aesthetic isn't just about trends, it's a connection point: While customers don't want a space that feels overly trendy for the sake of it, they do want a warm, inviting atmosphere. A well-thought-out aesthetic can communicate your café's personality and values, making visitors feel more at home and inclined to return. It's about creating an environment that resonates with your target audience and builds that emotional connection.

Service and aesthetic work together: While great service is critical, it's the combination of excellent service and a visually appealing, thoughtful design that creates an unforgettable experience. Customers who feel both welcomed by your staff and charmed by the space are far more likely to become regulars.

Q. Have you been to the new café at Central and Beaufort?

Mixed interest and curiosity: There was quite an even split between those who have and haven't visited yet, most are intrigued and might try it based on curiosity.

Missed opportunities with dietary options: Some found the lack of gluten-free or dietary-friendly options surprising, which can deter potential repeat business, especially in today's inclusive food landscape.

Parking: Some feedback mentioned the difficulty in finding parking nearby, which can discourage potential customers from visiting, especially during peak hours.

Competitor Analysis: By Proximity



Willing Coffee

- **Vibe:** Willing Coffee has a minimalist, stylish vibe, attracting young professionals and coffee enthusiasts. The calm, sleek environment feels intentional and draws customers seeking a refined experience.
- **Décor:** Clean lines, modern furniture, and a neutral colour palette contribute to a polished, Instagrammable aesthetic. The décor is intentional, making the space feel premium yet approachable.
- **Offerings:** Willing Coffee focuses on high-quality, specialty coffee with a simple yet effective menu. Their coffee-centric brand resonates with their target audience.
- **Website/Socials:** Their website and social media are modern, polished, and visually cohesive, emphasising the minimalist aesthetic and premium coffee.
- **Key Strength:** Strong, consistent branding centred around quality coffee and a minimalist, stylish space that appeals to their target audience.



Local & Aesthetic

- **Vibe:** Local & Aesthetic offers a creative, eclectic vibe that attracts a younger, artistic crowd. The space is vibrant and full of character, appealing to customers who appreciate a more distinctive, quirky café experience.
- **Décor:** The café combines vintage and modern design elements with its colour choices and unique furniture. The decor is a key to making the space stand out in a competitive market.
- **Offerings:** Their menu offers creative dishes with locally sourced ingredients, catering to a health-conscious, adventurous audience. The food is innovative and reflects a distinct personality.
- **Website/Socials:** Local & Aesthetic has a strong online presence with interesting social media posts that aligns with their artistic, bold brand. Their website reflects their creative vibe and is easy to navigate.
- **Key Strength:** Local & Aesthetic's strength lies in its bold creativity and distinctive style, both in its décor and menu offerings. Their social media presence reinforces this brand identity.

Social Media: Instagram Feed Comparisons



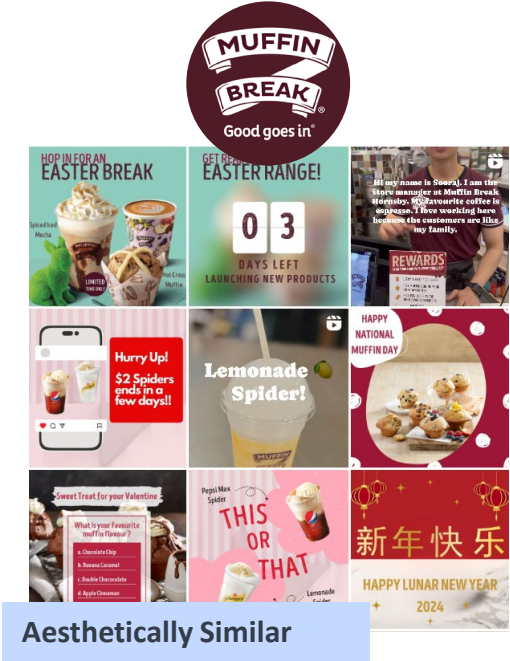
Different image quality: Some pictures look sharp, but others are blurry. This makes the business look less professional.

No clear style: The posts use different styles, which makes it hard to tell they are from the same café.

Too busy: Some pictures have too much going on, so the food doesn't stand out.

Messy backgrounds: Clutter in the background takes focus away from the food.

Branding: Logo placement and size, colours, and fonts aren't used consistently, the brand .



Common Photos: Uses photos that don't stand out or look special.

Inconsistent Branding: The café doesn't have a clear brand look.

Limited Connection: Posts don't really connect with people.

Busy Layout: The layout is too crowded and makes it hard to see what's important.

Bland Captions: The captions are plain and don't feel personal, making them seem like a big chain rather than a local café.



Real Photos: Willing Coffee uses nice, clear pictures that show their food and drinks in everyday settings.

Friendly Captions: Their captions sound like a chat and help people feel part of the community.

Strong Branding: They use the same style and design, making the café easy to remember.

Showcasing Staff: They include staff and customers in their posts, creating a warm, welcoming feel.

Community Focus: Their posts often share local events and partnerships, giving a friendly neighbourhood vibe.

Social Media: Elevating Your Instagram Aesthetic

Building a Strong Social Presence:

Show Your Staff: Share fun behind-the-scenes moments and let their personalities shine.

Highlight Your Food: Use bright, clear pictures to showcase your dishes.

Celebrate Customers: Take candid shots of people enjoying their time at the café.

