

3002 INSIDER

ISSUE NO.04

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PRODUCED BY GUS & THE TEAM AT

The
TIPPLER
& Co



Cover: Artwork By Rebecca Jones

A MAGAZINE FOR THE 3002 COMMUNITY

A NOTE FROM THE EDITOR

Welcome to the Fourth Issue of the 3002 Insider Magazine

Hello, everyone, I'm Gus McAllister, owner of The Tippler & Co, and I'm excited to welcome you to another edition of the 3002 Insider. It's been heartwarming to receive so much positive feedback on the last issue—I've honestly lost count of the lovely comments.



This issue is particularly exciting as we prepare to offer a digital version of the magazine through Instagram (@3002Insider), allowing us to share even more photos, stories, and updates - it would be great if you could follow along.

We're delighted to feature our first-ever recipe, kindly provided by Mark Vogt. If you give it a go, please send us a photo or share your thoughts—we'd love to see and hear how it turns out!

It's also wonderful to spotlight more community initiatives, like the Holy Trinity Playgroup, which bring connection to East Melbourne. As always, this magazine is about celebrating our community, and your stories and contributions are what make it truly special.

Happy reading,

Gus McAllister - Owner of The Tippler & Co

PEOPLE & PETS



Andy Russell strolls from his place on Powlett Street, down Hotham for his habitual coffee at the East Melbourne General Store.

Living here fuels all his passions : the Melbourne FC , photography, health & fitness. Loving being close to the 'G', he captures the beauty of the area insta: @andyformelbourne and participates in the local yoga sessions. His connection runs deep, having not only worked in East Melbourne, he met his lovely wife, Marita, here, his kids were born at the Mercy and both his Mother and Grandmother boarded here (PLC). Andy is East Melbourne personified, and we love him!



Arthur Angel has been a vibrant part of East Melbourne for five years, embracing the suburb's rich history and close-knit community. As a talented actor, Arthur has featured in popular Australian TV series such as Rush, Blue Heelers, Heartbreak High, Police Rescue, and the recent Last King of the Cross. His film credits include Red Dog, Ghost Rider and recently Sleeping Dogs. Arthur is currently channeling his creativity into co-writing a feature film. You can follow Arthurs journey on his IMBD page.

A GARDEN REBORN

Written by **Jodie Vogt**

East Melbourne has been our urban retreat for more than two decades, a neighbourhood where history, charm, and a sense of community coexist beautifully. During the pandemic, like many, we sought refuge in the countryside. But as that chapter of uncertainty came to an end, we felt the undeniable pull of the city. We've since made the inspired decision to embrace full-time city living, and in doing so, reconnected with all that we love about East Melbourne.

Two years of searching led us to a property that felt serendipitously tailored to our needs, complete with room for our spirited puppy to roam.

The garden itself required thoughtful attention. Its history was modestly documented—a sketch indicating a formal layout with a central path. And then there was the snowdrop, a delightful springtime discovery. Its cheerful bloom felt like a greeting, a living connection to the families who had once tended this space.

Throughout autumn and winter, we devoted ourselves to understanding the garden's character. Days were spent observing light and shadow, strolling through the neighbourhood for inspiration, and curating a list of plants that would celebrate both beauty and fragrance. Selecting heirloom varieties alongside modern cultivars was a deliberate choice, marrying timeless appeal with contemporary resilience.

Some decisions were bittersweet. The declining pin oak, though majestic in its time, had to be removed along with several other trees that threatened the home's foundations and drainage. These changes, though necessary, paving the way for a garden that will thrive for years to come.

This year, our efforts have begun to bear fruit—literally. A crop of mâché salad graced our table, and the yuzu tree yielded a small but prized harvest, safely out of reach of the ever-present possums (those formidable thorns certainly help)



Soon, we'll enjoy the tangy brightness of finger limes, fragrant bergamot, and the bounty of a charming strawberry terrace. Sharing the spoils with local wildlife feels inevitable, but that's part of the charm of gardening, isn't it?

