



Gawler Business Development Group Inc.

**Annual
Report
2017/18
and
Business Plan
2018/19**

Gawler Business Development Group Inc.
PO Box 402, Gawler, SA 5118 | www.gawler.org.au | caren@gawler.org.au | ABN: 60 986 486 821
Phone : 0488 440 588

INTRODUCTION/BUSINESS CASE

This business case has been prepared for the Elected Members and Senior Management of the Town of Gawler in support of the following request to ensure the continuity of the Gawler Business Development Group (GBDG).

- A request for funding in the amount of \$170,600.00 plus GST per annum, increased annually by CPI for a preferred minimum period of 3 years (2019/20, 2020/21, 2021/22)
- Distribution of flyer in with rates notices sent in quarter 1 of each financial year to assist with making residents aware of services available in the Gawler Council region

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 current Gawler businesses, promoting the economic benefits of conducting business in Gawler to potential new businesses and assisting all current and intending business to grow through providing services tailored to meet the individual needs of each business.

The GBDG is currently contracted under a funding agreement by the Town of Gawler to deliver services to the business community until 30 June 2019. The listed objectives under that agreement are:

1. To establish and support a structure that assists with raising ongoing funds for the purpose of supporting Town of Gawler business promotions and marketing
2. To promote and market the businesses within the Town of Gawler
3. To develop and adopt strategies to develop, manage, co-ordinate and fund marketing initiatives
4. To support and encourage the economic viability of businesses generally within the Town of Gawler
5. To represent the interests of the business community

In order to achieve these objectives, the GBDG defined key areas and developed initiatives that focussed 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 whilst also creating synergies with the vision of the Town of Gawler. *“A liveable, cohesive, active, innovative and sustainable community”*.

The GBDG’s value to its members has been defined around:

1. Business Engagement, Attraction, Marketing, Promotion, Development and Events
2. Business Relations
3. Corporate Responsibilities
4. Promotion of the Gawler region to new businesses and residents
5. Economic Development

The GBDG practices a continuous improvement policy and with continual review of services provided keeps abreast of current trends and promote the benefits of innovative new ideas to its member base. With this in mind the GBDG commissioned a review as reported in the business case provided to Council

in 2017. A raft of recommendations was suggested *however* the Board of the GBDG determined to adopt only those it considered filled a gap in service offerings and that would provide tangible benefits to the Business Community, Economy, Residents and Council.

The addition of new business development workshops and forums along with tailored business advice, (provided by RDA Barossa with a verbal agreement whereby GBDG will supplement financially for additional advisory sessions for businesses where required on a case by case method), has added value to the range of services and events offered in previous years with demonstrable improvements and benefits to businesses.

Note* The funding for some of these new business development workshops was derived from an external source leaving the levied funds to be applied to the objectives under the current funding agreement with the Town of Gawler.

2017/2018 in Review

The GBDG has had a very productive year with numerous new initiatives being implemented and some completed during that period, however, there remain a number of projects to finalise in 2018/19 hence a larger than expected carry over figure in our Financial Commitment document.

New Initiatives completed/implemented and ongoing:

1. Gawler Business Expo

- Build or grow business networks
- Engage with and learn from highly regarded guest speakers from a variety of business speciality backgrounds
- Showcase their products and/or services
- Showcase the region
- Engage with and learn from representatives from Government Departments and Financial Institutions

Plus, also provided businesses with a marketing tool to add to websites and social media platforms (expo video and interviews)

The Gawler Business Expo also informed the residents of the local region of businesses that they may not have previously known existed in the region. The benefits of the expo are numerous, and the high volume of marketing platforms used to showcase the event gave businesses exposure that they could not have afforded to do as individual business.

1. **GBDG New Website** – Successful build and launch of the new GBDG website. The previous website had a high number of hits of up to 500 a day, with people looking for information about both businesses and events in Gawler but the sight was not “attractive” and was outdated using tools that did not deliver what today's tech savvy consumer demands.

The new GBDG website features more detail about each business the GBDG represents, and the ability for any business to include much more information and gallery images on their page, effectively giving every business a “mini site”, which is particularly helpful for those with little to no web presence presently. The site shows where visitors to the town can park for easy access to the businesses they want to visit and provides clear information on the products and services offered plus the trading hours. Events throughout the area, from entertainment to business education and community information, are showcased in more detail and venues hosting such events are also highlighted.