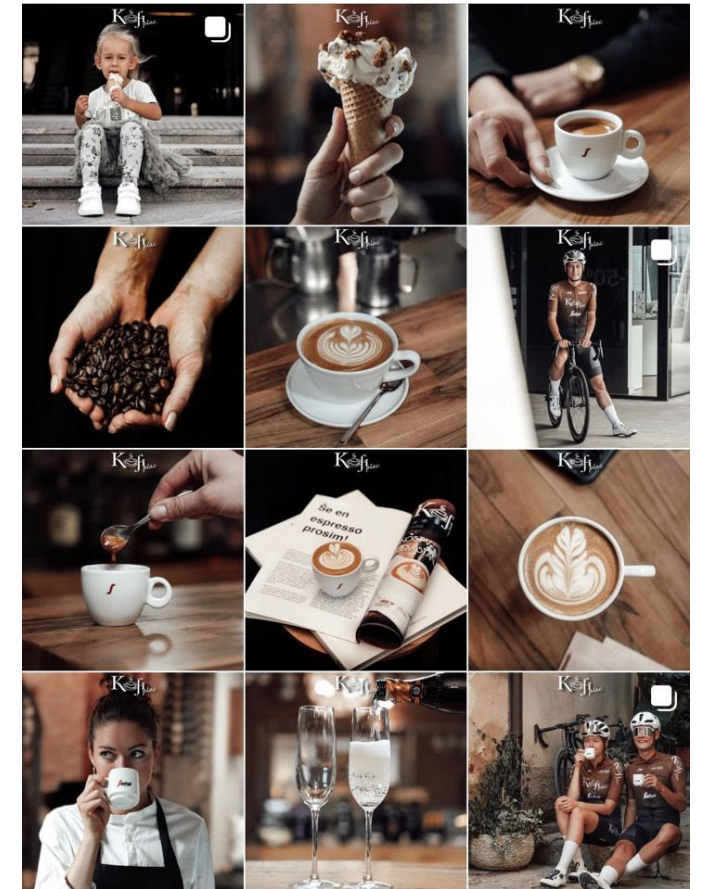
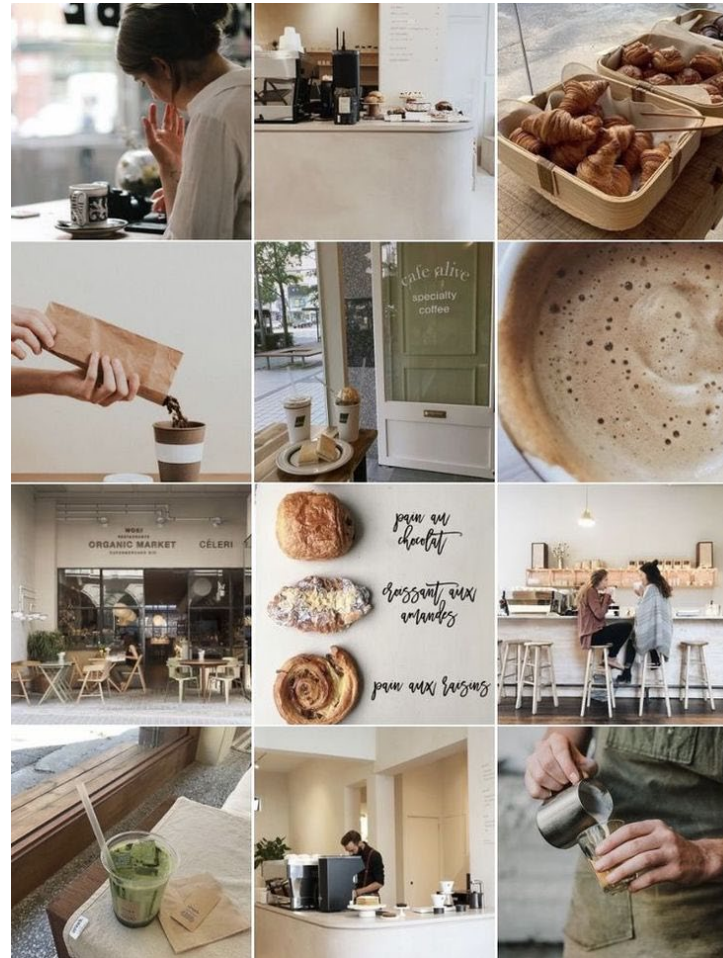
Communicate Your Brand: Use the same colours and styles in your posts to show your identity.

Keep a Consistent Look: Stick to one style that matches your café's vibe.

Tell Visual Stories: Pair your images with fun (non-generic) captions that reflect your café's values.

Technical Notes:

- Use black and white images of staff and customers for a nice flow.
 - You don't need a fancy photographer; try asking on the Mt Lawley FB page, there's bound to be a budding amateur on there willing to help
 - Or approach Perth College/ Mt Lawley High for photography students.
- Upgrade your phone camera for better quality.
- Good lighting and clear images are important for Instagram.
- Later.com is great for scheduling posts and previewing your feed for a nice look.



Social Media: Post Structure Breakdown



Imagery: These two photos show a big difference in how food is presented, which affects how the café feels. The first shows a slider on a plain plate with little colour or texture, making it look small and unappealing. The second photo is bright and colourful, with crispy bacon and runny eggs that look delicious. Both images show the same food, but they tell different stories. Food needs to look inviting, and adding colour and texture makes it more Instagram-worthy and shareable, helping to attract customers.

- **Good Lighting:** Use natural light for bright, clear images that make food look fresh.
- **Clean Background:** Keep backgrounds simple and free of clutter to focus on the food.
- **Use Colour:** Colourful dishes catch attention and make food look exciting.
- **Show the Whole Dish:** Capture the full meal so customers know what to expect.
- **Keep it Real:** Don't over-edit; natural-looking food is more appealing.
- **Freshness:** Make sure the food looks fresh, not cold or wilted.
- **Angle:** Shoot from above or at table level for the best look.
- **Focus on Details:** Highlight textures like a crispy crust, melty cheese or runny egg yolk.
- **Props:** Add simple props like cutlery to make the setting inviting.
- **Close-Ups:** Get close to show details like layers or toppings

Post Copy:

- When the photos clearly show the food, there's no need to add words like "banana" if there's already a picture of a banana.
- Avoid negative phrases in captions, such as "If you don't want to come, say hi."
- Since Instagram doesn't allow clickable links, adding URLs in posts isn't helpful.



Social Media: Imagery

Current:



The empty look of this space gives off an uninviting feeling, making the café seem less popular. Busy attracts busy; a buzzing atmosphere is key to drawing people in, and an empty café can send the wrong message. Social media is where you promote yourselves, these visuals are important.

Let's make this space feel more alive:



Energy and Appeal: The first photo shows an older woman with sunglasses and a drink, giving the café a friendly and charming vibe. This makes the place feel welcoming to older people and shows that everyone is included.

The second photo of a sunny seating area feels bright and inviting. It's a nice spot to relax with friends or on your own. If you share pictures of empty tables, make them look artistic.



The third photo shows a busy café with a group of people, creating a lively atmosphere. This social energy makes the café seem like a popular meeting spot filled with a sense of community.

Diverse Audience Appeal: These images show that the café welcomes many different customers. From the stylish older woman to the busy crowd, there's a clear message of inclusivity that makes the café relatable to everyone.

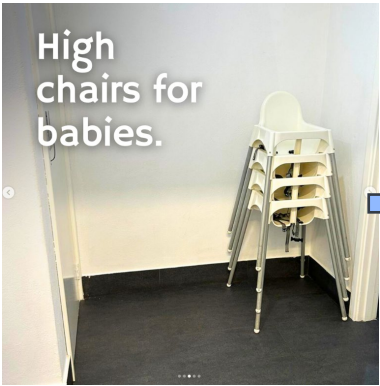
Improved Ambiance: Unlike the earlier empty images, these new ones show warmth, engagement, and social activity, making the café feel like a popular place to be.

Overall, these images help potential customers see the café as an inviting and lively space where everyone is welcome.



Social Media: Imagery

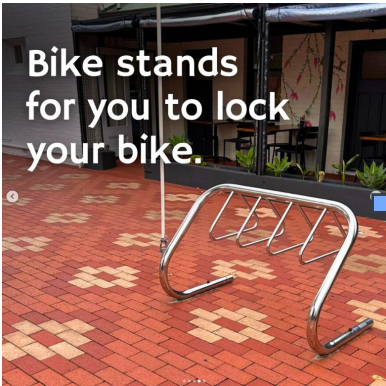
Images should share their message without being too obvious. For example, posting a picture of a toilet can be strange and might hurt your café's image. Instead, use creative and engaging images that connect with people and make them interested. These pictures should make your content more relatable and appealing. Let's look at some alternative images that can communicate your message well while also looking professional for your brand.