For us, this garden is more than a retreat; it's a reflection of a life lived with intention. It's a space where heritage, sustainability, and sensory joy comes together—a perfect blend of city sophistication and natural tranquility. It is, as all things should be a place to share and nurture for years to come.

* * * * *

Jodie and Mark Vogt are hospitality leaders in Victoria, co-owners of The Cape Kitchen, founders of Phillip Island Hot Springs, and environmental advocates, planting nearly 100,000 trees toward a one-million-tree legacy.



LIFE IN 3002

Written by **Rebecca Jones**

I moved to Melbourne from Adelaide in 1999. I remember walking through East Melbourne around that time and was instantly enchanted by the architecture and parks. I thought it would be a wonderful place to live. I met my chap in the swim squad at Fitzroy pool. When hanging out at his place in East Melbourne it felt like home, so I married him! We were lucky enough to buy a place in George Street 17 years ago and have been living here ever since. Our gorgeous 13-year-old daughter keeps the good vibes going in the house with her singing and piano playing.



I am an artist and have a studio in Collingwood. My favourite mediums to work with are charcoal on paper although I am not beholden to them. I was an early adopter of digital drawing and have participated in many school artist residencies teaching how to draw on the iPad.

I enjoy living in East Melbourne; there is a strong sense of community. Some of my favourite morning rituals include spas and ice baths at SALT and participating in their Saturday Morning Run Club, when I'm not swimming in the bay with the Sea Gals. Skateboarding around the MCG is another joy I've kept alive since learning during the lockdowns.



I appreciate the parks that surround the suburb having grown up in regional South Australia along the banks of the Murray River. Seeing, hearing and feeling the seasons come and go through nature is important to me. One of my favourite walks to do in Autumn is through Fitzroy Gardens with its dappled sunlight and falling leaves.

One of the charms of living near the MCG and surrounding arenas is hearing music from concerts when the breeze blows right. On the flipside, one of the banes in East Melbourne life is on big game days when it feels like an endless hunt for a carpark. I have a soft spot for the parking inspectors who manage the chaos on those days. Some of my fondest memories are of afternoons in Yarra Park with my labrador, Maceo, and chatting to fellow dog walkers - when I was not running after my dog who loved scavenging leftovers from nearby food vans. She passed away last year after 15 wonderful years of companionship in my art studio.

East Melbourne has been more than just a home to me - it's my canvas and community, with every season bringing inspiration for both my art and life.

* * *

You can find more of Rebecca's artwork on Instagram, [rebeccajonesart](https://www.instagram.com/rebeccajonesart) and her website www.rebeccajones.com.au.

Her first show in 2025 will be held at No Vacancy Gallery, Level 3 QV, 34/40 Jane Bell Lane,
Melbourne from the 8th to 20th April.

QUIRKY CORNER

While not all details can be confirmed, we encourage you to enjoy the charm and spirit of these narratives - A special thanks to Sylvia Black for the content!

The Lowing Herd Wind Loudly Over Grey Street

Though East Melbourne is now known for its leafy calm, a curious chapter from its past reveals a noisier, more pastoral reality. In the 1930s, the biggest nighttime nuisance wasn't radios or trams—it was cattle.

Each evening, drovers would herd cattle down Grey Street en route to the Richmond abattoirs. As dusk settled over Yarra Park, the soundscape came alive: hooves clattered, stockwhips cracked, dogs barked, and above all, cattle lowed their haunting chorus through the night air.

The loudest complaints came from nearby private hospitals, where sleepless patients were stirred by the rural ruckus. Eventually, the City Council stepped in, instructing drovers to take a different path—one less disruptive to the healing process.

No one's quite sure when the last herd passed through, but the tale lingers—a moody moo echoing from the city's less urban past

The Mace That Vanished into Vice

In 1891, the Victorian Parliament's ceremonial mace disappeared. Rumor has it that it ended up in a Little Lon brothel, where it was used in mock parliamentary sessions. Despite investigations, the mace was never recovered, leaving behind whispers of political scandal intertwined with the city's underbelly.