All this being delivered with an ability for the user to search in any number of ways, depending on how they are used to accessing their information. There is much to discover about the businesses and services available in the region. Locals will be assured of finding something on the new site they had no idea existed in the area. For those outside the district, presenting what Gawler has to offer in more detail and in a modern, clean and image rich way will attract them to visit, discover the richness of diversity and heritage Gawler has to offer and maybe encourage visitors to consider making it their home. By using the Facebook pages in conjunction with the website to promote the town and businesses we have achieved a significant increase in providing information to both the Business and Resident Community.

- 2. ACT Customer Relationship Management System** – Successful implementation of a CRM that enables GBDG to clearly list all businesses in the region whether they be based in commercial spaces, home based or mobile and record useful data and statistics which can be used for producing reports for the region. ACT records business details including business name, address, owner, contact details, business structure, council region, ABN/ACN, ANZIC, Number of staff and employment status, ages and gender of staff and employers, annual turnover, establishment date, and notes on engagements e.g. which events, workshops or forums they attend and areas of assistance given e.g. business advisory sessions with RDA, liaison with Council.

This system enables us to capture vital information on how local business are tracking and potential areas for further assistance and soon this system will enable us to develop reports on all aspects of the regions businesses, assist with validating claims made in future funding applications, and report on the trends in business in the region for past periods which will give valuable insights for engaging and attracting new business.

- 3. Increasing Number of Businesses with Websites** – Successful implementation and completion of 2 “Build Your Own Website” programs. Discussions with local business owners identified that a large number had little or no online/digital presence and in a world where online transactions and engagement is growing at a rapid rate it is vital that every business has some form of online presence. This program not only taught business owners how to build their websites but how to manage and maintain them and in most cases introduced them to the world of e-commerce by adding an online shop to their business. As a result, 13 new businesses have increased their customer base, grown income and increased their reach.

4. Increasing Number of Businesses with Social Media Presence – Successful delivery of 2 programs

- Build a Business Facebook Page,
- Understand “insights” and how to apply improvement strategies.

15 Businesses attended and built their own business facebook pages during the program and developed skills to add posts designed to make “scrollers” stop and read. The importance of regular, relevant posting was discussed and how to interpret the insights and make amendments to increase insights.

5. Increase Marketing Potential of Businesses – Successful delivery of a 5-week marketing program that provided business owners with useful and easy to implement options to successfully market their business services via sound marketing campaigns/plans that were not cost prohibitive. The news marketing skills gained will be able to be applied to social media platforms, websites and other platforms.

6. Increase Networking Opportunities for Businesses – A number of opportunities were provided for local businesses to grow their business network, increase customer base and broaden their brands during 2017/18 via Business Breakfasts, Business Lunches and Evening Networking Sessions. The number of business owners and managers attending these events is steadily increasing and feedback has identified that all businesses have noted positive outcomes.

7. Increase viability of local businesses – By providing business development and networking opportunities we can demonstrate an increase in the viability of businesses who have engaged in the opportunities provided. ***E.g. 1 outstanding result is a business very close to shutting its doors is now an employer of an additional 5 people with another 7 to be hired over the next 12 months. This business has gained new knowledge and skills that have already resulted in a substantial increase in profitability. This business has also moved premises from the Playford Council area into the Town of Gawler Council area and is employing local indigenous staff. (6 to date with potentially another 5)***

There are a number of businesses that have increased their viability during this report period by either attending and completing the Profitability Improvement Program or via mentoring and coaching. Improvement to the viability of every business within the region is equally as important as the attraction of new business, hence the reason that GBDG is continually engaging with business owners to identify their needs and issues.

Business Development

In addition to the projects/new initiatives detailed above, the GBDG has delivered a range of workshops/programs designed to build on the current strengths of the business owners and managers and to provide information to assist them in building more stable and viable businesses.

