



Annual Business Plan 2014/15



Gawler



www.gawler.org.au





1. 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.

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 online Gawler Business Directory www.gawler.org.au, facilitation of the 'Hero Building'/'Watch this Space' projects and concepts such as the 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 key business 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 and Ed Milne's Facebook Marketing, 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.



2. Financial Commitment

Our plan is to commit \$217,195 to the initiatives outlined below. This reflects an approximately 10% increase to the current Marketing Levy (\$148,000) to account for CPI, the expected increase of commercial property values in 2014/15 i.e. Gawler Green and significant increase in events planned for Gawler.

A SUMMARY OF OUR PROJECTED FINANCIAL POSITION TO JUNE 30, 2014 IS AS FOLLOWS:

FINANCIAL PROJECTION	
ITEM	AMOUNT \$
Approx. carry over June 30, 2014	\$ 60,000
Business Development Levy	\$148,000
2014/15 Increase	\$15,000 (approx 10%)
Total Funds Available	\$223,000

2014/15 FINANCIAL COMMITMENT	
i) Marketing	\$115,000
ii) Education	\$22,000
iii) Business Relations	\$5,000
iv) Corporate Responsibilities	\$75,195
Total Planned 2014/15	\$217,195

i. Marketing

ACTIVITY	AMOUNT \$
Monthly Promotions	\$30,000
Website	\$5,000
Mobile Phone Compatibility	\$1,000
Christmas Hampers	\$6,000
Welcome Pack	\$3,000
Totally Locally	\$3,000
Events- SALA	\$7,000
Events- Jazz Festival	\$20,000
Events- Classic Music Festival	\$30,000
Events- Cycling	\$10,000
Hero Building	Nil
Total	\$115,000

a. Monthly Promotions \$30,000

The purpose of monthly promotions is to market Gawler by increasing public knowledge of retail/services available in Gawler. Participants enter online, answering competition questions about businesses in Gawler. For example the recent Valentine's Day promotion (pictured below) required 3 questions to be answered;

- To which business would you take your Valentine to dinner?
- From which business would you purchase jewellery or a gift for your Valentine?
- From which business would you purchase flowers for your Valentine?

Hence confirming what businesses/services are available in Gawler.

In 2014/15 the competitions will continue via website, Facebook and emails, but newspaper advertising will decrease. Now that a good customer base in excess of 3000 has been established, the GBDG will focus on lower cost Facebook and email promotions. By decreasing the cost of campaigns from \$48,000 to \$30,000, the saving gained can be utilised elsewhere e.g. to bring more events to Gawler.



b. Website/ Mobilisation \$6,000

The GBDG will continue updating the Gawler On-line Business Directory (www.gawler.org.au) to refurbish with all commercial and industrial businesses operating in Gawler. In 2014/15 the aim will be to rebuild the website in order to increase functionality, public appeal and mobilisation (l-phone/l-pad & mobile compatibility).

c. Christmas Hampers \$6,000

In 2014 the GBDG contributed 15 Christmas hampers valued at approximately \$400 each, to the community. The Christmas baskets were filled with food from Foodland and Crestline Meats and an assortment of Gawler business vouchers. The hampers were prizes for judging the best 'Gawler Glowing' window display and distributed at the Gawler Carols.

The project was intended as a token of appreciation from businesses to their supporters and well received by the public. In 2014/15 the GBDG will repeat the distribution of Christmas hampers.

d. Welcome Pack \$3000

In 2014/15 the GBDG aims to market itself better with a 'Welcome Pack' to new businesses and members arriving in Gawler.

The Pack will contain a flyer explaining the purpose and functions of the GBDG, business card/contact details and promotional material from important local business organisations such as the Polaris Business Centre, Business SA, Taxation Dept. and Regional Development Australia Barossa.



Poster from the Totally Locally Free Toolkit.

e. Events

Using events/festivals, the GBDG will promote Gawler as a unique 'strip shopping/outdoors' destination emphasising its attributes and points of distinction, particularly its ambience, history and abundant heritage and relaxed cosmopolitan feel.

