



GAWLER BUSINESS DEVELOPMENT GROUP Inc.

"Developing successful and sustainable businesses through marketing, advice and connection to the community"

ANNUAL BUSINESS PLAN 2022/23

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 listed objectives 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, 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, over many years, the GBDG has provided:

1. a variety of support options
2. business development options (development programs, 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, Gawl4er Music Festival, Christmas Markets)

In the last 5 – 6 years there has been a growing focus to add big picture projects to the list of offerings, including;

1. 3 business expos (showcases)
2. 3 business conferences (development and networking)
3. 2 television commercials (promotion of the region and attraction of new business and customers)
4. 3 Gawler showcases on mainstream television (promotion of the region and attraction of new business and customers)
5. 3 profit improvement programs (business development and business viability)

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.



**“GROWTH IS NEVER BY MERE CHANCE; IT
IS THE RESULT OF FORCES WORKING
TOGETHER”**

JAMES NASH PENNEY



2022/23 MOVING FORWARD

The first quarter of 2022 started with businesses still suffering financially as a direct result of COVID-19 restrictions. A number of businesses found the last quarter of 2021 with density restrictions too much to bear and ended up closing their doors.

The flip side of that is that we continue to see new businesses setting up in Gawler, it remains to be seen if they will be successful.

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

Levied Fees \$188,096.00

plus GST \$18,8009.60

Totalling \$ 206,905.60

This increase is lower than the predicted CPI listed for the year.

GBDG are seeking a funding agreement for a 3 year period 1 July 2022 – 30 June 2025 with a minimum of a CPI increase each year.

MAJOR INITIATIVES

Strategic Plan (incorporating marketing plan)

The Strategic Plan will:

1. Define the vision of GBDG
2. Craft its values
3. Determine desired outcomes
4. Declare explicit accountability
5. Establish leading KPI's

It will also determine:

1. Where does GBDG want to take the “business/group” – Its destination
2. Where is it now – the starting point
3. How will it get there – the journey
4. How GBDG will know if it is succeeding – the checkpoints

Milestones:

1. It is envisaged that the Strategic Plan will be completed by 30 June 2022
2. and implemented early 2022/23
3. will incorporate elements to achieve above points

The Marketing Plan

The Market Research Project undertaken between October 2021 – February 2022 has been finalized and the results/findings are being considered by the Board of the GBDG. The findings will help form the details of a GBDG specific Marketing Plan that will provide a framework for implementation to enable the Board to achieve its objectives for each activity or service it provides.

The marketing plan will help GBDG to:

- Inform its 2022/23 and beyond, budgets
- determine its target market per activity/service
- identify the activities/services the members want
- how best to reach them
- at what price point the activities/services should be provided (external clients/attendees only as members do not pay for activities/services)
- how GBDG will measure its efforts

Milestones:

1. It is envisaged that the Strategic/Marketing Plan will be completed by 30 June 2022
2. Be implemented early 2022/23
3. will incorporate elements to achieve above points

Increase Foot Traffic in the Gawler Central Business District

Having regularly walked up and down Murray St on Thursday nights, Saturday nights and Sunday afternoons, it is like a ghost town. Most businesses are closed and those that are open have very few or no customers most of that time. If this occurred only during the winter season one could expect this lack of “shoppers”. It is a very relevant time to be asking “how can this be changed?”. Feedback from shoppers is that “you can’t beat comfort and convenience” and that is what they get from shopping in enclosed, air conditioned malls and shopping centres.

Whilst there are many pro’s of shopping in an open air environment like Murrays St, the “comfort and convenience” comment is valid and the increase of enclosed shopping environments is having a negative impact on all open air business districts throughout Australia. Consumers are time poor and prefer to shop where they can get “everything” easily and without walking too far.

How can the impact of this be reduced to encourage people to shop in the Gawler central business district?

Step 1. By businesses adopting a survive and thrive approach

Step 2. Widespread marketing of the benefits of shopping in Gawler and promotion of all businesses, in particular those that are unique to Gawler.

