



Gawler Business Development Group Inc.

Business Plan 2013-14

INTRODUCTION

The Gawler Business Development Group Inc. (GBDG) is an incorporated body duly constituted in accordance with the provisions of the Associations Incorporation Act 1985. The primary objective of the GBDG is to help our constituent business community compete in an increasingly competitive market.

GBDG is committed to improving the viability of Gawler businesses.

Competition from 'big box' shopping centres at Munno Para and Elizabeth, together with the proliferation of and ease of access to internet shopping sites, present increasing challenges for our businesses.

The GBDG plans to continue developing initiatives that focus on projects that are beyond the scope of individual small businesses, with the aim of increasing the volume of customers shopping in our town, providing incentive and therefore encouraging repeat business from such customers.

Gawler Business Development Group Inc.

PO Box 402, Gawler, SA 5118 | www.gawler.org.au | gawler@gawler.org.au | ABN: 60 986 486 821

GBDG Primary Objectives-

In 2013/14 these initiatives will be dedicated towards achieving the following objectives:

- 1)** Increasing sales and business activity in Gawler (by marketing)
- 2)** Providing marketing support and training opportunities for Gawler business people
- 3)** Effective communication with businesses including opportunities for proprietors to provide feedback
- 4)** Managing our corporate responsibilities

Financial Commitment-

Our plan is to commit \$170,000 to the initiatives outlined below. A summary of our projected financial position to June 30, 2013 is as follows:

Description	\$
Estimated cash at June 30, 2013 (carry over)	38,000.00
Business Development Levy 2013/14	148,000.00
Total funds available 2013/14	186,000.00
Business Plan 2013/14	
Marketing Gawler	82,000.00
Marketing Support & Training	5,000.00
Business Communication & Feedback	15,000.00
Corporate Responsibilities	65,000.00
Total Planned 2013/14 Expenditure	167,000.00
Estimated cash at June 30, 2014	19,000.00



1. MARKETING

Our Marketing Strategy aims to:

- a) Encourage our local target market (25,000 households extending from the Barossa Valley to Andrews Farm) to shop and access products and services offered by Gawler businesses.
- b) Complete and enhance the Gawler On-line Business Directory (www.gawler.org). Present all GBDG businesses with the opportunity to access free on-line marketing, even if they do not have their own web site. By listing on www.gawler.org.au all businesses will have an opportunity to market their individual business on-line.
- c) Demonstrate and promote the range of goods and services available in Gawler by encouraging the use of the new Gawler On-line Business Directory (www.gawler.org.au). By using monthly on-line competitions, including a major Christmas promotion, we will drive traffic to the website. The on-line competitions will be marketed using local print media, flyers, banners, Facebook, direct email and the website.
- d) While there is no budget allocation for the restoration and improvement of privately owned significant buildings, the GBDG recognises the need for Gawler to improve its street appeal, occupancy rates and consumer confidence. The GBDG will facilitate and support projects such as 'Hero Building' and 'Renew Gawler'.
- e) Using festivals, the GBDG will promote Gawler as a unique 'strip shopping/outdoors' destination emphasising its attributes and points of distinction, particularly its ambiance, history and abundant heritage and relaxed cosmopolitan feel.

MARKETING BUDGET

	Item	Budget \$
1	Flyers, Brochures, Business Cards, Posters	5,000.00
2	Banners	1,500.00
3	Graphic Design	5,000.00
4	Website maintenance	20,000.00
5	Print Media	25,000.00
6	10 Monthly Prizes @ \$500	5,000.00
7	Christmas Prize	15,000.00
8	Christmas Window Display Competition	500.00
9	Festivals- Print media promotion	5,000.00
10	Hero Building/ Renew Gawler	Nil
	Total	82,000.00

2. MARKETING SUPPORT & TRAINING


The GBDG plans to encourage business operators to become more informed, educated, customer friendly and professional, by working in partnership with local organisations to deliver marketing support projects & educational opportunities.

MARKETING SUPPORT & TRAINING BUDGET

	Item	Budget \$
1	Training- Social Media, Facebook, Internet Marketing	5,000.00
	Total	5,000.00



3. BUSINESS COMMUNICATION



An on-going dialogue between Gawler businesses and the GBDG is essential for the process of determining which initiatives are valued and worthwhile for our constituent community. It's important business people feel connected and supported by the GBDG and each other.

We plan to foster awareness and this communication by means of emails, surveys, networking functions, representations to council on matters of interest and concern to Business and with door to door contact from our Business Liaison & Marketing Officer.

BUSINESS COMMUNICATION BUDGET

	Item	Budget \$
1	Networking/Marketing Functions (2)	5,000.00
2	Keynote Speaker	5,000.00
3	Survey	5,000.00
	Total	15,000.00

4. CORPORATE RESPONSIBILITIES



In order for the GBDG to operate within the guidelines of the Associations Incorporation Act, professional internal operations must be maintained by the Board and the Business Liaison Officer.

CORPORATE RESPONSIBILITIES BUDGET

	Item	Budget \$
1	Business Liaison & Marketing Officer	55,000.00
2	Stationery- envelopes, postage, folders, labels etc	5,000.00
3	Accountant	Nil
4	Auditor	2,000.00
5	Insurance	3,000.00
6	Memberships- Mainstreet SA, Web Host, MailChimp	1,000.00
	Total	65,000.00

OPERATIONAL STRATEGY

Operations of the Gawler Business Development Group Inc. for 2013/14:

Accounting-

Peter Caddy (Treasurer)

Symes Accountants

M: 0415 775 863

E: peterc@symes.com.au

Communications & Marketing-

Sigrid Murljacic (*Murl-ya-chich*)

M: 0402 347 920

E: sigrid@gawler.org.au

Website Maintenance-

Shane Bailey

T: 08 8523 1018

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Graphic Design-

Cara Briscoe

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E: cara_bri@yahoo.com.au

BOARD MEMBERS

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