



Annual Business Plan 2015/16





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.

GBDG Primary Objectives

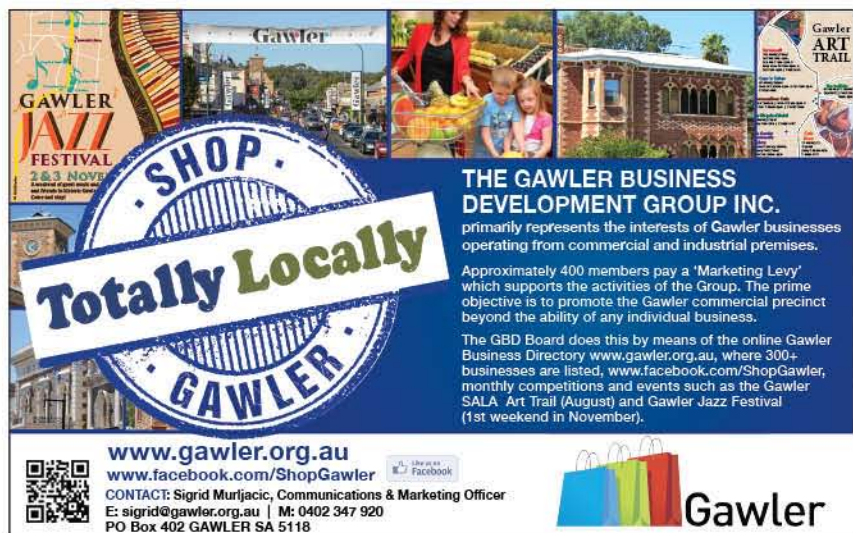
The GBDG Inc. develops initiatives that focus on projects that are beyond the scope of individual business with the aim of improving repeat loyal customers, increasing customer numbers and enhancing sustainability of local businesses. The GBDG's value to its members is defined around 4 key objectives-

i. Business Marketing, Promotions & Events

Develop and promote Gawler as a shopping/ services destination with sustainable businesses, by methods such as the on-line Gawler Business Directory www.gawler.org.au which receives over 250 hits per day, facilitation of the 'Hero Building' projects, Gawler Wedding Directory, Education Cluster and 'Totally Locally'. Develop marketing campaigns and events that support business development such as competitions, the Gawler SALA Art Trail and Gawler Jazz Festival.

ii. Education & Support

Support key business




THE GAWLER BUSINESS DEVELOPMENT GROUP INC.
primarily represents the interests of Gawler businesses operating from commercial and industrial premises.

Approximately 400 members pay a 'Marketing Levy' which supports the activities of the Group. The prime objective is to promote the Gawler commercial precinct beyond the ability of any individual business.

The GBD Board does this by means of the online Gawler Business Directory www.gawler.org.au, where 300+ businesses are listed, www.facebook.com/ShopGawler, monthly competitions and events such as the Gawler SALA Art Trail (August) and Gawler Jazz Festival (1st weekend in November).

www.gawler.org.au
www.facebook.com/ShopGawler
CONTACT: Sigrid Murjatic, Communications & Marketing Officer
E: sigrid@gawler.org.au | M: 0402 347 920
PO Box 402 GAWLER SA 5118



educational events that deliver improved business practices such as Martin Grunstein's Sales and Marketing, Michael Kies' Improve Your Sales, Lorraine Thornton & Sarah Davies' Business Management & Visual Merchandising, Ed Milne's Facebook Marketing and Bruce Bowen's Improve Your Sales, which have been conducted by the GBDG.

iii. Business Relations

Effective communication

with businesses including opportunities for proprietors to provide feedback. Develop and strengthen key strategic partnerships and represent the interests of local businesses with Government and other organisations.

iv. Corporate Responsibilities

Develop and maintain professional internal operations to encourage greater industry participation.