Want to know more about the history of East Melbourne then check out the East Melbourne Historical Society at www.emhs.org.au



LEMON TIRAMISU

Recipe Supplied by: **Mark Vogt**

From: Chiaara Paoli Pastry Chef

Yield: 2 servings

A delightful treat that brings a burst of sunshine to your table

Ingredients:

Marscarpone Cream

- 500g Mascarpone
- 500ml Cream
- 3 egg yolks
- 5 Tbs Castor Sugar

Lemon Curd

- 90g Unsalted Butter
- 200 g Castor Sugar
- 3 eggs
- Juice of 2 Lemons
- Grated zest of 2 lemons

Lemon Syrup

- Juice of 4 lemons
- One Packet Savoiardi, lady finger biscuits
- ½ Cup Castor Sugar

Instructions:

Lemon Syrup: Heat together in a small saucepan, bring to boil for approx 10 minutes, cool before using.

Lemon curd: Melt butter and sugar together in a bowl over a Bain-Marie. Once melted, stir in the eggs, lemon juice and zest. Whisk until the mixture thickens into a smooth curd - let cool

Mascarpone cream: Whip cream In a large bowl, beat egg yolks and sugar, combine mascarpone and fold in whipped cream from the bottom up

Assemble: Alternate layers of savoiardi soaked in lemon syrup, mascarpone cream and lemon curd, Repeat layering twice so that top is lemon curd.

Refrigerate: preferably overnight or minimum 3-5 hours



Christmas festivities in East Melbourne began early. December was a celebration time for the EMG and the East Melbourne Neighbourhood Network and the East Melbourne Historical Society.

On a perfect summer evening the Historical Society enjoyed the opportunity of mixing and socialising at a twilight get together in the gardens of Bishops Court. They listened to a talk on significant historical events that have happened over many centuries around the world on 4th December. Extreme historical research from our president was appreciated.

Many young families came to the East Melbourne library for a sausage sizzle and craft stalls and an early visit from Santa.

Later in December we gathered at Tippler for Christmas drinks at a cocktail party to thank the teams who work together to organise many social functions during the year. Tippler looked after us with fine wines and delicious finger food.

We celebrated the Christmas soiree at Henderson's home to finish off the monthly EMNN morning gatherings held all through the year. These monthly meet ups strengthen the supportive neighbourly friendships in East Melbourne as we enjoy coffee and listen to informative guest speakers. The Christmas tables were laden with home-made delicacies. Many thankyou messages of appreciation were exchanged.

It was picnic rugs and garden chairs for our festive Christmas picnic. Santa was busy again when he joyfully arrived on the fire truck at the Christmas picnic.



THE LONGEST RUNNING RESIDENTS' GROUP IN VICTORIA WITH OVER 500 MEMBERS.

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- Connect to the community through partnerships and events
- Add your voice and influence decision makers.



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Annual Subscription is \$60 per person, \$120 per household and \$33 for concession card holders.

Join through emg.org.au or contact Greg Bisinella, President, by emailing president@emg.org.au

Many young families and older folk were ready to welcome him. There were hampers, raffles, cake stall, art works, prizes, scones and jam and cream, craft stalls, face painting, balloon twisting, Italian street songs all afternoon. The East Melbourne choir sang merry Christmas carols and everyone joined in.

It was a truly festive December, full of neighbourhood fun and good friendship.



Deb & Mary Anne at Bishop's Court



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**Jellis
Craig**

FROM 1952 TO TODAY: THE HEART BEHIND EAST MELBOURNE'S PHARMACY

Written By **Andrew Pyman**

Over the past 70 years, my family and I have proudly served the East Melbourne neighborhood as community pharmacists. While supporting each other in our work, we've been enriched by the wonderful characters who live in and visit this suburb. These interactions have created countless cherished memories.

When my father, Jim, passed away in 1987, it became clear to me how I wanted to shape the business during my time at the helm. I've always encouraged people to stay for a chat, often finding myself guided through delightful conversations with kind-hearted locals.