Swap this



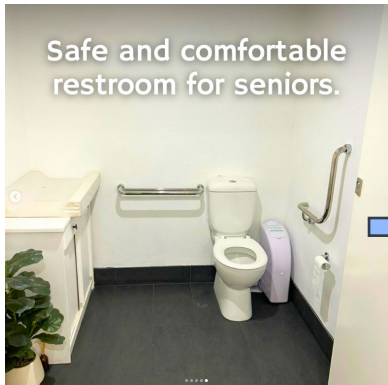
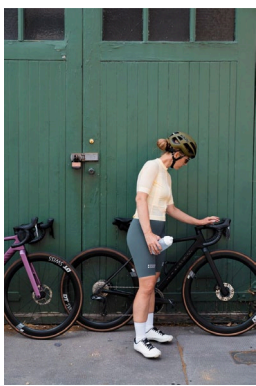
For something like this



Swap this



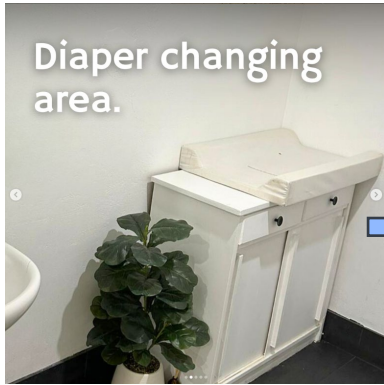
For something like this.....Or This



Swap this



For something like this....Or This



Swap this



For something like this

Social Media: Consistent Content and Promotions for Lasting Engagement

Creating a social media content schedule makes things easier and helps your posts flow better. It keeps your café on your followers' minds. You can share content that connects with your audience and relates to your brand or local events.

Look for ideas on Pinterest or Google to spark your creativity. Themes can be simple, like showing food or happy customers, but take time to make quality posts. Instead of just saying “egg and bacon roll anyone?” you could write, *“The beloved classic—egg and bacon roll. There's something about the crispy bacon, soft roll, and runny yolk that hits the spot every time. It's the go-to for a weekend brekkie or a quick bite before a busy day. Whether you keep it simple or add your own twist, each bite somehow feels like home.”* or the shorter version *“Egg & bacon roll—crispy bacon, soft roll, runny yolk perfection!”*

Mix up your captions, but make sure they add value. Avoid using popular or trending phrases just for the sake of it.

Offers & Promotions:

Consistency in promotions helps build customer habits. A daily offer like “Puppy Hour” gives customers a reason to come in for a coffee discount and dog treat at the same time each day. Random discounts can confuse customers and lessen your brand’s value. When you stick to a regular promotion schedule, you give customers a reason to plan their visits and build trust in your brand.

Reward Loyalty: According to *Coffee Consumption Statistics From Australia 2024* a loyalty program can be a critical factor in customer retention, as 64% of cafe customers surveyed said they would return for one. 41% of respondents prefer a reward system where they receive a free coffee after purchasing a certain number of cups, similar to VIP or discount programs. Meanwhile, 30% would instead earn loyalty points they can redeem later.



Website: Review

Visual Appeal & Layout: The website looks old and doesn't match the friendly, community vibe you want. Your competitors have cleaner, brighter designs that catch the eye. Fresh visuals and a clearer layout will help keep people on your site longer and make Sista's feel more inviting.

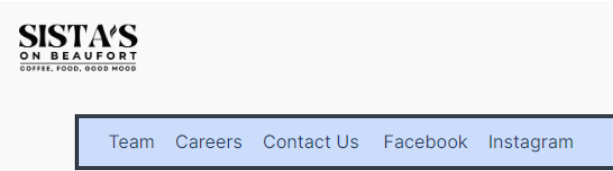
The menu looks blurry because of an upload issue. This makes it hard to read and looks unpolished, but it's an easy fix.

Tone & Language: The "About Us" page feels too formal, like a resume, and lacks warmth. Referring to the team as separate groups i.e. "owner" and "staff" can make it feel divided. It's important to show that everyone, from the owner to the dishwasher, is part of the Sista's family.

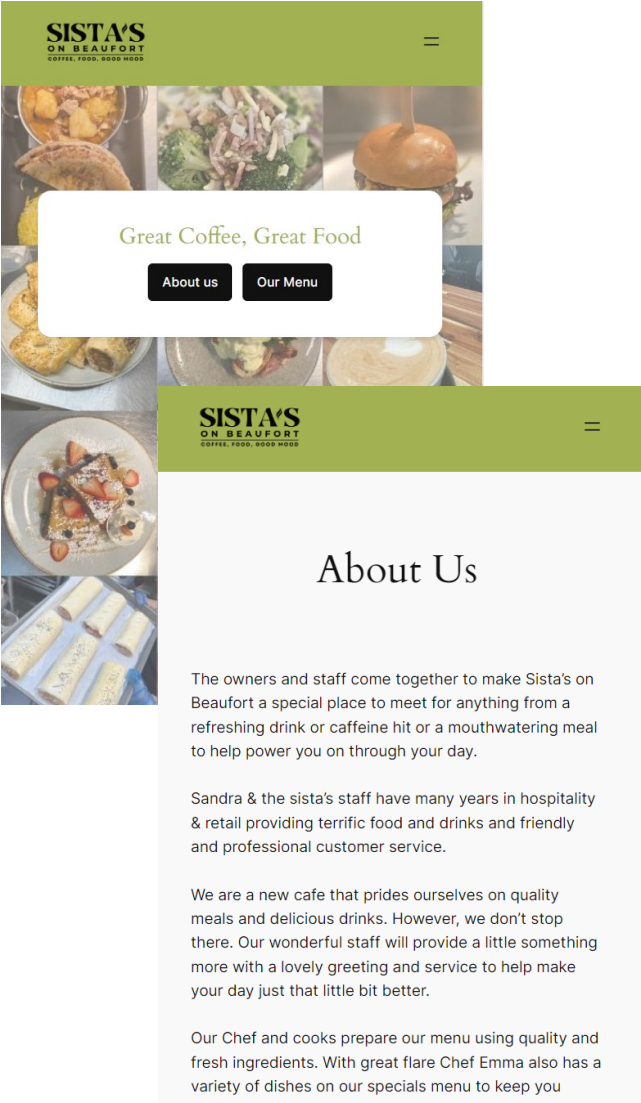
Brand Identity: Right now, the site feels generic, like any coffee chain. You need to show what makes Sista's special. Share your team, the vibe, and local charm. Your competitors have a stronger identity because they highlight their unique qualities.

User Experience: The website should be easier to use. Make it simple for customers to book a table, see the menu, or find your location. Clear buttons like "Book a Table" are important. Right now, there's no way for customers to book or contact you on your website, which is unusual.

Community Connection: The site doesn't show your connection to the Mount Lawley community. Add local pride and make Sista's feel like the go-to spot in the neighbourhood.



Broken Links: Only one of the five links work on this website footer and that is the Facebook link, all other links just loop you back to the page you are already on. This is an issue that needs to be fixed ASAP.