With savings gained from decreasing newspaper advertising (\$18,000) and an increase in the Marketing Levy, mainly due to the expansion of commercial areas, additional funds can be allocated to events.

It is hoped that further promotion of Gawler using events such as the Classical Music Festival (May 2015, History Week) and a Cycling event may be achievable.

f. Totally Locally \$3000

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

g. Gawler SALA Art Trail \$7000

In 2013/14 the GBDG organised the inaugural Gawler SALA Art Trail with the support of Council, the Gawler Art Society and independent artists.

The Art Trail included 7 locations- Trinity College, Gawler Community Gallery, The Kingsford Hotel, Cafe Nova, The Institute and Kornacraft Sewing Centre and Cups 'n Cakes.

The purpose of the Trail was to identify and promote Gawler as an arts centre. While visitation was limited, it is expected with the use of street banners and exhibition signage, public awareness and visitation will be greatly increased.

It is hoped that by the facilitation of the 2014/15 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 and the tourism potential 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 market.

Gawler ART TRAIL

Kornacraft
108 Murray Street
Sat 3rd 9am-4pm,
Sun 4th 11am-4pm &
then Mon-Fri 9am-5pm &
Sat 9am-4pm | 8522 3248

Cups 'n Cakes
50 Murray Street
Mon-Fri 9.30am-5pm & Sat 9am-5pm
T: 8522 6522

The Institute
89 Murray St. Gawler
(upstairs) | Thurs-Sun
10am-4pm

Conversations Cafe
Julian Terrace | Mon-Fri 8am-3pm &
Sat-Sun 7.30am-3pm | T: 8523 3044

The Kingsford Hotel
32 Murray Street
Daily 9am-late | T: 8522 1687

The Gawler Community Gallery
Gawler Railway Station,
Twenty-third Street
Thurs-Sun 10am-4pm
T: 8523 5995

The Space Gallery
Trinity College,
North Campus, via
Administration Office,
Alexander Avenue
(Opens 9th Aug)
Mon-Fri
9am-4pm
& Sun 11th,
17th & 24th
12-3pm

Cafe Nova
19 Murray St.
Gawler
Daily 7.30am-late
T: 8522 6799

Gawler
South Australian
Living Artists (SALA) Festival
Aug 2nd-25th
www.gawler.org.au
Official Opening
Friday 2nd August 6-8pm | The Institute
RSVP/Contact sigrid@gawler.org.au M: 0402 347 920

Gawler SALA Art Trail Flyer

h. Gawler Jazz Festival \$20,000

The inaugural 2014 Jazz Festival held the first weekend in November, in partnership with the Rotary Village Fair and venues/ hotels attracted approximately 5000 people to Gawler over the course of the two day event. The family friendly event showcased the Rotary Village Fair, historical hotels and landmarks, while providing fabulous Jazz music and food/dining in a friendly and relaxed atmosphere.

Venues included the Kingsford Hotel, Eagle Foundry, Pioneer Park, Prince Albert Hotel, The Criterion Hotel and Cafe Nova. The event was marketed via Facebook, several internet sites, The Bunyip, The Leader, radio, Barossa Tourism, Barossa Living, posters, program flyers and street banners. After the positive feedback received from surveys, the GBDG will host the next Gawler Jazz Festival in November 2015.

i. Classical Music Festival \$30,000

The Classical Music Festival is another event initiative by the GBDG and focuses on a different (older) target market to the Jazz Festival. It is envisaged that the Classical Music Festival will occur in May 2015, in conjunction with History Week.

Classical music concerts would be held on a rotational basis in Gawler historic churches. It is anticipated that the Classical Music Festival would require a greater budget compared to the Jazz Festival, as the GBDG would face additional musician's expenses. At this stage the event lacks financial partners, but it is possible that sponsors may be found.



