

425 SMITH ST FITZROY
FITZROY BUSINESS CENTRE

@ UnitedCo.

UNITEDCO.COM.AU

OUR MISSION

We aim to empower and delight
people at work through
inspired spaces that embrace
work/life balance.

Experience a better workspace.



THE BENEFITS OF WORKING AT UNITED CO.
FITZROY BUSINESS CENTRE

Be more connected/ Have more
flexibility/ Save on costs/
Increase your productivity/

Enjoy work life.



Join over 170 entrepreneurs
at United Co.

Through creating a
multidisciplinary community of
businesses, entrepreneurs,
freelancers and creatives they
are fostering a space for
innovation, social impact,
community and wellbeing.



A building reborn, geared for
flexibility and growth.
Welcome to United Co.

Exterior Facade
Smith St Entrance

New life has been breathed into
this iconic building so that it
can once again, become a prime
destination here in Fitzroy.

Originally built in 1932, it's been
re-imagined to reflect the needs
of a new generation. From every
aspect, this first class workspace
has been tailored to support you
in your work/life journey.



A refined and welcoming space
that engages the senses.

Amenities

- Front desk concierge
- Community managers
- A connected network
- Lounge areas
- Collaborative areas
- Meeting rooms
- Boardroom
- Phone booths
- An events space
- Licensed cafe
- Members kitchen
- Wellness space

- End of trip facilities
- Parents room
- Meditation room
- Super-fast Internet
- Printers/Copiers
- Mail/Parcel handling
- Bike storage
- Car parking
- Daily cleaners
- 24/7 access

- The Lobby
- Front Desk



A clever mix of destinations.
Collaborative spaces to mingle,
cosy ones to focus.

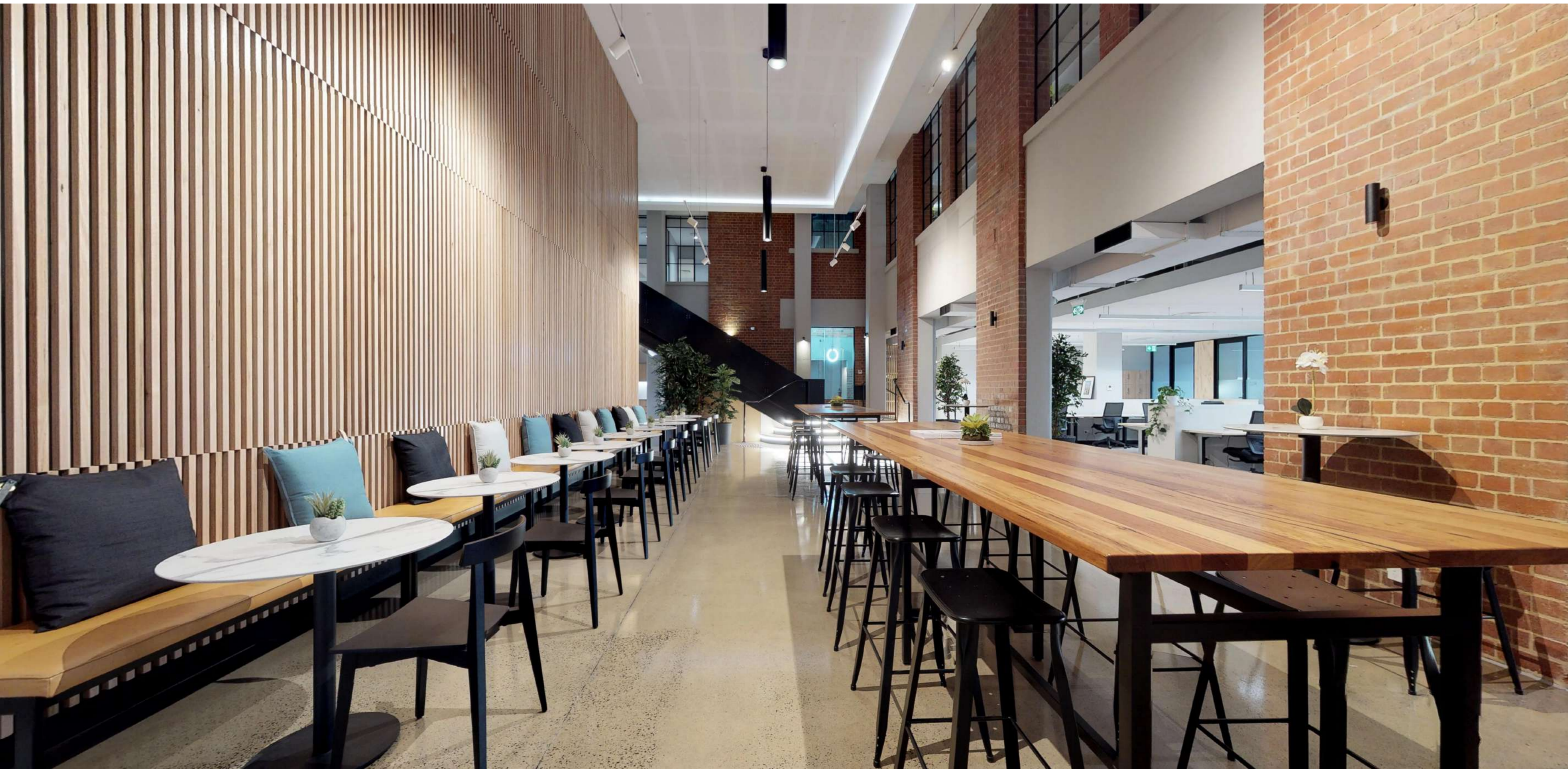
Ground Floor Atrium
Breakout Areas
Bookable Open Desks

