



ANNUAL BUSINESS PLAN

2024/25

OVERVIEW

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 objects and purposes of the GBDG:

1. GBDG primary obligation is to support the members of the GBDG and to promote and market the businesses and economic development of Gawler.
2. Subject to the applicable law, GBDG undertakes to do all things necessary to facilitate the efficient operation of the group.

The GBDG listed objectives align with its Gawler Business Development Group 2022-2025 Strategic Plan, 2022-2025 Marketing Plan and current Gawler Business Development Group and Town of Gawler Funding Agreement.

In order to achieve these objectives, over many years, the GBDG has provided:

1. a variety of support options
2. business development options (development programs, training, workshops, networking events)
3. business advise and coaching (via external and internal advisors)
4. events to draw foot traffic to the region (Jazz Festival, SALA, Christmas in Gawler, Gawler Music Festival, Business Expos, Christmas Markets)

In addition, the GBDG maintains a growing focus to adding big picture projects to the list of offerings, including;

1. business conferences (development and networking)
2. television commercials (promotion of the region and attraction of new business and customers)
3. Gawler showcases on mainstream television (promotion of the region and attraction of new business and customers)
4. profit improvement programs (business development and business viability)

The next 12 months will see GBDG implementing more new strategies to attract new customers and visitors to the region.

In line with its continuous improvement policy, GBDG, applies a process of continual review of services provided to keep abreast of current trends and promote the benefits of innovative new ideas to its member base.

2024/25 MOVING FORWARD

MAJOR INITIATIVES REVIEW 2023/24

Over the past 12 months the Gawler Business Development Group had a number of new initiatives to develop and implement.

1. Shop Gawler Project **MODIFIED**

GBDG allocated a budget of up to \$10,000 from the 2023/24 budget to an e-commerce online shopping platform. The Board determined that this concept has merit and that careful consideration must be given to the following before a decision to implement is determined:

- How the project will be managed (business engagement, website, business engagement, stock uploads)
- How goods will be delivered to consumers
- What due diligence needs to be considered specifically around collection and payment system for funds.
- Educational workshops for businesses

After careful consideration it was determined that this project needed changes to make it viable and has been shelved in its original concept. GBDG owns the domain but the “Shop Gawler” theme has been merged with the “Go Local First” project.

2. Go Local first **IMPLEMENTED and ONGOING**

GBDG allocated a budget of \$10,000 from the 2023/24 budget to a shop locally project.

The GBDG went ahead and implemented this project with the Shopgawler theme incorporated. The marketing concept saw a 2nd Facebook page developed purely for promoting events, special offers and ideas that promoted the Go Local First #Shopgawler concept.

GBDG also developed flyers, banners, posters, promotional tools and shopping bags for distribution to local businesses and delivery of flyers to surrounding districts.

A highly successful promotion of the concept with a full show on South Aussie with Cosi promoting things to do and see in Gawler occurred along with competitions designed to bring new foot traffic into the town. Amazingly a competition to win a 1 metre stick of Mettwurst produced more entries and comments than any other competition that Cosi had run. Over 2000 entries in 3 days. The requirements to be eligible were that you must reside outside of Gawler, and “like” the GBDG facebook page. This drew “new eyes” to our page thereby enabling us to promote Gawler to a new audience. The same result occurred with our 2nd competition, to win a seat on a bus shipping tour of Gawler. Same conditions applied and 20 people won a seat on the bus. They were met on the bus by the then GBDG Chair Louise Drummond who chatted to them from Adelaide to Gawler about Gawler, had a tour of the Visitor Information Centre and Walking Trails, then hit the shops with their Shopgawler shopping bags full of discount vouchers. Many of the vouchers and the lucky draws held during their lunch period at the Gawler Arms, were designed to bring them back to Gawler on another occasion to spend more money.

Feedback on this event was excellent.

3. Mystery Shopper Project – MODIFIED and ONGOING

GBDG allocated a budget of up to \$5,000 from the 2023/24 budget to a mystery shop project.

The Board determined that this concept had merit and that careful consideration must be given to:

- How the data will be summarised and disseminated
- Education for identified issues

However, costs for this type of project have increased dramatically and therefore the project has been modified to be conducted by GBDG in the 2024/25 financial year, rather than outsourcing.

4. Town of Gawler Smart Room ONGOING

GBDG will be offering educational and training workshops to businesses wanting to learn how to use the equipment and creating content. A series of workshops and one on one sessions providing all interested businesses the opportunity to learn how to develop their own podcasts, make their own film footage and use it to promote their businesses, reducing the need to outsource much of their marketing and upskilling themselves and their staff.

Discussions have occurred with a provider to deliver the training on behalf of GBDG.

5. Business Watch and Crime Prevention Project CANCELLED

GBDG had allocated \$1000 in the budget for assisting education businesses on business crime prevention. No progress on this concept by SAPOL.

6. Gawler Christmas Parade – Community Support IMPLEMENTED and ONGOING

GBDG allocated a budget of up to \$3000 cash and/or in-kind support from the 2023/24 budget to the proposed Gawler Christmas Parade. GBDG will assist the implementation of the Xmas Parade with in-kind support plus potentially payment of Insurance for the event.

A highly successful event, auspiced by GBDG. GBDG provided insurance for the event, heavily promoted it and managed all income and expenditure for the event organisers. GBDG has budgeted to continue supporting this event in the future.

7. Arts on the Plains Event – Community Support IMPLEMENTED and ONGOING

GBDG allocated a budget of \$2,500 cash and/or in-kind support for the proposed Art on the Plains event.