Website: Recommendations

Stronger Hook with a Tagline: "*Meet Your New Local!*" is a catchy phrase that makes visitors feel welcome. It's perfect for regulars from Coode St who are now looking for a new favourite spot. Plus, it cleverly references your competitor, Local and Aesthetic. This fun wording grabs attention and shows that your café is the fresh choice they've been waiting for.

Friendlier Copy & Humanising the Brand: As mentioned the current website feels too formal, which can create distance. Using casual phrases like "*Hey, neighbour!*" makes it friendlier. A chatty tone helps Sista's feel warm and welcoming. Showcasing happy team photos adds personality and warmth. Friendly images and welcoming text will make customers feel like they're entering a local hangout, not just another café, building stronger connections with the community.

Simplified User Experience: The new design keeps things simple with clear buttons like "Book a Table" and "Menu." This makes it easy for customers to find what they need.

Instagram Feed: Adding Sista's Instagram feed to your website will keep things fresh and show off what you offer. It's a great way to attract more followers. Other cafés do this to show their menu and engage new customers, helping Sista's feel lively.

By making these updates, you'll create a more inviting, easy-to-use website that helps Sista's connect better with the local community.

Technical Notes:

- **Fix Broken Links:** Urgently fix any broken contact and social links on the website. This can frustrate users and might cause you to miss out on customers.
- **Easy Edits:** Your website is built on WordPress, so making these changes will be simple and quick.
- **Online Booking:** You don't have an online booking system, which is okay. The "Book a Table" link can just go to your email address.

MEET YOUR NEW LOCAL!

OPEN: 6AM - 4PM MON-FRI | 7AM - 3PM SAT-SUN



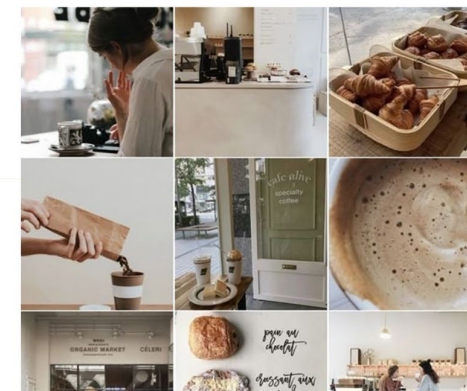
BOOK A TABLE

MENU

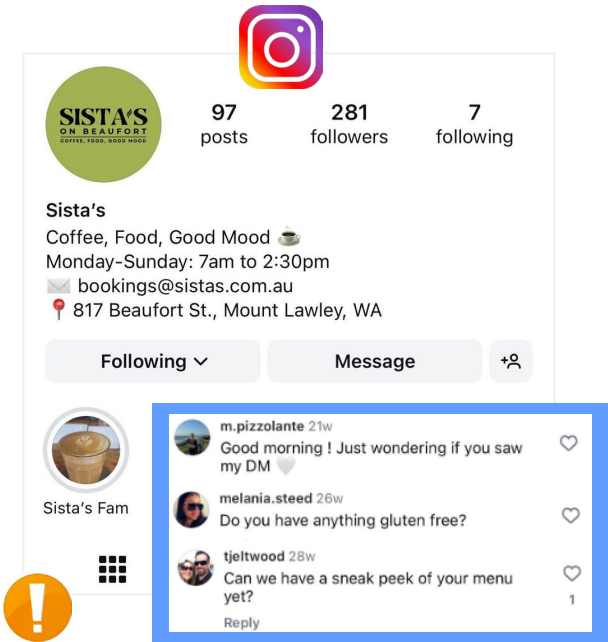
Hey, neighbour! We're thrilled you found us. Nestled in beautiful Mt Lawley Sista's is all about coffee, food, and a good mood! Whether you're swinging by for your morning fix or catching up with friends over brunch, we've created a cozy spot just for you.

Our menu is loaded with fresh, delicious options made with love, and don't miss Chef Emma's daily specials—they're always a hit!

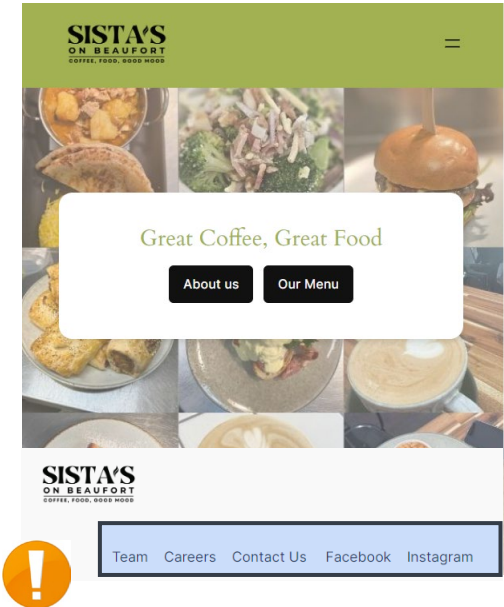
Come on in, grab a seat, and let's make your day a little brighter. We can't wait to welcome you to the Sista's family!



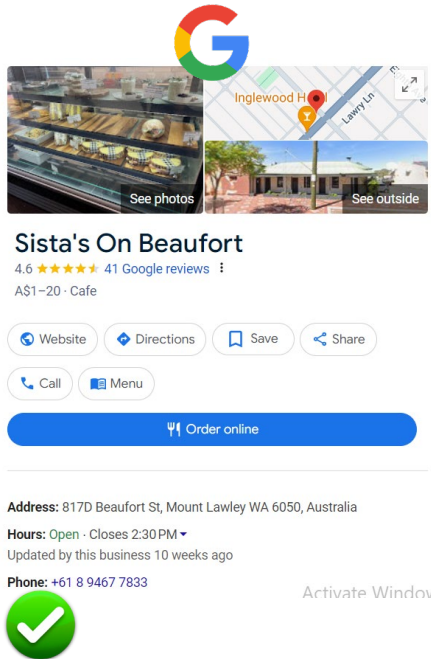
Contact Issues: Missing Info, Broken Links, and Ignored Comments



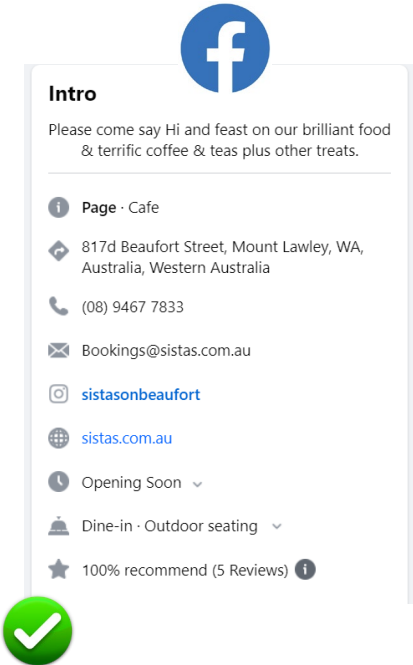
Out of the 11 comments across your Instagram posts that could have been responded to only one was. Some of them were direct questions from perspective customers. Page is also missing link to website and messages to the page are going unseen. I myself sent a message a month ago and it still hasn't been marked as "seen" you can rectify this in Instagram settings. Under "Message Requests," make sure notifications are turned ON for both *Instagram* and *Facebook* friends.