Our plan is to commit \$163,000 to the initiatives outlined below. A summary of our projected financial position to June 30, 2015 is as follows:

Financial Projection

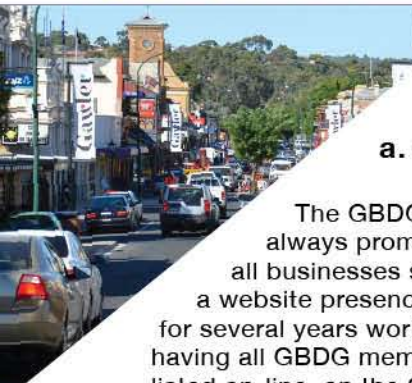
Item	Amount
Approx. carry over June 30, 2015	\$ 45,000
Business Development Levy	\$163,000
Total Funds Available	\$208,000

Business Plan Expenditure 2015/16

Marketing Gawler	\$ 50,500
Marketing Support & Training	\$ 7,000
Business Communication & Feedback	\$ 20,000
Corporate Responsibilities	\$ 65,000
Total Planned 2015/16 Expenditure	\$142,500
Estimated cash at June 30, 2016	\$ 65,500

i. Marketing \$50,500.00

Marketing Activity	Amount
Gawler On-line Business Directory	\$ 8,000
Event - Gawler Jazz Festival	\$22,000
Event - Gawler SALA Art Trail	\$ 4,000
Hero Building Co-ordination	\$ 5,000
Christmas Promotion	\$ 4,000
Sponsorship - Gawler Carols	\$ 1,000
Sponsorship - Gawler Com. Radio	\$ 500
Totally Locally	\$ 6,000
Total	\$50,500



a. Gawler On-line Business Directory www.gawler.org.au \$8,000

The GBDG has always promoted that all businesses should have a website presence and has for several years worked towards having all GBDG members listed on-line, on the Gawler Business Directory, a marketing tool, which not only promotes individual businesses, but Gawler as a centre of commerce. It is essential that all Gawler businesses have an on-line presence and exist on Google.

The GBDG believes as modern technology advances, so too marketing methods must keep pace. With IT development and

the increased use of mobile phones, i-pads, i-phones to search the net, the GBDG recognised that it must embrace the new technology (including Facebook) and its increasing popularity to benefit its membership. In 2014/15 the GBDG successfully replaced its existing on-line business directory with a new website, having increased functionality and mobile compatibility (I-phone/I-pad & mobile phone). GBDG members can now not only be found by PC, but i-phone, i-pad and mobile phones.

In 2015/16 the GBDG will continue to refurbish and update the new mobilized Gawler

Business Directory. It will launch the more user friendly site and educate businesses on how to access and edit their own business listing on the site. This will give businesses the ability to update details such as trading hours, services, products and deals at any time. Past competitions promoting the website, have resulted in the Gawler Business Directory receiving approximately 250* hits per day to locate business and local information, which reinforces that the site is working well and is a valuable marketing tool for Gawler businesses.

*Google Analytics

b. Event- Gawler Jazz Festival \$22,000

Using events/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. The GBDG Board appreciates that events help create an identity and destination. While it is not a tourism committee, the Board recognises that events help promote the town and generate activity. Gawler with its unique historical charm, proximity to the Barossa Valley, excellent dining and naturally occurring artistic and musical talent, lends itself to a cultural target market. Hence the GBDG has chosen to host two cultural events, musical and artistic, the Gawler Jazz Festival and Gawler SALA Art Trail respectively.

The Gawler Jazz Festival held the first weekend in November, in partnership with the Rotary Village Fair and venues/ hotels



2015 Jazz Festival Artwork



2014 Jazz Festival Artwork

attracted many people over the course of the two day event. The family friendly event promoted Gawler as a destination, showcasing the Rotary Village Fair, historical

hotels and landmarks, while providing fabulous Jazz music and food/dining in a friendly and relaxed atmosphere.

The event has grown and developed over the past two years.



With the introduction of 'Jazz for Breakfast', the number of participating venues and musicians has increased. Venues in 2014 included the Willaston Hotel, Kingsford Hotel, Eagle Foundry B&B, Fig22, Pioneer Park (Rotary Village Fair), Exchange Hotel, Gawler Café, Prince Albert Hotel, Taste on Main, Golden Fleece, Java Hut, Conversations Café, Cafe Nova and Café Sia.

The event was marketed via Facebook, Gawler Business



2013 Jazz Festival Artwork

Directory, Jazz SA, barossa.com, The Bunyip, The Leader, Radio 5CS, Barossa Tourism, Barossa Living Magazine, posters, program flyers and street banners.