From the ground floor, you'll enter a fabulous double height space, surrounded by beautiful contrasting textures. The atrium is an inspired space, a perfect destination for informal collaborations, working away from your desk and for having lunch.

Nearby, there's the members kitchen, our wellness space with treadmills and bikes, a dedicated space for group activities, phone booths for private calls and bookable 'open desk' workspaces.

Upstairs, the atrium is lined with stylish seating, great for meetups or for just taking some time out. From any position, they provide a captivating view into the atrium below. On this floor you'll find cosy lounge areas, open booth seating and another kitchen.

When it comes to printing and copying, facilities are available on both floors.



A space that brings people together through casual meetups and exciting events.

Designed with adaptability in mind, the atrium's south side has multiple functions. Firstly, as an informal breakout area for casual meetups, relaxing and working. Then, as an events space, which easily transforms when required.

Presenters have access to a built-in audio visual system featuring an impressive video wall. The open floor area can be set up in a variety of ways and provides standing room for up to two hundred guests.

The architecture of the building adds appeal and ambiance with its period style features including red brick, exposed concrete ceilings and steel window framing.

Should you require catering, it can be arranged through our licensed onsite cafe.

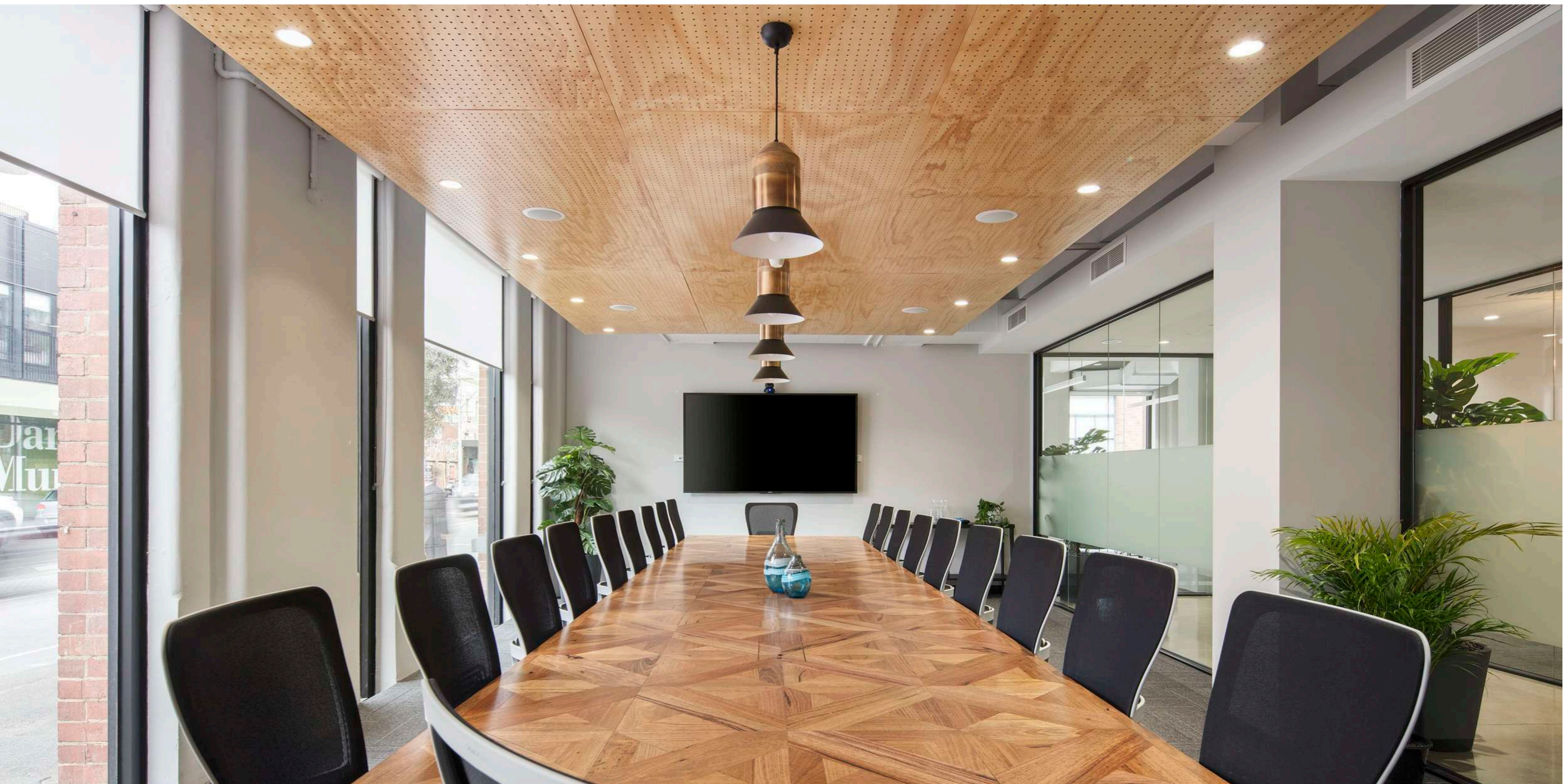
Breakout areas
Meetups
Events space



Spaces thoughtfully designed
to boost productivity and
creativity.

At United Co. Fitzroy Business Centre, you will find a range of professional spaces to present your ideas, hold meetings, workshops, training sessions, corporate functions and even small conferences. For functions accommodating up to 250 people, our events spaces are thoughtfully designed for your team to boost productivity and creativity.

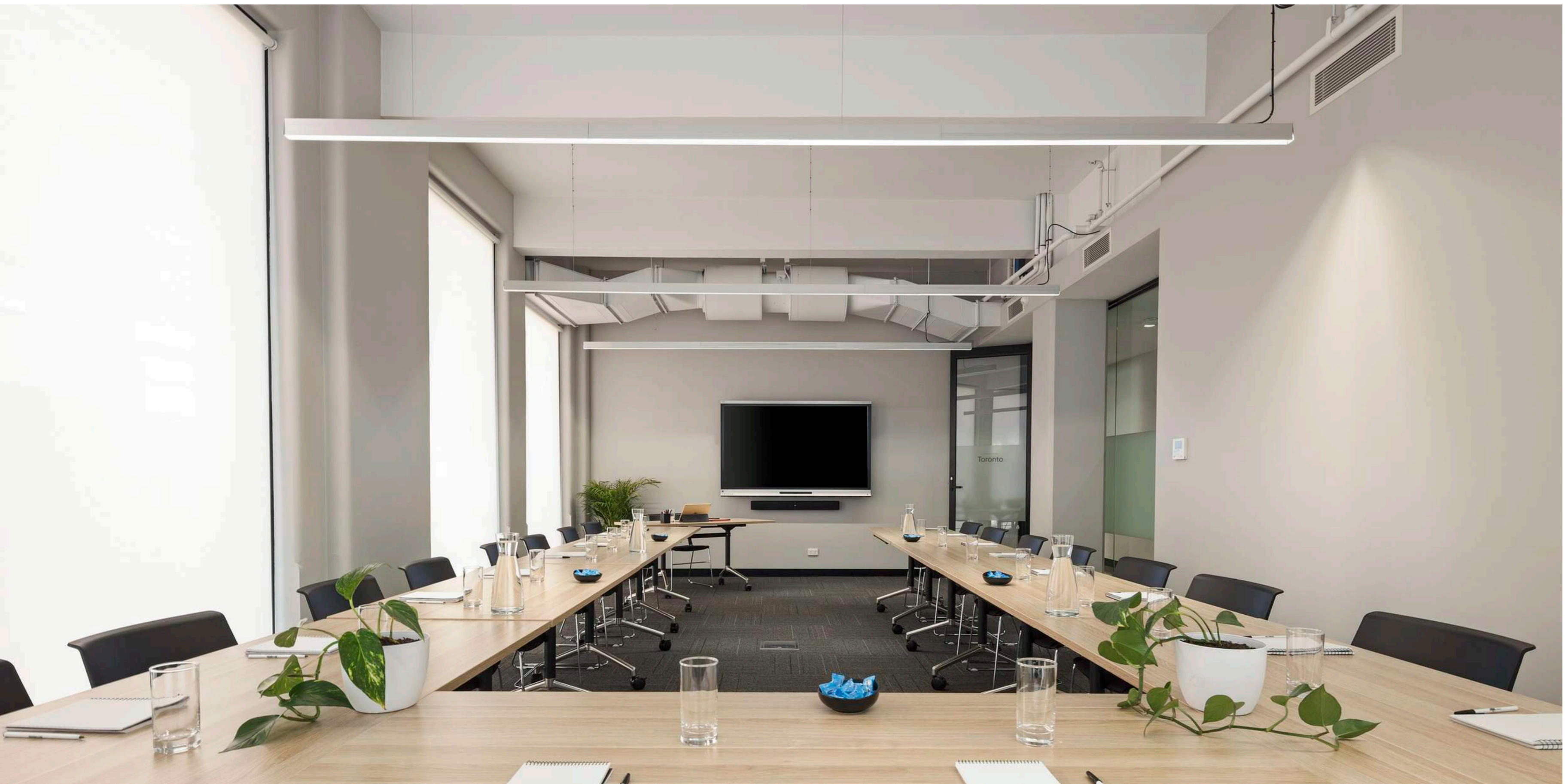
Meeting Rooms
Training Room
Boardroom



Fitted with the latest in high-tech A/V equipment, United Co. will no doubt impress your guests.