| EVENT | # TIMES EVENT HELD | HOST | # OF BUSINESSES |
|---|-----------------------------------|-------------|----------------------------|
| Start Your Own Business | 2 | ATO/GBDG | 9 |
| Record Keeping Essentials | 2 | ATO/GBDG | 19 |
| Taxation Essentials | 2 | ATO/GBDG | 21 |
| Introduction to Supervision | 1 | GBDG | 8 |
| Employer Essentials | 2 | ATO/GBDG | 11 |
| Selling Skills for Retailers | 1 | GBDG | 7 |
| Family Business 101 | 2 | FBA/GBDG | 11 |
| Team Development | 1 | GBDG | 9 |
| Employing Staff – the practical | 1 | GBDG | 7 |
| Build Your Own Website – 6-week program | 2 | GBDG | 20 |
| Build a Business Facebook Page | 1 | GBDG | 14 |
| The 4 P's of Marketing - 5-week program | 1 | GBDG | 13 |
| Profit Improvement – 6-month program | 2 | GBDG | 27 |
| Business Fundamentals – 5-week program | 2 | GBDG | 12 |
| Business Fundamentals Plus – 5-week program | 2 | GBDG | 10 |
| | | | |
| Total Businesses Engaged | | | 198 |

In addition to the abovementioned workshops/programs GBDG also facilitated 2 forums based on Branding Gawler, what is it that Gawler businesses want the region to be known for and what do they want Gawler to look like in 1, 5 and 10 years' time.

| EVENT | # TIMES EVENT HELD | HOST | # OF BUSINESSES |
|---------------------------------|-----------------------------------|---------------------|----------------------------|
| Gawler Branding | 2 | KIIK Start/ GBDG | 48 |
| Total Businesses Engaged | | | 48 |

GBDG is very keen to encourage local business owners to build a strong network of business and business support allies. It is essential for businesses to develop relationships with other business owners, and associations/bodies that can provide them with assistance and also validation that they are already doing the right things to bring about success for their business.

| EVENT | # TIMES EVENT HELD | HOST | # OF BUSINESSES |
|--|-----------------------------------|-------------|----------------------------|
| Business Women’s Networking Lunch | 2 | GBDG | 53 |
| Business Networking Evenings | 2 | GBDG | 21 |
| Gawler Business Expo/Big Sale Event | 1 | GBDG | 65 |
| # of visitors to the Expo/Big Sale Event | | | 340 |
| Jazz Festival | 1 | GBDG | 9 |
| # of visitors to the Jazz Festival (average of 39 per venue) | | | 351 |
| SALA | 1 | GBDG | 6 |
| # of visitors to SALA (average of 16 per venue) | | | 100 |
| Total Businesses Engaged | | | 154 |
| Total Visitors | | | 791 |

The 2016/17 Financial year saw GBDG provide assistance to a high number of business owners with many attending multiple development, marketing and networking opportunities.

The GBDG averaged 18.5875 hours per week x 52 weeks in 2016/17 of direct business engagement. Not all short visits to businesses were recorded into the CRM and therefore the actual direct hours of engagement would be higher than listed. Considering the amount of time and effort required to plan, develop and facilitate events, forums, workshops, networking and other events/opportunities, the actual engagement hours are very pleasing. In addition to this there is the daily completion of email and phone interactions, liaison with governing bodies, Councils, and Business Groups, general administrative duties, marketing via social media and the website.

Jazz Festival - The low numbers of attendees and reports from participating businesses of the financial losses incurred has determined the cessation of this festival in the current format. 1 business in particular has hosted the event each year and suffered a minimum of \$2000 - \$3000 loss per year. This is not acceptable and the need to reconsider the viability of the events was critical. The replacement of the Gawler Jazz Festival with a month-long promotion of all entertainment in Gawler has the potential to provide a much more positive result. The new event is listed as point 1 under “New Initiatives”. This event was also marketed the weekend prior on South Aussie with Cosi, still with little positive impact.

SALA – This event has been revamped with GBDG now providing marketing services for the venues who are registering as a SALA participant. The lack of a large available space to host an exhibition has meant there is little “traffic” into venues listed on the “Art Trail” and with some of these venues not actually displaying new art, rather they have been leaving the artwork that has been in the venues for many years up on the walls and leaving visitors very disappointed. Those businesses who did align themselves with an artist and display new artworks then had to deal with complaints from customers that “art trail participants” stood beside their tables to look at art work whilst customers were dining. Once the Institute is once again up and running the SALA event will be revisited and an exhibition organised, however, for 2018 marketing of the registered venues will be the only involvement.

2018/19 and Beyond

GBDG and Town of Gawler

Vision of the Town of Gawler.

“A liveable, cohesive, active, innovative and sustainable community”.

The ongoing viability of the GBDG is critical to assisting with the achievement of several the Town of Gawler’s key economic objectives as articulated in the 2017 – 2027 Community Plan. Current and proposed GBDG services, forums, programs, workshops and events address many of the stated objectives and strategies.