After the positive feedback received from patrons, musicians and venues, the GBDG will host the next Gawler Jazz Festival on 7th & 8th November 2015.

c. Event- Gawler SALA Art Trail \$4000

The South Australian Living Artists (SALA) Festival <http://www.salainc.com.au>

is an annual SA event, since 1998. The GBDG saw an opportunity to 'piggy-back' this event to promote Gawler as an artistic and cultural hub, with a relatively small budget.

In 2013/14 the GBDG organised and marketed the inaugural Gawler SALA Art Trail with the support of Council, the Gawler Art Society and independent artists. With response to the concept, came community ownership and in 2014/15, an independent group of artists, facilitated by the GBDG, formed a committee to assist with the implementation of the Gawler SALA exhibition.

The 2014 Gawler SALA Art Trail included eight (8) locations- Trinity College, Gawler Community Gallery, Cafe Nova, Conversations Café, The Institute, Kornacraft Sewing Centre, The Gawler Art Society and Fig22. The trail was promoted using Facebook, Gawler Business Directory, Gawler Visitor Information Centre, Tourism Barossa, barossa.com, SALA website, street banners and newspaper advertisements. The purpose of the Trail is to identify and promote Gawler as an arts/cultural hub. For the first time in 2014, buses came from Adelaide to Gawler, to see the SALA exhibition.

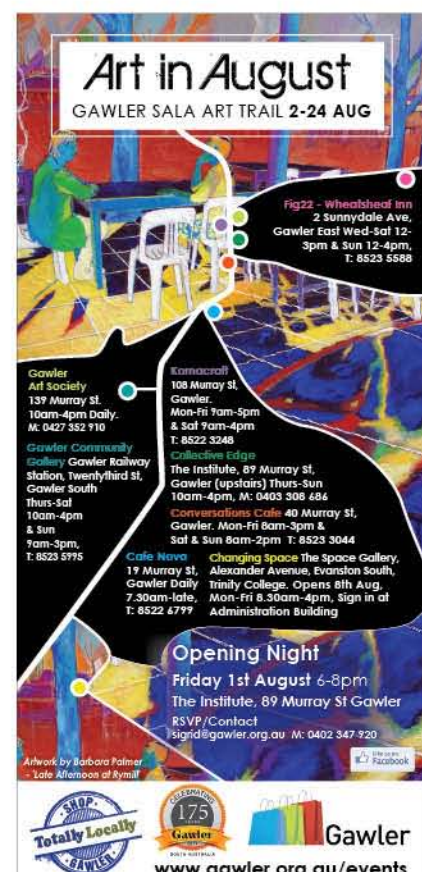
It is hoped that by the facilitation

of the 2015/16 Gawler SALA Art Trail, the GBDG will demonstrate to Council and Regional Development Australia Barossa, the need for a Gawler and districts Regional Gallery for independent artists, as a driver for the local economy and

tourism growth for the area. While the Barossa has been successful in securing a regional gallery in Tanunda and the Jam Factory, little attention has been focused on Gawler's potential to participate in and develop this economic driver.