With everything you need to get down to business, the meeting spaces are fully equipped with wireless presentation aids that transforms a traditional presentation into an interactive and collaborative experience. Communicate and share ideas in real-time with anyone, anywhere. The meeting and training spaces are light-filled and spacious, and can cater for up to 24 people.

Meeting Rooms
Training Room
Boardroom



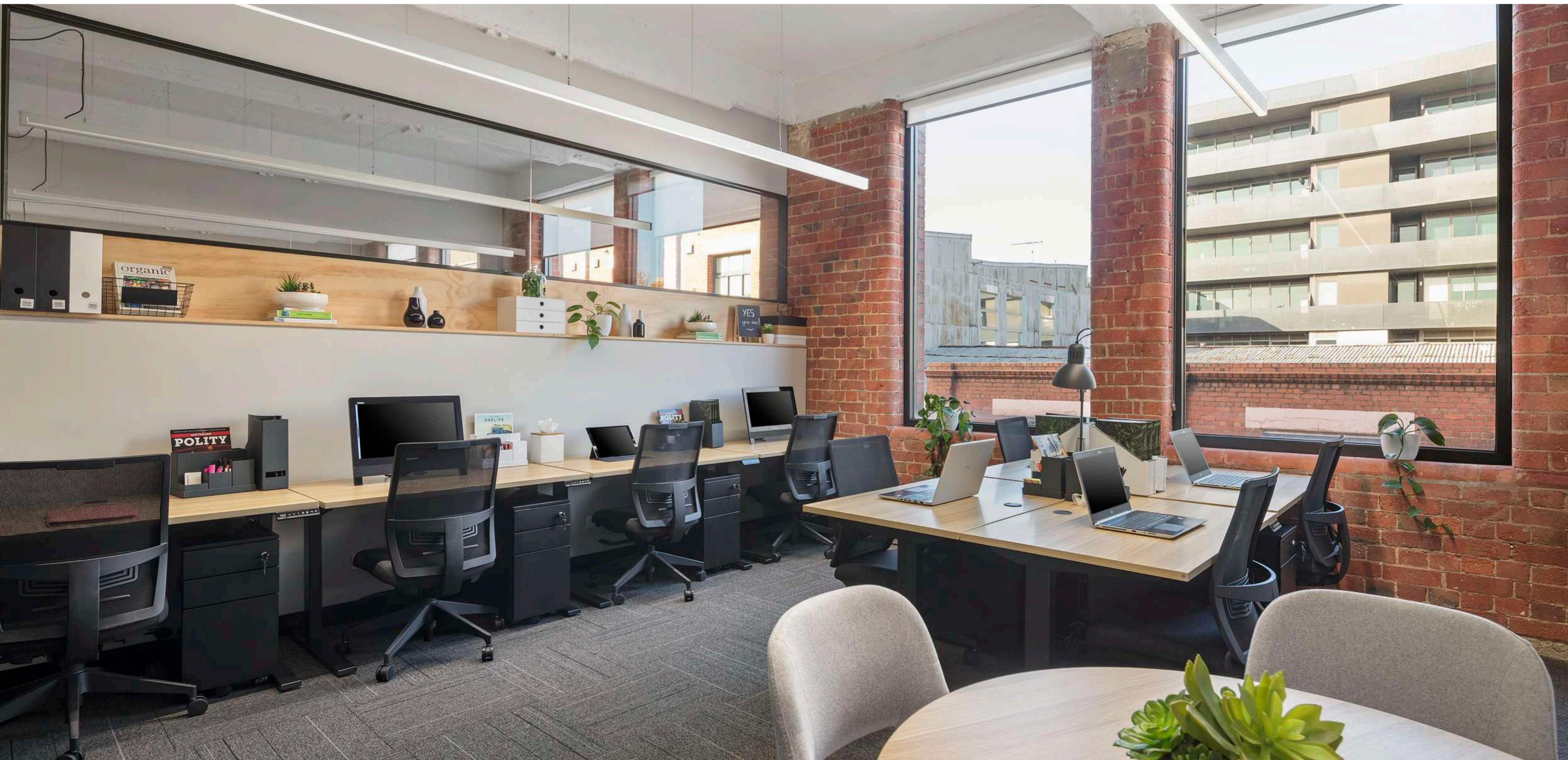
Discover a great range of offices available across two floors, all designed to maximise natural light wherever possible.

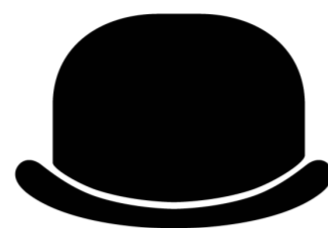
Private Offices

Along with open desks and communal spaces, you'll discover beautifully furnished private offices that accommodate groups of 2 to 30+, giving you the privacy and focus needed for doing great work.