GBDG has worked on developing new, and improving current, strategies for moving forward and via the regular meetings with the Mayor of Gawler, CEO Henry Inat and Senior staff is developing a clearer understanding of the assistance the GBDG is able to provide in respect to achievement of those stated objectives.

The GBDG intends to deliver some services from the new Business Innovation Hub utilising the many valuable resources that will be on hand and working with the hub management, Inabox, to ensure the hub is an agile working space where businesses collaborate and use digital technologies and solutions to work smarter and grow. GBDG continues to develop a collaborative relationship with the RDA Barossa and is working towards a formal Statement of Understanding between the 2 associations to ensure a stronger collaborative effort to engage, nurture, guide and develop businesses within the region.

GBDG has successfully built strong alliances with a larger business network including with RDA Barossa, Local Government, State and Federal Government Departments and key employer and business groups near the region. These mutually beneficial relationships will assist with driving both employment and spending growth.

The last 2 years have been a period of growth and ventures into new and exciting areas for GBDG and the businesses of Gawler. GBDG has developed and implemented policies and procedures and good governance practices, is currently developing an updated Constitution and planning to embrace more digital technology and resources that will benefit the business community. The Business Expo will continue to occur annually and GBDG has once again sought feedback on the event to ensure we are providing an event that meets the needs and expectations of the businesses.

Engagement with local business owners and networking with other business associations also provides the GBDG with important information on business trends, areas of concern that may impact on Gawler businesses and potential areas for positive growth. A number of new initiatives are being explored and many are almost ready for implementation in the 2018- 2020 period.

New Initiatives/projects to be researched, developed and implemented: A raft of new initiatives has been developed, some of which were planned for 2017/18 implementation but now carried over to 2018/19.

1. ***“Let us Entertain You in Gawler”*** – replacing the Jazz Festival which has proven to be attractive to only a very small number of people and therefore not delivering the expected results – “attracting new customers to the region and assisting in boosting the local economy”. Feedback from businesses participating in the festival has shown that every business either lost money by hosting the festival or at best broke even. It is for this reason GBDG has decided an approach whereby the entertainment planned by every venue is marketed monthly via the new GBDG website with the addition of a new event “Let us Entertain You in Gawler”. The event will occur throughout the month of November with all businesses offered the opportunity to have their events marketing via the GBDG. This means that no matter what the entertainment, the range of opportunities for exposure is now spread throughout the entire Gawler region rather than focussing on 6 – 8 venues as with the Jazz Festival. The owners/managers of each venue know their clientele and the entertainment they prefer so by participating in the new event they have a much higher potential of attracting new customers to their venue on a regular basis. Some venues may still opt to have a Jazz night during the event period whilst others will be able to market their preferred genre of music, movies, poetry nights, comedy, family fun etc.
2. ***Sidewalk Sales*** – GBDG is in discussions with Council staff to identify any WHS and compliance issues to be overcome to enable the Murray Street Traders to participate in 2 sidewalk sale events per year. It is anticipated that these events should coincide with current major events 1. Carols night and 2. Gawler Fringe weekend. All traders in Murray St, and all sides streets connecting to Murray St will be asked to participate in the sidewalk sale events. GBDG will provide, where required, trestle tables, signage and portable lighting. Traders will offer specially discounted items for sale during the event and GBDG will engage street performers and spruikers to assist in attracting customers to each and every traders stall. GBDG will market via local newspapers, local radio, facebook, websites and letterbox dropping of flyers.
3. ***Television Commercial*** – GBDG is currently researching the costs and requirements for building a television marketing campaign for the Gawler region. Television is the most successful form of advertising and a commercial provides an opportunity to shine a spotlight on Gawler. Funding for this campaign will be sourced via \$ for \$ basis funding to ensure a strong campaign can be achieved.
4. ***Social Media and Website Support Program*** – A number of local businesses now have new websites and social media pages after completing programs with GBDG over the last 12 months and though they have also been shown how to manage those new marketing tools there is still a need for ongoing support and advice. GBDG has engaged 2 contractors to provide assistance to our businesses at no cost to the business for a period of 12 months initially with an option to extend the program if need be. It is expected that as more businesses complete digital workshops around websites and social media marketing the need for support will increase and we envisage this is an area that the Gawler Innovation Hub will contribute to once open.