GBDG assisted with the implementation of the event with in-kind support, marketing and potentially payment of Insurance for the event, and will continue to support it in the future.

8. Christmas in Gawler Competition **ONGOING**

This event continues to be a huge success with popularity growing each year. This will continue to be an annual event in Gawler. It was pleasing to see, approx. 3 years ago, Council adopted the same theme name and grew its contribution to Christmas.

The GBDG Christmas in Gawler event is attracting upwards of 1200 entries per year with the number of participating businesses growing yearly.

OTHER OUTCOMES

Increased Foot Traffic in the Gawler Central Business District: all activities, events, investments, partnerships and marketing campaigns were developed with a view to achieving this goal with the Go Local First and Shopgawler events/competitions certainly ticking this box. In addition the Christmas Parade, Art on the Plains and Gawler Makers Market events further had a positive impact on the success of bringing new foot traffic into Gawler.

Gawler Makers Market: the GBDG will continue to support the Gawler Makers Market and assist where possible to grow the market days to extend out into Walker Place where it is more likely that passing traffic will become “shoppers” thereby increasing foot traffic levels in Gawler.

Feedback on all activities has been provided in the quarterly reports to Council, confirming the success of each project delivered.



PLANNED INITIATIVES FOR 2024/25

Connecting Women in Business -Rural Chics Program

This program commenced February 2024 and will continue through to 30 June 2025. It enables GBDG to provide the program to businesses in nearby regions without negatively impacting the work done for Gawler businesses. The program is fully government funded including project management fees meaning we can shine a spotlight on what Gawler has to offer through this program and entice rural people to use Gawler as their go to for all shopping and services. There is also the potential for some of the businesses to make a move to Gawler from their home based positions.

Go Local First # Shopgawler

This program will continue throughout 2024/25 with more emphasis on encouraging locals to recommend Gawler as the place to shop to their connections outside of this region, and delivery of promotional flyers to Playford, Salisbury, the Barossa Valley and Clare regions.

Given the success of the Shppgawler Bus Tour Competition it is highly likely to be repeated.

Mystery Shopper Project

This project will now occur with GBDG providing the Mystery Shoppers and producing the reports to pass on to local businesses with the offer of business coaching where required.

Town of Gawler Smart Room

This Council project has been completed and GBDG will now commence offering workshops to businesses on how to create and implement podcasts and video marketing content.

Gawler Christmas Parade – Community Support

GBDG will continue to provide support to the Community event. A larger budget amount has been approved for the insurance costs for this event.

Arts on the Plains Event – Community Support

GBDG will continue to provide support to the Community event

SA Business Conference

The next conference is due to be held in 2025 and planning for the event will commence in September 2024. The event has become too large with insufficient facilities in Gawler to enable further growth and therefore the event will be modified.

Business Development

Business Development remains to be a major focus for GBDG and the offering of advice and development will continue and a range of new activities to facilitate development is planned.

- *Workshops: podcasting, vidcasting, and energy plans/savings are some of the topics to be offered to businesses*
- *Networking events: breakfasts and evening sessions to be offered*
- *Business Coaching and Advice: Tammy's Table has been extended due to the popularity and huge success of this program, now into the 3rd year in Gawler. Business advisory services will continue.*

Christmas in Gawler Competition

The event will remain the same but under the Shopgawler banner. The number of entries from customers and also the number of participating businesses continues to grow each year.

MARKETING

GBDG will utilise information from the marketing plan to create and implement targeted marketing campaigns to drive the local economy. The details of these campaigns, and how they will be measured, will be provided once the marketing plan has been developed.

Promotion of events - Promotion of events that will draw foot traffic into the town Gawler Makers Market, Fringe, sporting events and local business specials/promos

GBDG will engage with Town of Gawler, local sporting associations and clubs, local service clubs and others to determine what events are planned for the 2024/25 year, and work with those groups to promote events that will draw people into the town and money into the cash registers.

GBDG will work with business owners to ensure they are aware of the events with adequate time for them to appropriately plan for staff coverage, stock levels and plan for in store promotions and offers.

Measuring activity success:

1. Information shared to GBDG from groups listed
2. Engagement levels of marketing campaigns (social media)
3. Feedback from businesses on increases in sales during event periods
4. Each event/activity will ask participants to provide feedback that will form any relevant changes to what is offered and how, plus if the event/activity was worthwhile/beneficial.
5. Engagement levels of marketing campaigns
6. Feedback from businesses on increases in sales after implementation of new information or skills gained from the events/activities.
7. Did the event occur and numbers of attendees (demonstrates levels of interest of the topic/event/activity)
8. For each person who receives business advice or one on one coaching, the coach will provide GBDG with a report on progress. (this may not occur for those referred to RDA B2B as requests from GBDG for reports has never occurred)

GBDG 2024/2025 OPERATIONAL BUDGET

The budget for 2024/25 has been set and approved by the Board of the GBDG. Approved via motion 20th February 2024.

****Please note:**

The draft Budget includes income and expenditure that belongs to the group organizing the Gawler Christmas Parade and also the Connecting Women in Business – Rural Chics Program.

Those funds, (listed below), will be included in the carried forward figure for this budget and also in the expenditure items.

- A carry over amount of \$30000 for the 2025 Business Conference
- A carry over amount for the postponed Mystery Shopper project \$5000
- Carried over non GBDG funds approx. \$20,000

The budget also includes increased allocations in some areas of marketing and insurance due to large increases in related costs for these areas.

In order to achieve its objectives, the Gawler Business Development Group will be seeking:

Levied Fees \$205,400

plus GST \$20,540

Totalling \$ 225,940