There are plenty of breakout areas for conversations just a few steps from any office. And for those all important private chats, you'll find phone booths available on both floors.

Should you require alternative formatting, such as a round meeting table or whiteboards, talk with us to learn what options are available.





INHOUSE TEMPTATIONS MR. HUXLEY

Our in-house licensed cafe has you
covered with an exciting menu to
keep you healthy and satisfied
throughout the work day.

Whether you're lunching with clients, planning a meeting that
requires catering or preparing a bite to eat, you'll find everything
you need within United Co.





We're excited by fresh local produce and love the diversity that comes from our local brewers, winemakers and specialty coffee roasters. With great produce, we look forward to every day.

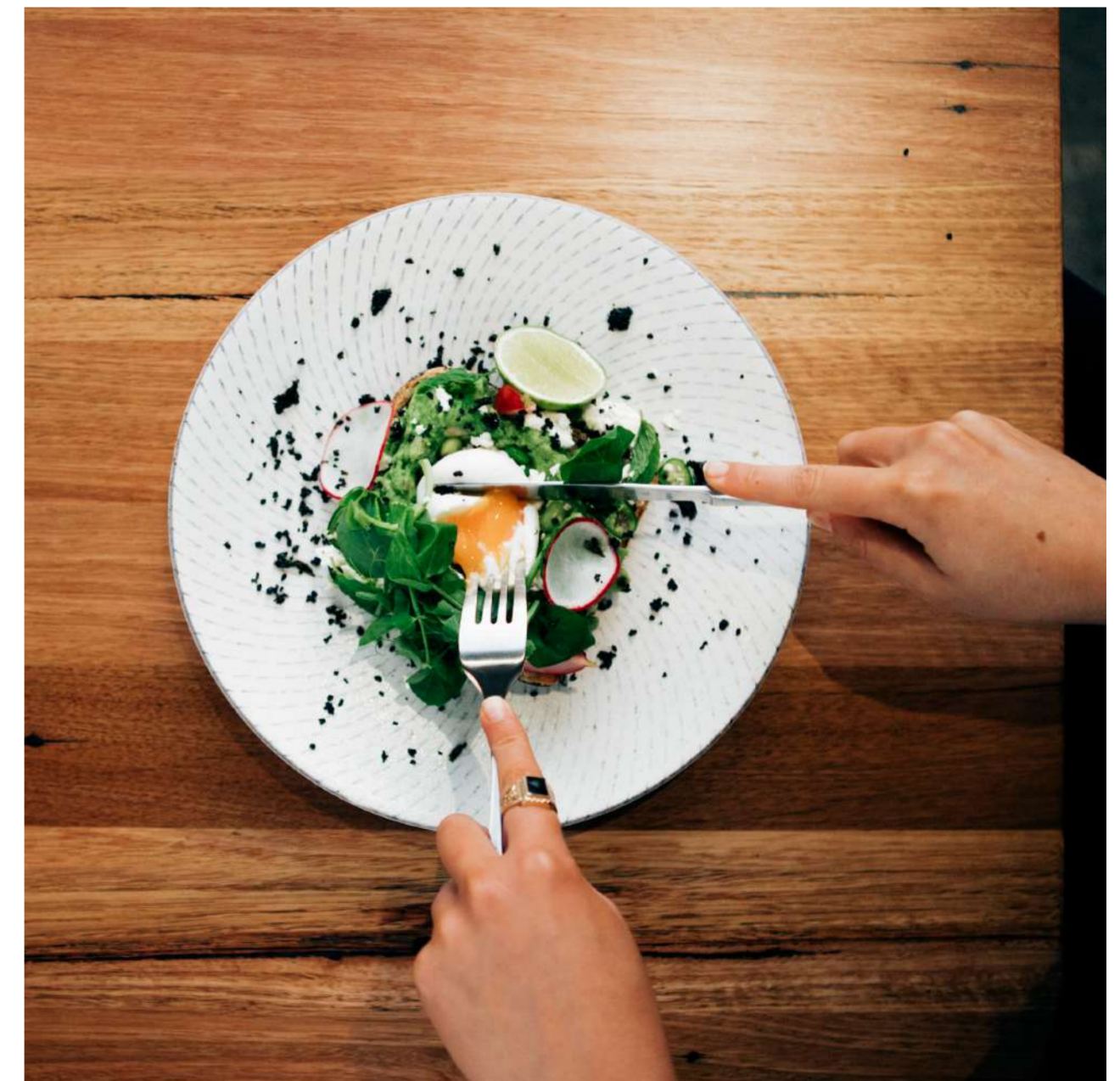
Inhouse licensed cafe
Members kitchen
Catering

Options to make life easier

Enjoy the benefits of having a cafe at your fingertips, right inside the building. It's a great place to indulge any time of day. And it gets even better with the option of having meals delivered to your office.