Broken links have already been mentioned but important to highlight here again. There is currently no way to contact you via your website - email, booking, phone or otherwise. It should have a live phone link, a booking link, an email link and a contact page which can be found in the menu and footer links that work. This needs to be rectified ASAP.



Your contact details are listed, which is great, and you've received excellent reviews. A suggestion: respond to every review (both good and bad). Doing so shows that you value customer feedback, builds trust, and strengthens your reputation—ultimately fostering stronger connections with your audience.



On Facebook, your contact information is well-presented, and you're doing a great job responding to comments promptly. This level of engagement is key for maintaining strong connections with your audience.

Décor: Lean In To Your Name

Displaying a blend of vintage and modern images would seamlessly suit the "Sista's on Beaufort" theme, creating a nostalgic yet playful atmosphere that appeals to a diverse range of customers. Arranged in a gallery-style layout, these images encourage a sense of connection, making visitors feel part of an intimate gathering. Positioned at the café entry opposite the cashier, they would invite people in with warmth and humour.

The playful energy highlights sisterhood while focusing on universal themes of friendship and joy, ensuring male visitors could connect too. The vintage photos, particularly those featuring older women, add a nostalgic charm that will resonate with older customers, creating an inclusive atmosphere where all generations can relate to and enjoy. These quirky, humorous images enhance the café's community-focused vibe, making the space feel open and inviting to all.

This approach is an affordable way to improve your brand image, providing a polished look without spending too much.

Cost guide:

Imagery: \$0 - All of these images were found on Pinterest

Printing: \$3-5 per print - Recommend professional printing

Frames: \$8-\$35 each (depending on size) - Simple black frames from IKEA



These example images play on themes of nuns, sisterhood, friendship, and growing old with friends, while also referencing iconic cultural moments and films about sisterly bonds. You could also mix in some of your own family photos for an extra sentimental touch. The black-and-white format ties together the varied themes, creating a cohesive, timeless visual aesthetic that brings vintage charm to the café's inclusive, nostalgic atmosphere.



Décor: Sip and Sketch Your Sister (or Anyone else)

Engage the community while adding a unique feature to the café with a collaborative art wall. Encourage customers to sketch each other during their visit, with their drawings displayed on the wall.

- Providing the same type of paper and black pens will ensure visual consistency, like it's the one piece of art even with different “artists”.

This fun activity will help create a sense of community and make people feel connected to your café, which will encourage them to come back. It's similar to popular “paint and sip” events but adds a unique twist that makes it even more enjoyable. By giving customers a chance to express themselves creatively, you can build lasting memories and strengthen their ties to your café.

- You can extend the idea to kids offering them pencils instead, adding a family-friendly element to the café experience.

Cost guide:

Pens: \$14.50 Shuttle Art 30 Pack Black Permanent Marker set on Amazon

Paper: \$8.99 for 40 sheets

Frames: \$2.99 each from IKEA



Décor: Fewer Distractions, Stronger Impact

A common piece of feedback recieved was about the multi-colour, multi-directional messaging below the service window, with one survey respondent saying

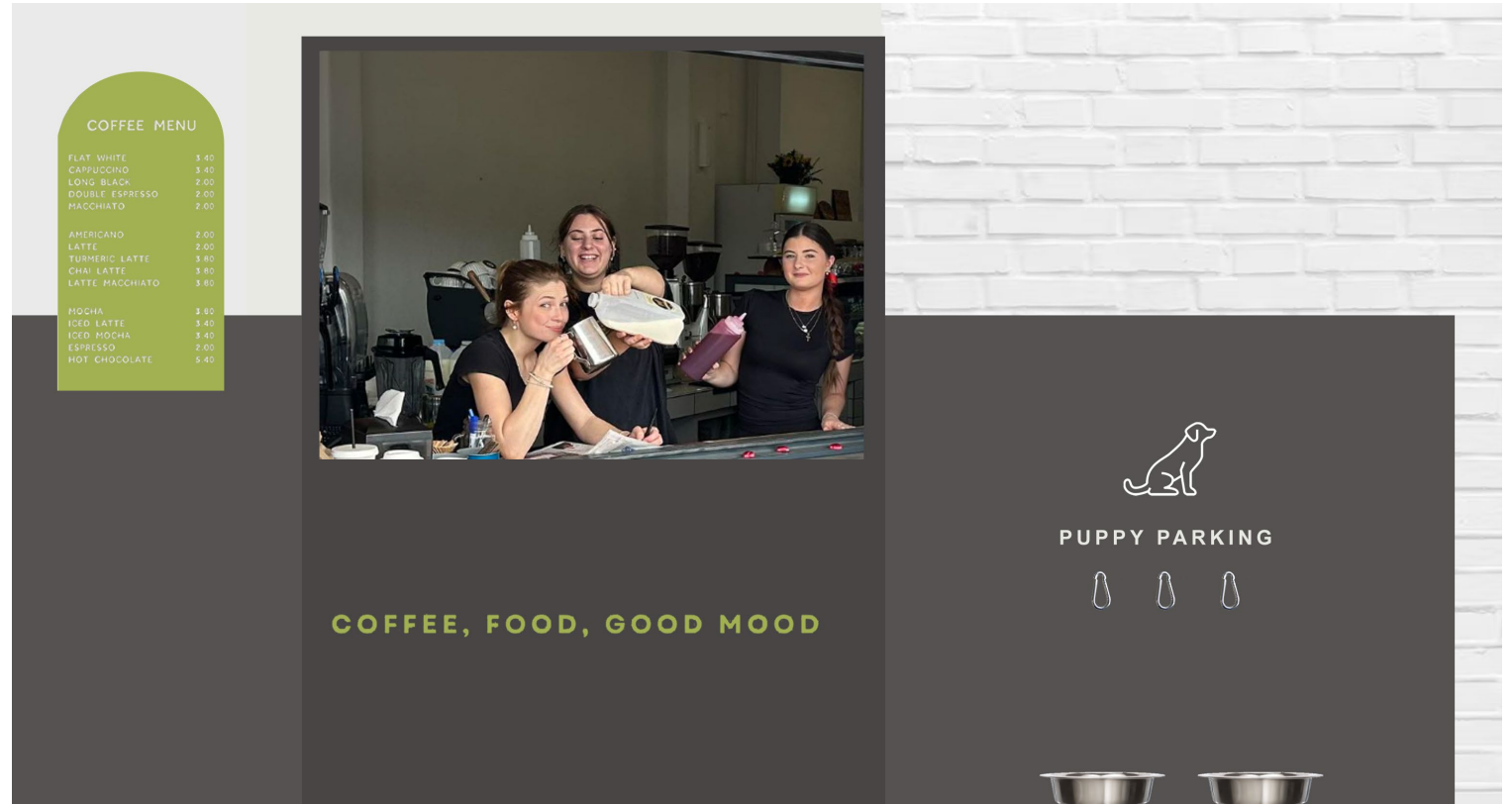


“the decoration like felt pen outside before the coffee window puts me off a little, making it look more plain caf than nice café.”