Step 3. Promotion of events that will draw foot traffic into the town

Step 1. Survive and Thrive

As we have now entered the third year of the everchanging Corona Virus Pandemic the GBDG continues to search for innovative resources to share with the Gawler business community that will hopefully help them survive and thrive.

Whilst GBDG petitioned State Government to reintroduce funds for Business Enterprise Centres to deliver practical and regular business advice, the Government decided instead to introduce vouchers to spend in numerous areas to help stimulate the economy. While this is a step forward it is not focusing on helping businesses to identify “how do we stay open while waiting for people to come back and shop with us again?”

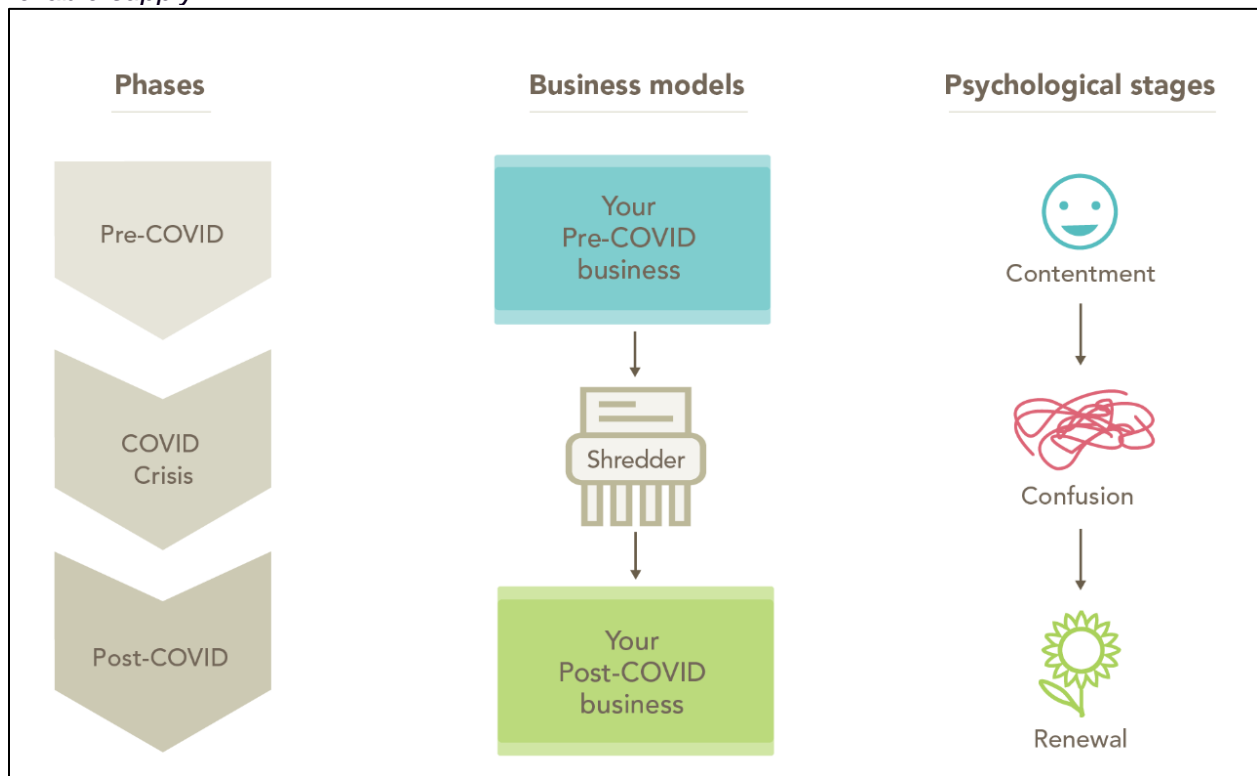
The following article was found after GBDG commenced researching up to date information on “thrive and survive in business” and it will form part of the initiatives for GBDG in 2022/23.