We'll be creating an exciting menu for dining and provide catering options should you have group meetings during the lunch period.

Our members kitchen gives you the flexibility to manage your own lunch as well, so you have great options, whatever your needs.



LOCAL TEMPTATIONS

Feel like exploring?
Meet some of the locals,
just minutes away.



Breakfast Thieves

1/420 Gore St, Fitzroy

Quaintly positioned in the remains of an old chocolate factory, the Breakfast Thieves cafe offers brunch-hunters a welcome respite from the constant bustle of Smith Street. Since its opening in 2012, mouthwatering scents of modern Australian cuisine with a tantalising Asian edge have wafted out onto the sidewalk and infiltrated the neighbourhood.

Tomboy Cafe

356 Smith St, Collingwood

Discover a vintage style café with a seasonal menu, offering a range of meat and vegetarian dishes, take away food and sweets. You'll find weekly specials such as soups in the colder months and salads in the warmer ones.

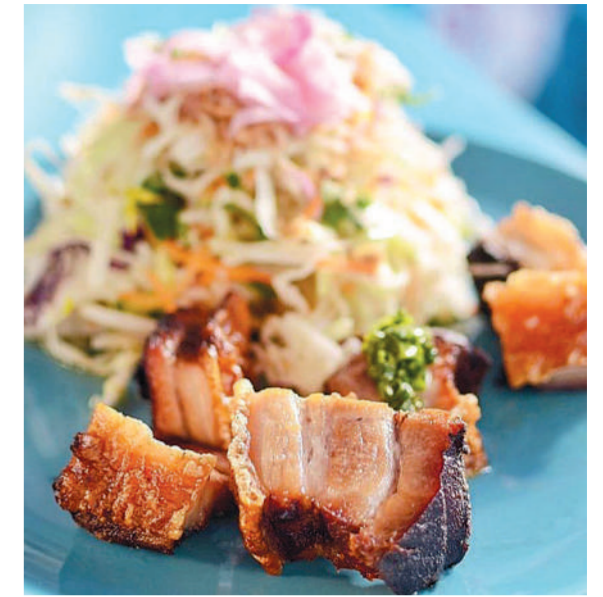
Tomboy uses St Ali specialty coffee as the house blend and also uses Maker Fine Coffee as a single origin, which is on rotation for filter coffee such as V60 pour over and cold brew.



Pavlov's Duck

401 Smith St, Fitzroy

Pavlov's offers a unique menu by introducing some elements of authentic Lankan cooking to modern brunch bringing you new flavours and distinct combinations. When the sun goes down it's all Sri Lankan hawker food and you eat with your fingers just like the streets of Lanka.



Phamily Kitchen

374 Smith St, Collingwood

Phamily Kitchen serves the homely, familiar food that owner Michael Pham would go home to, such as bún [rice noodles] with spiced-herb barbecue chicken, fresh lettuce, cucumber and pickles; Vietnamese slaw with battered soft-shell crab; and caramel pork neck with braised egg and rice. It's old-school Vietnamese in a new school setting – all the classics you'd get on the street and family dishes Pham grew up with.

Wander through the back streets and you'll discover some real gems like the Napier Quarter and Lune Crossanterie.

It's nice to be spoilt for choice.



Min Lokal

422 George Street, Fitzroy

Min Lokal is a beautiful local neighbourhood cafe in the leafy back streets of Fitzroy, Melbourne. Enjoy coffee, house made chai and a range of comfy, homestyle meals. Specialising in vegetarian and gluten-free dishes, they're sure to delight. The space has a warm, homely feel with large communal tables, a cosy courtyard as well as space to sit street-side.



The Craft & Co.

390 Smith St, Collingwood

The Craft & Co offers an onsite eatery, bar, retail store & deli, function space, micro brewery and distillery, cured meat & cheese making rooms, coffee roaster, as well as offering food and beverage education classes.

Their menus reflect an overarching philosophy of supporting Australian producers. They source all their ingredients and products as locally as possible.



Jimmy Grants

113 St David St, Fitzroy

Jimmy Grants menu is inspired by George Calombaris' Greek heritage, but has been sprinkled with a unique magic that takes classic street food to another level. From the range of delicious souvas, their famous grain salad and the 'Jimmy Dimmy'; there is something for everyone to walk away satisfied.



Backstreet Bar & Grill

152 Kerr St, Fitzroy

Backstreet Bar & Grill is a modern neighbourhood bistro located in the back streets of Fitzroy. The savvy and timeless interior with its casual, bustling atmosphere, is paired with a philosophy of quality seasonal food and a sophisticated wine menu.