5. **Gawler Triathlon** – Gawler has a very large number of younger families living in the region and as such many of the children and parents are engaging in sporting activities. This is certainly a key area of growth and it is imperative that Gawler is able to provide not only business services but also community activities that will keep people living, working and playing in Gawler. With this in mind GBDG is in discussions with sporting associations and sports related businesses to identify areas whereby GBDG can ensure this sector of business can continue to thrive in the region. The majority of events in the past have mostly assisted hospitality, accommodation/venue hire based businesses and general retail. It is important that all business sectors are considered when planning events and the inclusion of a sports/activity-based event will ensure that some of the specialty retailers benefit. A triathlon usually incorporates swimming, cycling and running and thus opens up opportunities for retailers of equipment and clothing for these activities to be involved at some level. A triathlon would also attract participants and spectators from numerous regions bringing foot traffic and income to the town. Local sporting clubs/associations and the Gawler Swimming Centre would also benefit from the event. As this event would need to be supported by a major association, discussion will commence soon with Triathlon SA with the view to the event being able to be supported by that association and listed as a Triathlon SA event. An event such as this will require thorough planning and GBDG will work with Tom and Michael Zorich, local cycling associations and Council to determine the viability of an event being held in Gawler early 2019 or 2020.

6. **Gawler Community Bus** – GBDG is exploring the possibility of a Community Bus for the region. The Salvation Army has received funds to purchase a bus to assist their clients and is exploring the potential for it to become a community service bus. With the vast distance between Gawler's main business sectors it would be beneficial if there could be a service that will assist unemployed, underprivileged, the elderly or mobility impaired to easily travel to and from these sectors. Preliminary discussions have been held and continue.

The GBDG will continue providing the following services:

1. Establish and support a structure that assists with raising ongoing funds for the purpose of supporting Town of Gawler business promotions and marketing
2. Promote and market the businesses within the Town of Gawler
3. Develop and adopt strategies to develop, manage, co-ordinate and fund marketing initiatives
4. Support and encourage the economic viability of businesses generally within the Town of Gawler
5. Represent the interests of the business community
6. Continue engaging with and assisting intending, new and established businesses whether they be home based, mobile or bricks and mortar based
7. Engage more with home based and mobile businesses with a view to assisting growth and stability and potentially increasing employment opportunities within the region
8. Provide business advisory services, (RDA B2B program to be supplemented with funding for GBDG members), business development and networking
9. Promoting Gawler as a Business Centre
10. Supporting the Gawler Fringe Festival Event, Carols night, Change Music Festival, Festival of Words.

With the addition of the following:

1. New initiatives previously listed
2. Partner with Council, Inabox, RDA Barossa and State/Federal Government bodies on specified projects to drive a strong local economy
3. Collaborate with Council and Inabox to deliver some relevant services from the Business Innovation Hub and promote the benefits of the facility to the business community
4. Seek external funding to support further programs, exhibitions and events that will drive increased foot traffic into the region
5. Increased collaboration and engagement of services from Community and Sporting Groups (e.g. Gawler Broadcasting, Barossa Radio)

Operations Management

A number of new Business representatives nominated as Board Members at the Nov 2017 Annual General Meeting. It is pleasing to see interest from businesses and people that there has previously not been a representation from, now volunteering their time and energy to be members of the Board of the Gawler Business Development Group.

The Board is a group of people all working together towards achieving the common goals with each contributing valuable insight and recommendations to the current and future operations of the group to ensure the continued growth and economic stability of the region. Gawler is quickly growing a reputation as the place to live, work and play and is one of few local government regions with a vast space of land around it to enable continued population growth and within easy access to the Adelaide CBD and beautiful regional areas. Gawler is not so much a gateway these days, it is more a destination and the GBDG looks forward to working with the Town of Gawler for many years to come.