Founder and Director of Waterfield, hits the nails on the head;

SURVIVE AND THRIVE STRATEGY FOR BUSINESS

In a pre-COVID world, your business was probably doing well, and you and your team had planned on how to improve and grow the business. However right now most businesses are going through the COVID shredder, where most are facing a significant drop in demand.

Even businesses that are in growing markets are struggling. For example, a client in Scotland who has increased demand of 10 times is going through the shredder because they cannot access reliable supply.



PIVOTING YOUR BUSINESS FOR NEW REVENUE

The twin COVID health and economic crises present significant challenges to most businesses' Pre-COVID business model. Businesses need to reimagine themselves and take action to realise a new future.

Attempting to survive by looking backwards at yesterday's business model is a formula for disaster. Why? Because there will be a post-COVID world and it will be different.

Just surviving is not enough. For example, past crises such as the GFC, Katrina, Australian bushfires and floods and 9/11, have taught us that the peak of bankruptcies happen 12 to 24 months after the crisis has abated. This is because surviving is an event and it does not build a sustainable future for your business.

So how do you plan and execute in these turbulent and highly uncertain times? You need to concurrently build both a Survive Strategy and a Thrive Strategy.

Can I survive first and then worry about surviving later? NO – because the decisions you make now will have an impact on your ability to respond to and thrive in a post-COVID world.

Working globally with thousands of companies over two and a half decades has taught us that the most successful companies work backwards from a desired end state. This is equally true in a crisis.

The desired outcome you need is to be able to thrive in a post-COVID world. The “new norm” is likely to be more online, more local and more bio-security constrained. This will have implications for how you work, where you work, what your customers will demand and how your supply chain will need to be structured.

Therefore, viewing the world through a pre-COVID lens may result in you dismissing or removing the very assets or capabilities you need to be successful in a post-COVID world.

The above article was found after GBDG commenced researching up to date information on “thrive and survive in business” and it will form part of the new initiatives for GBDG in 2022/23.

So what will GBDG do?

GBDG will provide workshops and business advice and coaching to its members on adopting:

Survive Strategies

1. Protecting lives and livelihoods
2. Radical financial adaption
3. Supply chain continuity
4. Client engagement and support

Thrive Strategies

1. Virtualise your business
2. Collective innovation
3. Repurposing Assets and Capabilities
4. Post-COVID readiness

Measuring its success:

1. Delivery of the workshops/advice/coaching and engagement by business owners
2. Adoption of survive and thrive strategies by members
3. Reduction in bankruptcy and business closures post COVID
4. Increase in employment

Each business that participates in the survive and thrive workshops/advisory or coaching sessions will answer questions related to points 3 and 4 above and the results at the end of the year compared to data collected at commencement.

Step 2 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.

Step 3 Promotion of events

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 2022/23 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 its 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

ACTIVITIES AND EVENTS 2022/23

1. SA Business Conference

Due to the huge increase in speaker fees it is doubtful that this event will occur annually from now on, with a view to holding it bi-annually, allocating a larger budget every 2nd year, carrying some funds over from the previous year to assist with costs. 2022/23 GBDG will have its main focus on activities to Increase Foot Traffic in the Gawler Central Business District this financial year and helping business owners to expand into other forms of business operations, customer attraction and retention, and marketing the positives of the region.

2. Business Development

1. A plan to deliver a minimum of 5 general workshops (July, September, November, February, April)
Topics will be determined via member feedback

2. Offering 3 networking events
 International Women's Day Lunch Event Friday 10th March 2023
 International Men's Day Catchup Event Friday 18th November 2022
 Christmas Networking Evening Event Friday 2nd December 2022
3. 4 business networking breakfasts – Dates to be determined in conjunction with RDA Barossa
4. Offering business advisory services and coaching one on one
5. Delivering Tammy's Table Coaching sessions x 2 groups x 10 months.
6. If successful with the BBRF funding applications a series of additional workshops relevant to the projects will be developed and delivered, providing all interested businesses, social groups and community groups the opportunities 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.

