



**GAWLER BUSINESS DEVELOPMENT GROUP Inc.**

**“Your success in business matters to us ”**

**BUSINESS PLAN**

**2019/20**

## BUSINESS CASE

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 negotiating a new funding agreement for the use of the business levy collected from the owners of commercial premises, by the Town of Gawler. The levy is applied to the operations of the GBDG to deliver services to the business community until 30 June 2021. (with an option to extend the agreement for a further 12 months to 30<sup>th</sup> June 2022)

The listed objectives under that agreement are:

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, including –
  - monitoring and reviewing the efficiency and effectiveness of the group operations and initiatives
  - adopting process and policy that ensures transparency and consistency in decision making
  - holding Board meetings in accordance with the GBDG Rules of the Association, noting that Council will have a representative at the meetings. GBDG is to provide minutes of the GBDG Board meetings to Council.
  - maintaining communication with Council through holding monthly meetings with Council representative(s).

In order to achieve these objectives, the GBDG defined key areas and developed initiatives that focused on projects that are beyond the scope of individual business with the aim of:

- providing more marketing opportunities for the businesses
- increasing customer numbers and foot traffic in the region
- enhancing sustainability of local businesses via business development opportunities
- promoting Gawler as a place to conduct business
- growing the awareness of Gawler as a major shopping hub
- promoting the ease of access to the Gawler business districts for customers/clients
- 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 and Corporate Responsibilities
3. Promotion of the Gawler region to new businesses and residents
4. 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.

The addition of more business development opportunities via workshops, events and forums along with tailored business advice, (provided by Industry experts and RDA Barossa B2B with a verbal agreement whereby GBDG will supplement financially for additional advisory sessions for businesses where required on a case by case basis), has added value to the range of services and events offered in previous years with demonstrable improvements and benefits to businesses.

In order for the GBDG to continue to provide quality assistance to the businesses in the region, the GBDG proposes the following;

- A request for funding in the amount of \$175,870.00 plus GST per annum, increased annually by CPI for a preferred minimum period of 2 years 2019/20, 2020/21 (with the option to extend the agreement for a further 12 months to 30<sup>th</sup> June 2022)
- Distribution of GBDG Membership and benefits flyer 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

## 2019/20 PROPOSED ACTIVITIES

### Major new initiatives:

#### 1. Television Commercial

The production and editing of the GBDG initiative, "Live, work, play and do business in Gawler" television commercial, should be completed mid-2019 and airings of the commercial will

commence. The commercial will be shown on commercial television and also widely promoted via social media platforms, the GBDG You Tube Channel and the GBDG website.

## 2. **GBDG Welcome Pack**

Each new business that comes to the Gawler Council region will now receive a welcome pack that will provide them with;

- a. Welcome letter advising the business owner that they have automatic membership as they operate the business from a commercial rate paying premises
- b. A membership/business details form (to ensure we have the correct details to add the GBDG website business directory and the CRM file)
- c. Membership benefits
- d. GBDG services, events, activities and opportunities
- e. GBDG business card

## 3. **SA Business Conference**

The SA Business Conference is a totally new event for Gawler and is an opportunity for business owners, managers, staff and business intenders to hear presentations by entrepreneurs and business leaders from throughout Australia, sharing their journeys to success, discussing best practice and imparting valuable information for attendees to apply in their workplaces.

Opportunities will also be provided throughout the day for attendees to share their own experiences and network with peers.

There will be a select group of business support providers, including the ATO, Office of the Small Business Commissioner, BEC Australia, ANZ Bank, Australian Government Departments as well as having advisors present to discuss business loans, employment incentives, commercial tenancy information and business development opportunities. The Conference provides a fantastic opportunity for attendees to focus on developing and improving their businesses.

## 4. **Gawler Business Awards**

The GBDG is introducing the Gawler Business Awards whereby customers and clients will be asked to nominate a business for an award. The recipients of the awards will be determined by public vote and will cover the following categories:

**Customer Service** – for providing excellence in customer service and amazing experiences had by customers.

**Quality of Products or Services** – for providing products and/or services of a consistently high quality.

**Community Spirit** – for a business that demonstrates a sense of community spirit by its involvement with community

***These awards will be presented to 2 winners per category, 1 for a business operating from a commercial space and 1 for a business that is home-based or mobile.***

### **Activities:**

GBDG has a schedule of business development and information sharing activities/events planned each month. The experience and skills of facilitators who are experts in their fields are used to deliver valuable information to the business owners, managers and staff in the Gawler region.

The schedule includes:

### **Networking opportunities**

#### **Business Development Programs**

#### **Business Development Workshops**

#### **Events**

- Gawler Music Month
- Gawler Big Sale Events
- SA Business Conference

#### **Business Coaching**

The GBDG has an agreement with RDA Barossa to provide coaching and mentoring services to GBDG members via a coaching referral system. This is a value add to the RDA's B2B program which has limits on the accessibility to coaching for our members. The GBDG has set aside funds in the budget to ensure that where a member requires ongoing coaching or support it can be provided at no, or low cost through GBDG. GBDG also has a panel of experts in fields that the RDA B2B program does not include, and these experts are utilized to also provide coaching and business advise to our members.

## GBDG 2019/2020 OPERATIONAL BUDGET

GBDG - DRAFT FINANCIAL COMMITMENT 2019/20 (subject to change)

Item	Amount	
Operational Carry Over June 30, 2019	\$60,000.00	
Estimated		See *note
Business Development Levy 2018/19	\$175,870.00	See **note
Memberships (Voluntary)	\$900.00	
Event Income/sponsorship	\$2,500.00	
<b>Total Funds Available</b>	<b>\$239,270.00</b>	

### Business Plan Expenditure 2019/20

Marketing/Advertising		
Marketing Contractors Fees	\$75,192.00	
Events	\$8,000.00	
New Business		
Attraction/resources/ GBDG Welcome pack	\$4,000.00	
Website/IT Support	\$3,000.00	
SALA - Marketing	\$500.00	
SA Business Conference	\$5,000.00	
Gawler Music Month	\$3,000.00	
Television Commercial	\$10,000.00	
	<b>\$108,692.00</b>	

### Projects

Projects – New events/activities	\$6,000.00	
	<b>\$6,000.00</b>	

### Events

SA Business Conference	\$20,000.00	
Networking events	\$1,000.00	
B2B services and Specialised GBDG Advisors (value add to RDA B2B)	\$4,000.00	
Markets	\$4,000.00	
	<b>\$29,000.00</b>	

### Business Development & Activity Expense

Start Your Own Business Initiatives	\$1,000.00	
Profit Improvement Program		
Digital Marketing Programs	\$1,500.00	
Workshops /activity consultants	\$4,000.00	
	<b>\$6,500.00</b>	

### Administration

Contractors fees	\$35,568.00	
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Insurance	\$4,000.00
Audit/Bookkeeper, Legal & Accounting fees	\$4,000.00
Postage, printing, licences, memberships, admin costs (BECA, APRA), Telephone	\$4,000.00
Computer Hardware/software & Cloud	\$3,000.00
	<b>\$50,568.00</b>
<b>Other</b>	
Community Grants/sponsorship	\$2,000.00
Board Expense	\$2,000.00
	<b>\$4,000.00</b>
<b>Total Planned 2018/19 Cash Expenditure</b>	<b>\$204,760.00</b>
<b>Estimated surplus at June 30, 2020</b>	<b>\$34,510.00</b>

*\*As funds are paid in arrears operational costs for 2 months plus committed project funds are to be carried over*

*\*\*Increase on 2018/19 by CPI 1.9%*