| NAME | TERM EXPIRES | BUSINESS | REPRESENTING | TEL | MOB | EMAIL |
|--|--------------|--|--------------------------------|-----------|------------------------|--|
| Louise Drummond (Chair) | Nov 2019 | Personal Touch Home Cleaning | Listed Position no region | | 0427 604 703 | chair@gawler.org.au |
| Gary Iremonger (Deputy) | Nov 2018 | Eagle Foundry B&B | Other | 8522 3808 | 0408 844 964 | deputy@gawler.org.au |
| Peter Caddy (Treasurer) | Nov 2018 | Symes Accountants | Listed Position no region | 8522 2633 | 0415 775 863 | treasurer@gawler.org.au |
| Brittany Beattie (Secretary/Public Officer) | Nov 2019 | Gawler & Barossa Jockey Club | Evanston | 8522 1801 | 0417 557 732 | secretary@gawler.org.au Brittany.Beattie@gawlerjockeyclub.com.au |
| Jude McColough | Nov 2019 | Back to Beauty | Other | | 0438 323 949 | backtobeauty@bigpond.com |
| Tania George | Nov 2018 | The Kingsford Hotel | Town Centre | 8523 5186 | 0434 814 747 | tania@kingsfordhotel.com.au |
| Greg Matz | Nov 2018 | Mensland Gawler | Town Centre | 8522 1239 | Judith 0438 717 046 | gawlermensland@sctelco.net.au |
| Tony Piccolo | Nov 2018 | Tony Piccolo MP | Town Centre | 8522 2878 | 0418 846 795 | light@parliament.sa.gov.au |
| Kim Peake | Nov 2019 | Kornacraft Sewing Centre | Town Centre | 8522 3246 | 0410 469 044 | sales@kornacraft.com.au |
| Peter Meznar | Nov 2018 | P Meznar Consulting | Willaston | | 0448 023 159 | petermeznar@outlook.com |
| Cr. Kevin Fischer | Nov 2018 | Town of Gawler | Council (1yr term) Town Centre | | 0407 472 373 | kevin@kcfischer.com.au |
| NON VOTING MEMBERS | | | | | | |
| Caren Brougham | | Business Liaison & Marketing Coordinator | | | 0488 770 138 | caren@gawler.org.au |
| Shane Bailey | | Website Maintenance | | 8523 1018 | | shane@bmusic.com.au |
| Adele Stoakes | | Administrative Support | | | | adele@gawler.org.au |

FINANCIAL COMMITMENT 2018/19 (subject to change)

| Item | Amount |
|---|------------------------------|
| Estimated carry over June 30, 2018 (incomplete projects) | \$120,000.00 To be confirmed |
| Business Development Levy 2018/19 | \$172,591.00 |
| Memberships (Voluntary) | \$ 900.00 |
| Hero Building Fund | \$ 10,000.00 |
| Total Funds Available | \$303,491.00 |
| | |
| Business Plan Expenditure 2018/19 | |
| Hero Building Fund | \$ 10,000.00 |
| Marketing | |
| - Print media (newspapers, letterbox distribution) | \$ 7,000.00 |
| - Event marketing (radio, digital) | \$ 6,000.00 |
| - Wages (A Stoakes 100%, C Brougham 50%) | \$ 62,460.00 |
| - Promotional Resources | \$ 2,000.00 |
| - Business Expo/Gawler Big Sale Event | \$ 7,000.00 |
| - New Business Attraction | \$ 4,000.00 |
| | |
| New Initiatives | |
| Website & Social Media Support for Business Community | \$ 3,000.00 |
| Television Commercial | \$ 25,000.00 |
| Projects – As listed in report | \$ 30,000.00 |
| | |
| Events | |
| Business Expo/Gawler Big Sale Event | \$ 20,000.00 |
| Networking events | \$ 3,000.00 |
| B2B services (value add to RDA B2B) | \$ 4,000.00 |
| | |
| Business Development | |
| Start Your Own Business Workshops | \$ 2,000.00 |
| Business Fundamentals Plus | \$ 4,000.00 |
| Profit Improvement Program | \$ 27,500.00 |
| Digital Marketing Programs (build your own website, social media) | \$ 7,000.00 |
| Workshops for Business Development | \$ 4,000.00 |
| Facilitators for monthly workshops/forums | \$ 3,000.00 |
| | |
| Administration | |
| Business Liaison & Marketing Coordinator (50%) | \$ 44,460.00 |
| Insurance | \$ 3,800.00 |
| Audit fee | \$ 2,500.00 |
| Postage, printing, licences, memberships, admin costs | \$ 7,000.00 |
| Website/IT Maintenance | \$ 1,500.00 |
| | |
| Other | |
| Community Grants/Sponsorships/SALA | \$ 10,000.00 |
| Total Planned 2017/18 Cash Expenditure | \$ 300,220.00 |
| Estimated cash at June 30, 2018 | \$ 3,271.00 |