Over the years, a steady stream of people has come seeking connections with my grandfather, Peter, or my father, Jim. I only hope Nader doesn't face too much disappointment explaining their absence. My ties to East Melbourne run deep—I even see Nader for my own medicines and visit Sue and Terry for my monthly coffee.

Some of my fondest memories include playing cricket in the laneway behind the pharmacy as a teenager and caring for leeches by moistening the cotton wool before quickly shutting the jar! These early experiences have become part of my DNA.

The pharmacy has been a crossroads for fascinating people and unforgettable moments. I vividly recall Andrew Peacock delivering a stirring oration on the pharmacy floor and Dolly Parton, whose larger-than-life presence left an impression on a young man. Lindsey Thompson, a statesman of remarkable integrity, would pause for a chat in the Fitzroy Gardens on his way to Parliament. Professors Henry Burger and Geoffrey Blainey also left me in awe—not only for their intellectual brilliance but for their genuine interest in people.

This pharmacy has blessed me with a wealth of connections and a lifetime of memories. I'm confident that Nader, with his warm heart and open manner, will carry the torch forward.

Thank you, East Melbourne residents, for being part of this journey.



Retired Pharmacist: Andrew Pyman



Jim (Left) & Peter in the pharmacy

* * * * *

Andrew began helping at the family pharmacy at age 7, counting pills. Established in 1952 by his father Jim and grandfather Peter, his mother Anne also worked there in the early days. The business has relocated along Wellington Parade three times. Andrew joined in 1988, continuing the proud family legacy, and is now happily retired.



Nader - Owner of Revive Pharmacy



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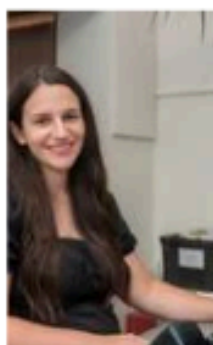
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ROCCELLA: A NEIGHBORHOOD TABLE

Written by Bruno Ceraso

It's hard to believe how far we've come since opening at 158 Clarendon St. The brainchild of Est Italia Concepts founders Bernie Cuteri, Joe Ceraso, and Francesco Crifo, and myself, Bruno Ceraso, Roccella—All Day Italian was created to bring the Italy we grew up with into the heart of East Melbourne. We wanted a spot where you could start your morning with coffee, drop in after work for a spritz, or linger over a weekend meal with family and friends.



Francesco, Joe, Bernie & Bruno

Though we opened right before the pandemic and faced real challenges, the East Melbourne community never wavered. Your support helped us not only survive but thrive.

We're particular about every dish. Decades of relationships with farmers and producers ensure each plate—from focaccia to pasta to gelato—reflects authentic Italian flavors. Good food, good company, and good times deserve care and attention.

One thing I'm particularly proud of is our East Melbourne Room. I've sourced some amazing historical photos and a print showcasing the East Melbourne of old. We love how this room reflects the character of East Melbourne—where the past and present come together over good food and good company.



We're particular about every dish. D
At Roccella, “Mangia, Bevi, Divertiti”—Eat, Drink, Enjoy—is more than a motto. Opening daily at 8:00am, we're here for your morning coffee, a quick lunch, or an evening celebration.

Thank you for welcoming us. Every time we roll out fresh dough, pour a glass of wine, or greet a new neighbour, we're reminded why we're here: to share a true taste of Italy, a sense of history, and the warmth of community.

* * * * *

VALE FAY MARLES AM

Fay Marles, a highly accomplished and much-loved former Gipps Street resident, passed away on 1 November at the age of 98. A pioneering feminist and social justice advocate, Fay served as Victoria's first Equal Opportunity Commissioner and was the 18th Chancellor of the University of Melbourne, the first woman to hold that position. She was a devoted wife to Don, a loving mother to four children and a grandmother of eight.