Measuring its success:

1. 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.
2. Engagement levels of marketing campaigns
3. Feedback from businesses on increases in sales after implementation of new information or skills gained from the events/activities.
4. Did the event occur and numbers of attendees (demonstrates levels of interest of the topic/event/activity)
5. 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 2022/2023 OPERATIONAL BUDGET

The budget for 2022/23 has been set and approved, however, BBRF income and expenditure will be removed if applications for funding are not successful and it is likely the 2022/23 SA Business Conference will be moved to 2023/24 due to very large increases in costs.

There is very little difference in cost allocations from 2022/23 and the carry over figure will be larger than anticipated, again due to COVID-19 restrictions forcing cancellations of some projects and activities.

2022/23

Funding		
Levied fees	\$	188,096.00
Carried over funds	\$	96,000.00
Memberships	\$	2,000.00
Conference Registrations	\$	800.00
General Sales		
Total Income/Funds Available	\$	286,896.00
BBRF Projects	\$	60,000.00
Total Income/Funds Available including potential income	\$	346,096.00
Expenses		
Advertising/Marketing	\$	10,000.00
Advertising/Marketing C Brougham	\$	7,113.00
Advertising/Marketing A Stoakes	\$	6,552.00
New Business Attraction	\$	5,000.00
New Business Attraction C Brougham	\$	4,449.00
New Business Attraction A Stoakes	\$	436.00
Website/Digital Platforms, Hardware/Software/Licensing S Bailey	\$	4,000.00
Website/Digital Platforms, Hardware/Software/Licensing C Brougham	\$	1,778.00
Website/Digital Platforms, Hardware/Software/Licensing A Stoakes	\$	439.00
General Event Marketing Contractor C Brougham	\$	5,557.00
General Event Marketing Contractor A Stoakes	\$	1,638.00
Advertiser News subs	\$	300.00
	\$	47,262.00
Administration		
Contractor C Brougham	\$	17,784.00
Contractor A Stoakes	\$	3,276.00
Council relations Contractor C Brougham	\$	8,892.00
Council relations Contractor A Stoakes	\$	218.00
Licensing & Asscns Expense - CRM, BECA, Subs, Dues, ACT	\$	5,000.00
Insurance	\$	2,900.00
GBDG Equipment	\$	300.00
Printing/Office Supplies/Stationery	\$	900.00
Postage & Courier	\$	500.00
Telephone	\$	1,500.00
	\$	41,270.00
Event Management		
Event Management Contractor C Brougham	\$	16,672.00
Event Management Contractor A Stoakes	\$	4,914.00
	\$	21,586.00
Community Sponsorship		
Gawler Carols, Gawler Fringe, Community Events	\$	1,500.00
	\$	1,500.00
Membership/Member Liaison		

Contractor C Brougham	\$	7,113.00
Contractor A Stoakes	\$	3,931.00
	\$	11,044.00
Finance		
Contractor C Brougham	\$	3,556.00
Contractor A Stoakes	\$	218.00
Auditing/Accounting & MYOB Fees	\$	5,400.00
	\$	9,174.00
Board Expense		
Contractor C Brougham	\$	1,778.00
Board Expense General	\$	2,000.00
Governance, Criminal History Checks	\$	500.00
	\$	4,278.00
Funding Expenses		
Grant Application/Development		
Business Development Services		
Business Services Contractor C Brougham	\$	13,338.00
Business Services Contractor A Stoakes	\$	218.00
Business Services (B2B, Specialised Advisors, Tammy's Table)	\$	9,720.00
Business Conference	\$	25,000.00
Workshops	\$	2,000.00
Networking	\$	5,000.00
	\$	55,276.00
Projects		
Business Services Contractor C Brougham	\$	3,556.00
Business Services Contractor A Stoakes	\$	327.00
Xmas Promotion	\$	4,000.00
Marketing Plan and Strategy	\$	10,000.00
Youth Entrepreneur Project <i>(grant funds)</i>		
BBRF	\$	120,000.00
	\$	137,883.00
Total Expenses	\$	329,273.00
Net Profit	\$	16,823.00