To make the Sista’s feel more welcoming, consider using an external design that matches your brand's colours. You could add a menu or specials board on the left to help customers and put your tagline under the service window to strengthen your brand.

The right side could be a nice place for dog walkers to tie up their dogs while they wait for and/or enjoy a takeaway coffee.

These changes will make the café feel warmer and more inviting for everyone.



Cost guide:

Painter: Unsure, but it’s a small job—try posting a cash job on the Mt Lawley FB page.

Dog Bowls: \$10 from various sites.

Leash Hook: 2 for \$28 on Amazon.

Menu Board: \$320 Arch Menu Display on au.georgeandwilly.com, but you could find or make one for less.

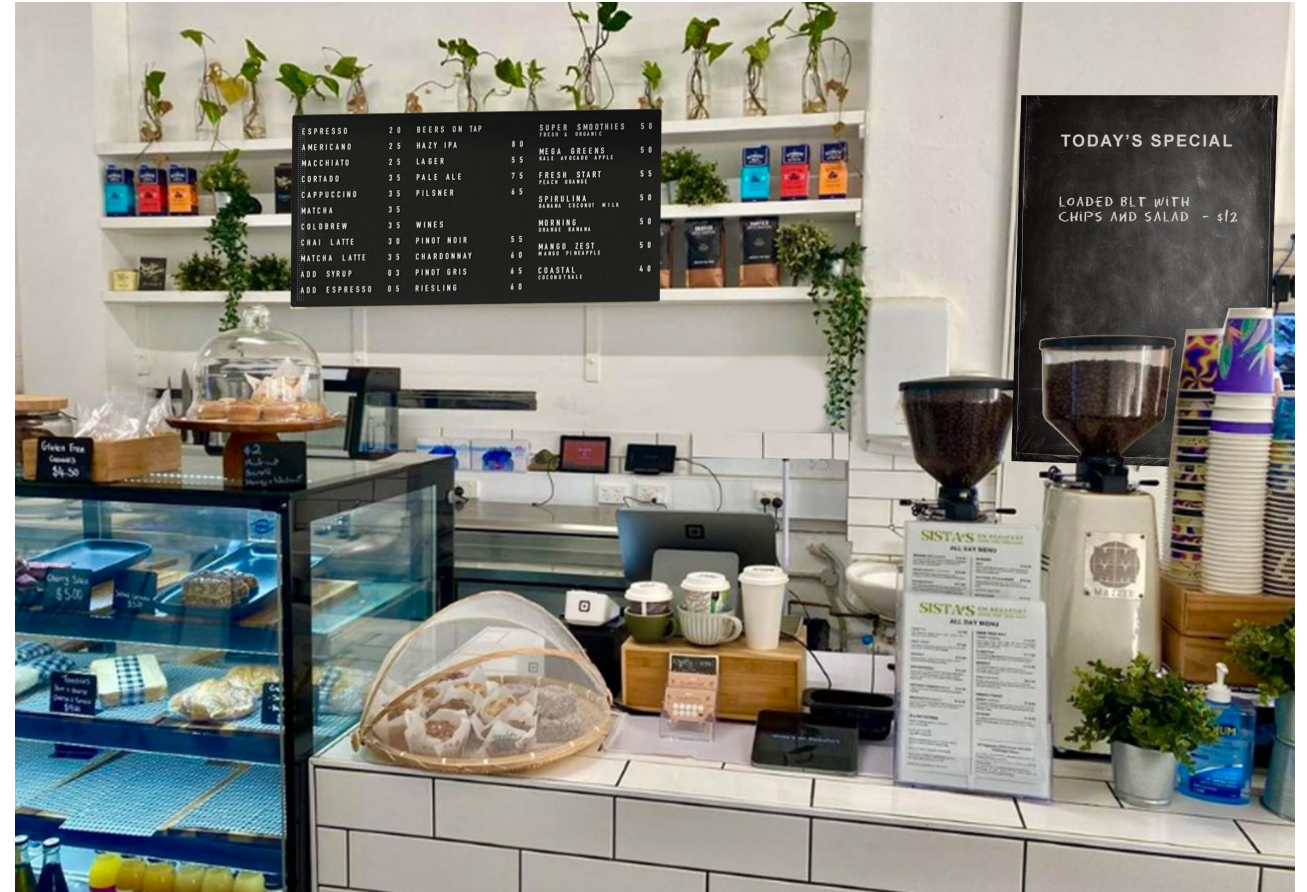
Décor: Curated, Clean and Purposeful

The space behind the counter is prime real estate. Use this area for menus and specials. You could hang one big board across the shelves and replace the plain cupboard with a black chalkboard to write specials in white or green chalk to match your brand.

*Great website for menu boards - au.georgeandwilly.com

The shelves look great with plants, but filling them with another brands can confuse customers. You don't have to fill each shelf but if you do add items, choose some vintage kitchen pieces that fit the "Sista's" theme. Just a few spaced out will look great without overcrowding.

- You might need to hunt online or in charity shops for these treasures, but it can be a fun adventure!
- Also, a Vegemite jar is a classic Aussie item. An Etsy vendor can create a 560g jar with the name "Sista's" on it, giving the café a personal touch.



Décor: Little Details, Big Impact



A bathroom mirror decal like "Be kind to yourself today" can enhance Sista's Café by creating a welcoming atmosphere that makes customers feel valued. This small touch fosters positive emotions and reinforces the café's community identity. Adding an antique framed mirror with the message "The work of art is you" in a (currently) dead space further enriches the experience, inviting customers to reflect on their worth. Together, these elements differentiate Sista's from competitors, encourage social sharing, and attract new customers.

Cost guide:

Decal: \$6 on Etsy

Glass paint: \$7 online (from various vendors)

Antique framed mirror: \$177 (found on Etsy after a quick search, you could definitely find cheaper)



Turning the side of the drinks fridge into a community noticeboard could create a vibrant space that showcases local events and services, strengthening Sista's connection to the neighbourhood. It invites customers to engage with the café and each other, fostering a sense of community. This initiative enhances the café's welcoming atmosphere, attracting visitors who appreciate local culture and connection. Plus, it keeps the space dynamic and ever-changing, adding to the overall experience

Cost guide:

Fridge magnets: 16 for \$16 on Amazon



Adding messages like these to coffee cups at the front counter can create a fun atmosphere while still providing sizing information. This small change engages customers with relatable humour, enhancing their experience and making the café more memorable. It's an inexpensive way to add personality,

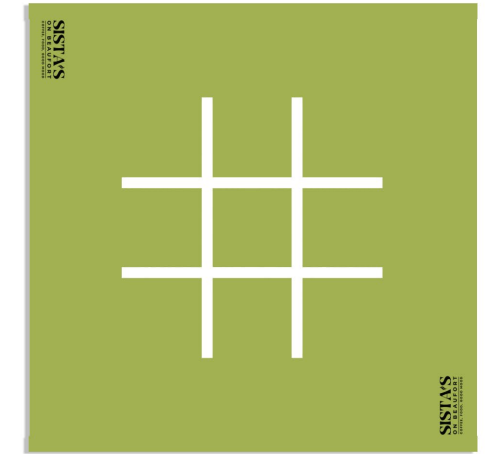
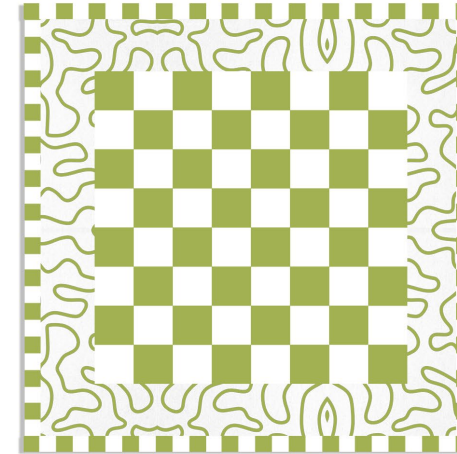
Cost guide: \$0

Creating a Vibe: Engaging Table Designs

Upcycle Tables: Use Sista's brand colours (green and white) to paint the tables. This will make the café look nice and inviting. When no one is sitting at the tables, they will look like art instead of being empty.