Robert Burns Hotel

376 Smith St, Collingwood

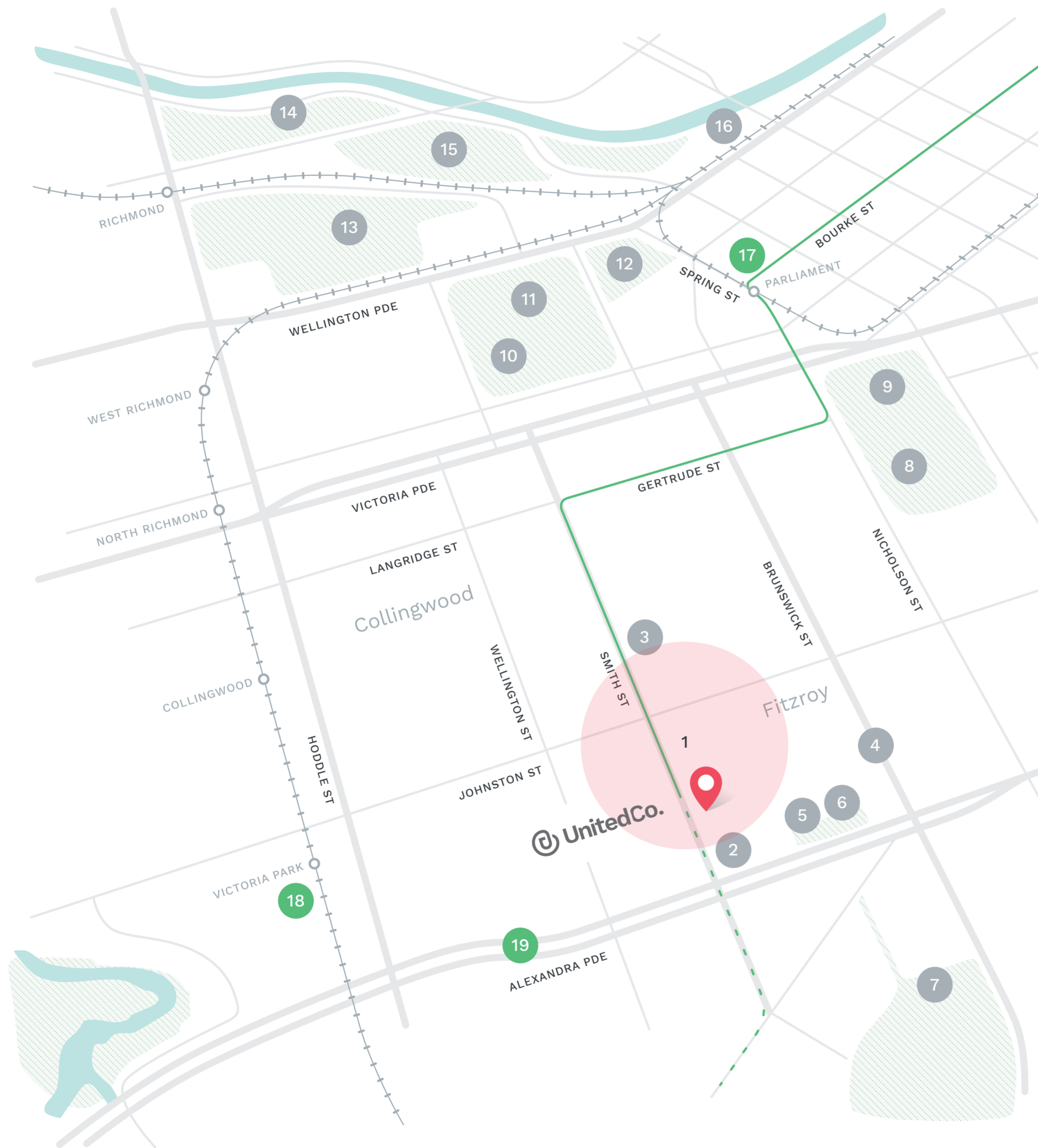
The Robert Burns Hotel is the home of truly traditional Spanish cuisine, with a very Scottish name. Spaniard Urbano Gutierrez introduced the Spanish flavour to this Australian pub in 1984, back when variety in the local hospitality market was much harder to find.

FITZROY + BEYOND

Discover all that this inner-urban locale has to offer, showcasing an eclectic mix of boutiques, gourmet cafés and restaurants, bars and galleries.

Just minutes away by foot or tram.





1 | FOOD IDEAS

Breakfast Thieves
Pavlov's Duck
Phamily Kitchen
Garden Club
Tomboy Cafe
Jimmy Grants
The Craft & Co.
Robert Burns Hotel
Saint Crispin
Backstreet Bar & Grill
Min Lokal
Napier Quarter
Easey's




2-16 | GENERAL AREA

2 Officeworks
3 Woolworths
4 Brunswick St shopping
5 Smith Reserve
6 Fitzroy Swimming Pool
7 Brunswick Street Oval
8 Melbourne Museum
9 Royal Exhibition Building
10 Fitzroy Gardens
11 Cooks' Cottage
12 Treasury Gardens
13 MCG
14 AAMI Park
15 Rod Laver Arena
16 Fed Square



