



Gawler Business Development Group Inc.

Business Plan 2012-13

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 2012/13 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 \$161,000 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, 2012 (carry over)	46,056
Business Development Levy 2012/13	145,000
Total funds available 2012/13	191,056
Business Plan 2012/13	
Marketing Gawler	85,000
Marketing Support & Training	15,000
Business Communication & Feedback	10,000
Corporate Responsibilities	51,000
Total Planned 2012/13 Expenditure	161,000
Estimated cash at June 30, 2013	30,056



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 services offered by Gawler businesses. We will focus our promotional activity around three key retail events, namely Mother's Day, Father's Day and Christmas.
- b) Demonstrate and promote the range of goods and services available in Gawler by encouraging the use of the new GBDG website (www.gawler.org.au) and business directory, where all GBDG members will be listed. Increasingly our marketing activity will be presented on line.
- c) Present all GBDG businesses with the opportunity to access free on-line marketing, even if they do not have their own web site.
- d) 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 Campaigns	Commitment \$
1.	Mother's Day (press & direct mail)	15,000
2.	Father's Day (press & direct mail)	5,000
3.	Christmas (press & direct mail)	30,000
4.	Website Development/ Maintenance	25,000
5.	Promotional Material	10,000
	TOTAL	85,000



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.

	Description	Commitment \$
1.	Merchandising support	3,000
2.	Internet/ Web training	12,000
	TOTAL	15,000



3. BUSINESS COMMUNICATION /FEEDBACK

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 newsletters, surveys, networking functions, representations to council on matters of interest and concern to Business and with door to door contact from our Business Liaison Officer.

.	Description	Commitment \$
1.	Networking/Marketing Functions	2,000
2.	Venue Hire (2 + AGM)	1,000
3.	Newsletters (2/year)	3,000
4.	Surveys	4,000
	TOTAL	10,000



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.

	Description	Commitment \$
1.	Business Liaison Officer	38,000
2.	Stationery	5,000
3.	Audit	3,000
4.	Accountant	1,000
5.	Insurance	4,000
	TOTAL	51,000



OPERATIONAL STRATEGY

Marketing operations of the Gawler Business Development Group Inc. for 2012/13 will be provided by:

Baker Marketing

5/26 Stirling Street

THEBARTON SA 5031

T: 8352 3091

E: josie@bakermarketingservices.com

Web: www.bakermarketingservices.com

Accounting support services will be provided by:

Pauline R Murray Accountants

17 Cowan Street

GAWLER SA 5118

T: 8522 3800

E: enquiries@paulinermurrayaccounting.com.au

Web: www.paulinermurray.com.au

Business Liaison Officer:

Sigrid Murljacic

PO Box 402

GAWLER SA 5118

M: 0402 347 920

E: sigrid@gawler.org.au

Web: www.gawler.org.au