- **Add Patterns:** Use patterns to make the tables stand out and look great on Instagram, adding to the café's artistic vibe.
- **Interactive Games:** For the smaller tables for two people, paint games like chess, backgammon, and tic-tac-toe. You could also add a snakes-and-ladders design for kids and let guests ask for game pieces from the counter.
- **Branding Opportunities:** Make sure each table has Sista's branding so it stands out on social media. Use the same colour scheme across all designs for a nice, consistent look.
- **Community Involvement:** Post on the Mt Lawley community Facebook page: "Calling all budding artists! I need 10 people to help..." Sharing this from your personal account usually gets a better response than a business page. Inviting people to help paint turns it into a fun community event. This helps everyone feel part of Sista's and makes them want to come back and share their work on social media.

Expected Outcomes: These changes will create a fun and welcoming place for customers, making them want to return and share their experiences online. The tables might become so popular that people will email to book the "chess" table in advance.



Consistent Promotion, Intentional and Always-On Advocacy

On a personal note I lost my mum to cancer in 2021, and my mother-in-law is a breast cancer survivor so I really respect the café’s advocacy efforts, this suggestion just intends to take it one step further:

Running a Breast Cancer Awareness campaign in October (starting 2025) would engage the community and raise awareness. By using a pink logo and takeaway cups, Sista’s can show support. You could also donate a percentage of coffee sales to breast cancer causes. This aligns with the Sista’s brand, which stands for sisterhood and support, making it a perfect fit.

To keep awareness year-round, add a black-and-white image of bras with pink text “Get Checked” to the décor. This subtle reminder fits your café’s style while drawing attention to breast cancer awareness, keeping the conversation going.

Embracing this cause also shows Sista's is socially responsible as a business.



CMYK C 0 / 22 / 15/ 14
RGB 219 / 162 / 180
HEX DBA2B4

Advocacy Colour Palette

*only to be used during the month of October specifically for Breast cancer awareness.



Advocacy Logo

*only to be used during the month of October specifically for Breast cancer awareness.

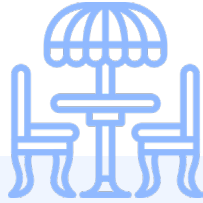
This Strategy is Built on Research



Café Proximity Preference:

Research indicates that 79% of Australians prefer cafés that are located within a short walking distance from their homes or workplaces. This reflects a strong preference for convenience, particularly in urban areas where residents value easy access to coffee shops.

– *Coffee Consumption Statistics From Australia 2024*
Accumulate Australia



Enticements to Try a New Café:

The importance of café attributes like food quality and ambience is critical. Research suggests that customers' experiences, including tangible features (e.g., coffee quality and food) and intangible ones (e.g., service quality and ambience), heavily influence their loyalty and satisfaction. Value for money is also crucial, with discounts and special offers influencing the decision to try new venues.

– Effects of customer's cafe experience on their perceptions of value for money, satisfaction, and loyalty intentions: A case study of the Australian cafe industry



What Makes a Café Stand Out:

Cafés with distinct branding and a strong ambience resonate with many Australians. A survey found that the overall vibe, including design and aesthetic elements, plays a significant role in repeat visits. Furthermore, 84% of Australians spend money on coffee each week, underscoring the opportunity for unique cafés to stand out by offering quality experiences.

– Australian Attitudes Towards Coffee Mccrindle



Importance of Aesthetic/Brand Story:

Australian café culture places emphasis on brand story and aesthetics. Research on customer satisfaction in cafés highlights that ambience and design are key drivers of loyalty. For many, these attributes are linked directly to their experience, with significant portions of the population rating the aesthetic value of cafés highly.

– Effects of customer's cafe experience on their perceptions of value for money, satisfaction, and loyalty intentions: A case study of the Australian cafe industry

Community Insights: Raw Data

Q1. Your friend says let's meet at a café between First Ave and Coles Inglewood – where would you recommend and why?

1. Probably L&A proximity to the Mount Lawley Primary School otherwise I actually prefer Finlay & Son as prefer the coffee there
2. Second avenue deli. Location, easy to see, parking is great and great coffee!
3. Secondeli because I know the coffee and service will be good
4. Current favourite is 2nd Deli. We think it might have changed hands recently, but there hasn't yet been a change to our favourite items, so it's still top of our list. It's also very convenient for us.
5. Local & Aesthetic. Great coffee and lovely food options. Also has a very relaxed and friendly vibe and the team are lovely. It's also nice to have a little browse through the prod outs and art on sale.
6. My two go-tos are Local & Aesthetic and Finlay & Sons. They have delish menus - great quality ingredients and the flavors are nailed, always people dining so feels like a good vibe, their chai isn't the powder (they use sticky chai), I love having a little poke around the first nations shop when I'm at L&A
7. Willing Coffee on Central Ave/Clifton Crescent, Lady Annie or Bossman would be my picks Willing for the aesthetic, great coffee and the BEST raspberry croissants, the other two (same guy owns both) because they are super friendly neighbourhood cafes and I always see people I know there. The coffee is also excellent there.
8. Local & Aesthetic in those locations. Closely followed by willing on central ... If the net was wider, little Annie or Bossman (for the best coffee)
9. Second deli in second avenue. Convenient and close by. I'd have preferred code street cafe but it's closed 1 week ago
10. Seconddeli. It's cute, nice coffee and snacks
11. Probably willing coffee, close to our house, convenient, the staff are lovely and it's got nice decor inside and out for people watching
12. Local Aesthetic

Community Insights: Raw Data

Q2. What would entice you to try a new café in the area? Do special offers and discounts matter to you, or is this a turn off? Is it more the vibe/ aesthetic/ coffee and food quality, which is most and least important?