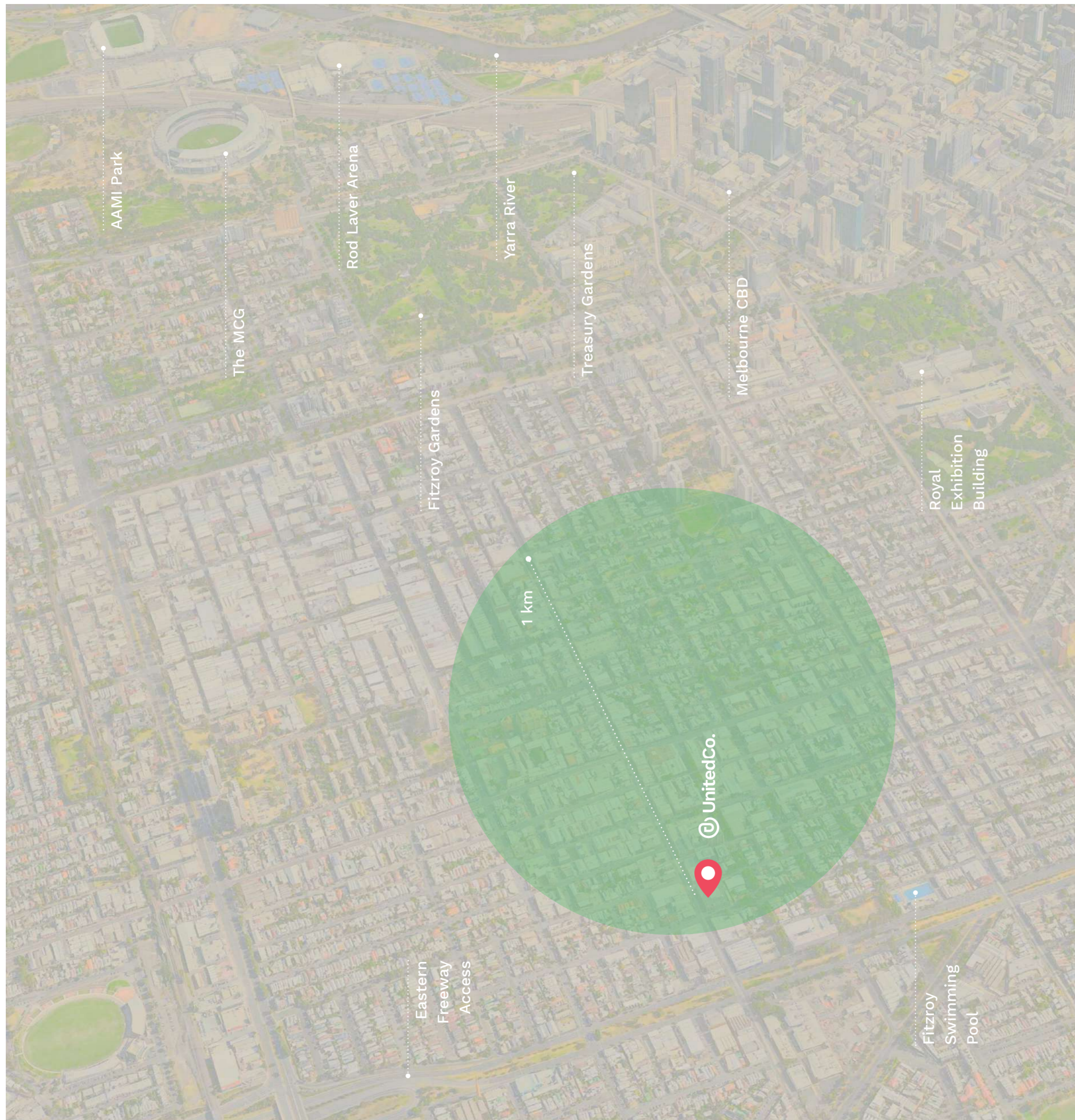
17-19 | TRANSPORT

17 Tram 86 
It's around a 12 min trip.
Get on at Stop 9,
(near Parliament Station
on Bourke St).
Get off at Rose St, Stop 20.

18 Victoria Park Train Station.
It's around a 10 minute walk.

19 Eastern Freeway M3.
Exit the freeway onto
Alexandra Parade, turn left
onto Smith St.

We're located
in a great part
of Melbourne,
3km north-east
from the CBD.



AERIAL VIEW:
INNER MELBOURNE

History.

The life of our building began in 1932. The design, by A and K Henderson was for a company based in Leicester, England. For much of the 20th century, they were the largest manufacturer of footwear machinery in the world. They were the British **United** Shoe Machinery **Co**mpany.

Now in 2017, it's our turn to transform this space into one that embraces a new generation of workers. One that brings people together, that's collaborative, engaging and empowering.

We love that our journey begins with this wonderful space and that we've been able to preserve a little of its history in our name – **United Co.**



LET'S CONNECT

Book a tour, visit
unitedco.com.au

Join us on socials
[@unitedcoworking](#)

We look forward to welcoming
you to **United Co.**