You can access the Melbourne University memorial service via the QR code, featuring tributes from several speakers, including her son, the Hon. Richard Marles, Deputy Prime Minister of Australia



WEEKLY PLAYGROUP AT HOLY TRINITY

Wednesdays (during school terms)

9:30 AM – 11:00 AM

193 Hotham Street, East Melbourne

Join us for a fun morning with The Hippo, activities, and play tailored for children aged 0-5. Connect with other families and enjoy friendship and support.

1st visit free | \$20 per term ongoing (per family)

0412 486 838 | margaretjwebster@hotmail.com

SINCLAIR DERMATOLOGY

East Melbourne's local skin and hair specialists



At Sinclair Dermatology, we have a dedicated clinical trials team known as DIRECT (Dermatology Investigational Research Education & Clinical Trials).



With over 25 years of experience, Prof Rodney Sinclair and his team have conducted numerous trials on medications that are now available on the PBS (Pharmaceutical Benefits Scheme). Our trials focus on exploring new, potentially life-changing therapies for a wide-range of dermatological conditions.

We are proud to be at the forefront of dermatology research, leading the way in clinical care. All our studies have been approved by an ethics committee. An ethics committee ensures clinical trials are ethical and protect the rights and well-being of trial participants. Each study is conducted with the highest standards of care and safety.

We treat a variety of conditions including: eczema, psoriasis, vitiligo, hidradenitis suppurativa and alopecia areata.

We are excited to introduce a new clinical trial starting in 2025
for Male Pattern Baldness.


This trial is exploring an Australian discovery for hair loss, and we are looking to treat participants who have hair thinning or baldness.

If you participate in our trial, you'll receive a potentially effective treatment free of charge for the duration of the trial. All medical fees are covered and participants receive a payment for travel and other expenses. Plus, you will be helping to shape the future of dermatological therapies.



Show your interest!

If you or someone you know is experiencing noticeable hair thinning or baldness and wants to find out more or take part in one of our trials, please reach out to us today!

 Call 9013 0099 for more information or to make an appointment

NEWS & EVENTS AT THE TIPPLER & CO

We're excited to share that behind the scenes, our team is diligently planning a year full of exciting events, innovative dishes, and unique drink offerings. This season, we're adding a touch of nostalgia and discovery by embracing vinyl, enhancing your Tippler experience like never before.

Upcoming Event: Friday Night Vinyl

Mark your calendars for our inaugural Friday Night Vinyl event on Friday, 14th February—just in time for Valentine's Day! Join us from 6 PM to 10 PM as DJ Lady Soul takes the helm of our turntables, spinning an eclectic mix of funk, soul, and disco. Whether you're celebrating with a loved one or enjoying a night out with friends, let the grooves set the perfect mood for an unforgettable evening at Tippler.



WE'D LOVE TO HEAR FROM YOU

Calling all residents and workers! We're eager to feature new voices in our upcoming issue, so if you have stories, ideas, or feedback, please reach out to us at info@thetipplerandco.com.

Give Your Vinyl a New Life and Earn Tippler Credit!

Do you have vinyl records sitting unused at home? Let us give them a new life at Tippler! We're excited to offer you the opportunity to exchange your unused records for Tippler credit. Simply get in touch with me, and we'll negotiate a fair deal that benefits both you and our growing collection.



3002 Insider Community Mixer

Join us for the 3002 Insider Community Mixer, a vibrant evening celebrating the stories and people that make our 3002 postcode special. Building on the success of the 3002 Insider magazine, this mixer brings together contributors, residents, and local businesses for a night of connection and community spirit. This is a great opportunity to meet fellow locals, share stories, and strengthen the bonds that make our community so special.

Event Details:

- Date: Tuesday, 25th February 2025
- Time: 6:00 PM – 7:30 PM
- Includes:
 - Drink on arrival
 - Nibbles
- Where: Tippler & Co
- Price: \$29 p.p.



Tickets for Events:

www.thetipplerandco.com/what's-on

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We acknowledge the Wurundjeri people of the Kulin Nation, and their Elders past and present, who are the Traditional Owners of the land this magazine is produced.