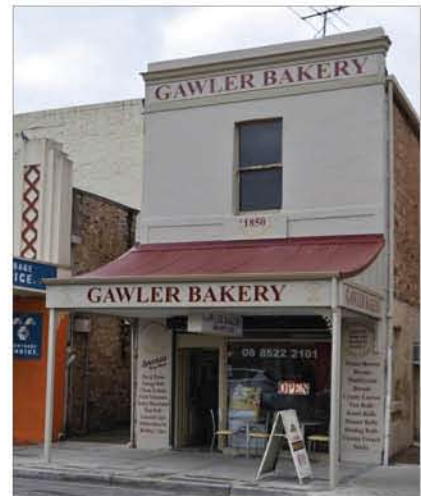
2013 Art Trail Flyer



2014 Art Trail Flyer

d. Hero Building \$5,000

The GBDG recognises the need for Gawler to improve its street appeal, occupancy rates and consumer confidence. The GBDG initially embarked on the Gawler Bakery Hero Building Project (65 Murray St.), in collaboration with the commercial property owners and Council in 2013-14. Since the completion of the façade restoration of the Gawler Bakery, the GBDG has commenced a second project in 2014-15, at 50-56 Murray St. (Cups 'n Cakes & OPSM) Gawler, in partnership with the property owner and Council. The GBDG has facilitated liaison between owners, builders and Council, effectively project managing the progress of the Gawler Bakery (2013-14) and OPSM & Cups 'n Cakes (2014-15). In partnership with Council, the GBDG hopes to continue to facilitate and support the 'Hero Building' Project so that Gawler CBD will have improved street appeal and property owners encouraged to preserve their historic buildings.



65 Murray St. Before & After



50-56 Murray St.

e. Christmas Promotion \$4,000

At this stage it is uncertain how the Christmas budget will be spent. Of the total \$5,000 Christmas budget, \$1,000 is allocated to the sponsorship

of the Gawler Carols. The remaining \$4,000 may be used for a variety of options such as the purchase of Christmas decorations/lights/ decals for

shop windows, decorating a tree in Pioneer Park or to assist the Christmas Committee, depending on their plans.

a. Totally Locally \$6,000

Although the Totally Locally toolkit is free, the GBDG is allocating funds to driving and supporting the concept and printing Totally Locally themed posters, brochures and flyers for Gawler businesses.

Poster from the Totally Locally Free Toolkit





i. Education & Support \$7,000

The GBDG encourages business operators to have better business practices, be more informed, educated, customer friendly and professional. The GBDG is working in partnership with organisations to deliver support and training to its small business membership. In the

past training has been provided by keynote speakers such as Glen Cooper, Martin Grunstein, Michael Kies, Bruce Bowen, Sara Davies and Lorraine Thornton.

In 2015/16 the GBDG will launch the more user friendly Gawler Business Directory website and educate businesses on how to access and edit their own

business listing on the site. The GBDG will provide businesses with the support/ability they need to update their details such as trading hours, services, products and deals at any time. With strong visitation to the site, it is important that business information is up to date and businesses have the support to operate the website.

Activity	Amount
Keynote Speaker Workshop	\$5,000
Website Launch & Support	\$2,000
Total	\$7,000

ii. Business Relations \$20,000

An on-going dialogue between Gawler businesses and the GBDG Board 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.

This year, the GBDG Board has

decided to provide a stronger focus on business networking, support and the opportunity for members to provide face to face feedback. Four networking functions are planned for 2015/16, where businesses will be able to meet and mingle, participate in biz to biz promotion and have the opportunity to

provide feed-back.

The Group will continue to communicate 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 Communications & Marketing Officer.

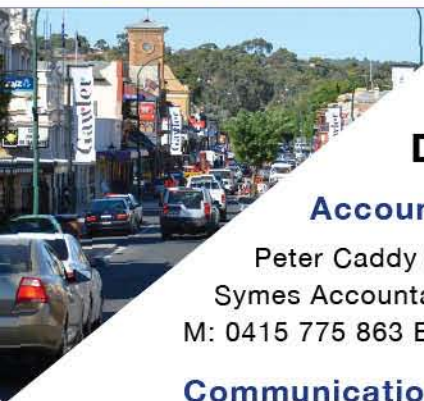
Activity	Amount
Networking/ Breakfast Meeting- Speakers	\$10,000
Networking/ Breakfast Meeting- Venue & Promotion	\$10,000
Total	\$20,000

i. 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 Communications & Marketing Officer.

Activity	Amount
Insurance	\$ 3,500
Auditor	\$ 2,000
Contractor- Admin/ Marketing	\$55,000
Memberships- Mainstreet SA	\$ 1,000
Postage/ Stationery	\$ 3,500
Total	\$65,000





Operations of the Gawler Business Development Group Inc. for 2015/16:

Accounting

Peter Caddy (Treasurer)
Symes Accountants
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Communications & Marketing

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Website Maintenance

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Graphic Design

Cara Briscoe
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BOARD MEMBERS

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PETER CADDY (Treasurer) Symes Accountants	Gawler South	peterc@symes.com.au M: 0415 775 863 T: 8522 2633
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