1. love specials/discount will try everything once, but to return Coffee taste and skill of barista/consistency is most important Vibe/service Aesthetic Food quality
2. Vibe is definitely a winner. If it looks welcoming to everyone, yes. (Free coffee doesn't go astray!)
3. Dog friendly, chill atmosphere and doesn't charge insane amounts for an iced latte
4. We're heading to the cafe where Mia Flora used to be on Wed (Deka?), just for something different, and I have to complete my new years resolution. This is the year I must finally set foot in Aldi We will have to check the menu first though. My dietary considerations are by choice, but my neighbour is coeliac. This is always a consideration for us, and poor gf options will mean we don't go again.
5. Definitely vibe and options. Am always on the lookout for places that have great coffee and have a nice and friendly team that make you feel welcome, not like you are disturbing them by asking for service!! I also like interesting food options. As I'm much more a savory person, I get excited when savory options are interesting, not just big plates of bacon and eggs! A reasonable priced espresso for a quick hit is also a plus!
6. Most important is quality menu - it doesn't have to be fancy just nailing the basics is enough. Not using powered chai is another huge tick for me. I'm not so fussed on discounts although it can't hurt but I'm definitely more keen to try somewhere that is aesthetically pleasing with lots of food options
7. I'm not a fan of promotions. For me it's all about the vibe and the coffee. The aesthetic is secondary. 3
8. Good layout and good coffee. Also good customer service. For example, the service at L&A is great, as it is at Bossman. I go back for that reason.. layout and atmosphere are also important, especially if it's a work meeting
9. Definitely close by, walk-in distance, friendly staff, enough space inside and outside, low house or cafe music (nothing loud). Prices need to be affordable as well as quality and preferably loyalty program/card
10. Not that interested in deals, rather know about the food and drinks and quality of coffee.
11. Specials definitely not a turn off but probably wouldn't be the only reason to go somewhere. It's more of the vibe, the seating available and feeling comfortable to relax in a space rather than feel rushed or that there's no space to rest - I think that's why I like willing/secondeli outside areas!
12. Definitely the later. Vibe, good food (real food). I don't like chains and franchises. I like somewhere that feels original, quirky, or homey, doesn't necessarily need to be fancy (e.g, I love the sunshine cafe). I love smaller places where you know who the owners are

Community Insights: Raw Data

Q3. What do you think makes a café, or restaurant stand out in Mount Lawley?

1. I go to Bossman everyday Coffee is the same everyday, service is the same the staff are of a high standard, they remember my order Dim lighting and great vibe I like the small seating and the music they fill up my water glass etc
2. Location. (For me. -i had wanted to try coode st cafe for ages...cant now. Tend to go to places i see everyday)
3. Friendly staff who remember locals and good food
4. For us, it's always the menu. Can we both find foods that meet our dietary requirements? I'm not a coffee purist (but I am a tea snob and so drink coffee when I'm out) but my neighbour will also judge the coffee. Cleanliness and decent toilets are important too
5. Service and price
6. Clean interiors (I went to Steam Haus in Maylands a few times and it had great food but it always felt grubby so don't go there anymore) Unique interior design/styling Quality coffee and chai Friendly and welcoming staff (that is my only tip against Finlay & Sons... I feel like I inconvenience them when I walk up to ask for a table. Happens every time).
7. The quality of the coffee, the professionalism of the staff and the atmosphere of the place.
8. For me, it's the consistency of food/ coffee and friendly service .. specials are good if the quality is good ..but if it's average food, there's enough competition to not have to go back over and over
9. Opening days/hours as well as quality and friendliness of staff
10. Good vibes, consistency, nice staff, walking distance
11. hmmm tricky one, a lots of the places we go are from work of mouth or just walking past day to day. I also find lots of places I want to go on Instagram
12. Food, atmosphere, something different and comfortable

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Community Insights: Raw Data

Q4. On a scale of 1-10 how important is the brand story/aesthetic/ vibe of a café/ restaurant?

- 10/10
- 10 its the face of the place. If it doesnt look welcoming and comfy its a no go for me.
- 4
- 7.5 Cleanliness and good toilets are important in this answer too! Unique decor and furniture are always a positive.... we don't want to feel that we're in yet another Dome But it's always the gf food that is key
- 8 - it doesn't have to be "cool" or in trend. I just like a relaxed & friendly aesthetic with nice people.
- 8.5
- 8
- I'd say 6/7 out of 10. It's more about the service and the face behind the counter.. and the quality of product .. that said, some have done the brand better than others.. for example, cafes that haven't gone with the times in the brand dept have been left behind
- 8
- Story is good if there is one, bring the owners to life, why they started it,
- Score 7
- 7/10
- 9. And even if it's not fancy, or staged aesthetic e.g. sunshine or the continental Dehli at north Perth Coles. I like that you see the same people/ families working there all the time and their personalities add to the atmosphere. I like it when they remember customers and there is a little banter.

Community Insights: Raw Data

Q5. This question has a few parts – Have you been to the new café where Betty and Dave’s used to be (corner of Central and Beaufort)? If yes what are your thoughts? If not, why not?

1. No I haven't been to the new cafe but now I am curious and will give it a go!! Do they have any specials?
2. not yet. Havent been for coffee in mt lawley lately
3. No and because I usually just grab a coffee and run, and it's not in my morning circuit
4. Yes, I've been to Sista's I loved sitting on the Central Ave verandah in the sun for morning coffee that day Neighbour and I were going to go for a sunny brunch one day, but it was raining We went to 2nd Ave instead, but Sista's is still on our sunny weather radar.
5. Yes. For coffee with friends. Lovely people who work there and the coffee was good. Location is tricky - busy corner and if you don't know the area, parking can be difficult.
6. Ok I'll start here coz giirrrllll!! It was super disappointing. I've been once and won't go back. The venue feels cold like there is no love or life there, the staff were impersonable, there menu didn't have any dietary requirement friendly options. THAT part shocked me in today's day and age that a new cafe would open and not be STACKED with dietary stuff listed. (I'm gluten and dairy free
7. No I haven't been. I don't like the location and, to be honest, I already have 3 favourites that I rotate between and don't feel the need to add another to the list
8. Not been but keen to check it out soon parking etc doesn't make it feel so neighbourhoody if that makes sense. So anything they can go to soften the busy intersection will help. One other thing I've often wondered is why places don't ask you how you like your coffee. Rather than just the standard flat white, cappuccino etc., just asking ppl how they like it and making it that way doesn't cost any more but it makes it feel personal and will bring them back over and over. Perhaps worth considering. Also, if they want a little something that isn't offered anywhere else, I have a really Simple recipe that I'm happy to share with them in the event that it brings them new business. Just tell thommo to let me know. Random thought, I know of another local Business - king fu pet grooming looking for a place to base her dog grooming van. If there is an option to co-benefit from this, happy to connect them up I think each successful business needs a point of difference. Not sure what theirs is as I've not been but the places with crowds go for something.. if they don't have that, perhaps they can create it.
9. Not yet but will try it now that more and more familiar places are closing down. Just didn't get the time as Coode cafe was closer and much more convenient.
10. Not been. Not an easy location, I can't walk and parking is a bit tough, also I know it's changed hands but don't know anything more.
11. no we've not been yet, I don't really have a reason why we haven't, we went when it was betty and Dave's and there never seemed much seating so just haven't gone back to check out the new place. Also the decoration like felt pen outside before the coffee window puts me off a little, making it look more plain caf than nice café
1. I haven't, but have been meaning to try