Gawler Jazz Festival design

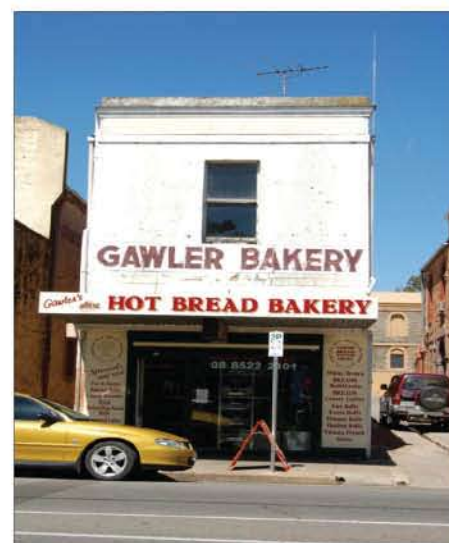
j. Hero Building \$Nil

While there is no budget allocation for the restoration and improvement of privately owned historical and significant buildings, the GBDG recognises the need for Gawler to improve its street appeal, occupancy rates and consumer confidence.

The GBDG will continue to facilitate and support projects such as 'Hero Building' and 'Watch this Space/ Renew Gawler'.

k. Cycling \$10,000

With the Gawler/Barossa area being such a popular cycling destination e.g. Tour Down Under and moves underway to connect Gawler to Adelaide (via Sturt O'Grady Bikeway) and Barossa (via Jack Bobridge Bikeway), the GBDG has earmarked a budget for a future cycling event, possibly in partnership with another business or community group. The GBDG recognises the potential of such an event to draw large numbers of participants to the local area.



165 Murray St. Gawler



ii. Education

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.

Activity	Amount \$
Keynote Speaker Workshop	\$5,000
Visual Merchandising & Business Management Course	\$17,000
Total	\$22,000

iii Business Relations

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 Communications & Marketing Officer.

Activity	Amount \$
Venue Hire, Catering & Survey	\$5,000
Total	\$ 5,000

iv 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	\$3,200
Auditor	\$2,000
Contractor- Admin/ Marketing	\$58,800
Contractor- IT	\$6,000
Memberships- Renew Aust	\$1,000
Memberships- MainstreetSA	\$195
Sponsorships- Xmas Carols	\$1,000
Postage	\$2,000
Stationery	\$1,000
Total	\$75,195



3. Operational Strategy

OPERATIONS OF THE GAWLER BUSINESS DEVELOPMENT GROUP INC. FOR 2014/15:

Accounting

Peter Caddy (Treasurer)
Symes Accountants
M: 0415 775 863
E: peterc@symes.com.au

Website Maintenance

Shane Bailey
T: 08 8523 1018
E: shane@bmusic.com

Communications & Marketing

Sigrid Murljacic (Murl-ya-chich)
M: 0402 347 920
E: sigrid@gawler.org.au

Graphic Design

Cara Briscoe
M: 0408 893 342
E: cara_bri@yahoo.com.au





4. Board Members

NAME	LOCATION	CONTACT DETAILS
LOUISE DRUMMOND (Chair) Personal Touch Home Cleaning	OTHER	acountrycook@gmail.com M: 0427 604 703
GARY IREMONGER (Deputy Chair) Eagle Foundry B&B	OTHER	eaglefoundry@hotmail.com M: 0408 844 964
PETER CADDY (Treasurer) Symes Accountants	GAWLER SOUTH	peterc@symes.com.au M: 0415 775 863 T: 8522 2633
KIM PEAKE (Secretary) Kornacraft Sewing Centre	TOWN CENTRE	sales@kornacraft.com.au T: 8522 3246
GREG MATZ Mensland	TOWN CENTRE	gawlermensland@sctelco.net.au T: 8522 1239
DANIEL PHILIPS Newtons Building Supplies	EVANSTON	danielp@newtonsbuilding.com.au T: 8415 7706
TREVOR GENT Gawler Bearings & I.S	WILLASTON	info@gawlerbearings.com.au M: 0428 224 887 T: 8523 2275
Cr. KEVIN FISCHER Town of Gawler	COUNCIL	kcfischer@bigpond.com M: 0407 472 373