



Salisbury City Centre ... Something for everyone!

### **SCC Business Watch ...**



#### **Need support with Cyber Security?**

Are you a South Australian small business owner looking for some support, guidance and training in cyber security?

The South Australian Government has partnered with the Australian Cyber Collaboration Centre to deliver the Cyber Uplift Step Program - an experience that will equip you with the skills and knowledge to implement basic cyber security measures.

Learn more about what is on offer in this entry-level training opportunity:

[www.cybercollaboration.org.au/cusp](http://www.cybercollaboration.org.au/cusp)

#### **Cyber Security resources to help your business ...**

The Australian Cyber Security Centre provides practical guidance and technical advice and assistance that will help your staff, or your stakeholders, know how to quickly and effectively respond to a cyber incidents. There is step-by-step guidance for businesses to follow if they have been impacted by an incident such as a data spill, or if a business has been targeted by cybercriminals.

Resources include:

- The Small Business Cyber Security Guide [www.cyber.gov.au/sites/default/files/2023-03/ACSC\\_Small\\_Business\\_Cyber\\_Security\\_Guide\\_V6.pdf](http://www.cyber.gov.au/sites/default/files/2023-03/ACSC_Small_Business_Cyber_Security_Guide_V6.pdf)
- Use the ReportCyber portal to report a cyber incident, cybercrime, or vulnerability.

Remember to report incidents early to the ACSC.

- Visit the report and recover pages on [cyber.gov.au](http://cyber.gov.au) for advice to help you or your stakeholders report and recover, which will protect businesses from further harm.
- Know what to do if you're held to ransom
- Access the [cyber.gov.au](http://cyber.gov.au) resource library and print the Top Tips for Cyber Security and Report Cyber posters for your workplace [www.cyber.gov.au/learn-basics/view-resources/resources-library](http://www.cyber.gov.au/learn-basics/view-resources/resources-library)

For more information and updates, visit our dedicated Facebook page

<https://www.facebook.com/SalisburyCityCentreBusinessWatch/>

*Business Watch is a South Australia Police initiative, and our SCC Business Watch is a collaboration between the **Salisbury Business Association, City of Salisbury** and **SA Police** and is all about keeping you, your staff and customers safe in the Salisbury City Centre.*

#### **PBAFM Listener Survey 2023**

PBA FM is looking for your feedback. Let them know what you think of their operation. What works, what doesn't work and what ideas do you have for their future.

Take a few minutes and fill out this survey. All entries go in the draw to win a double movie pass, with thanks to Hoyts Salisbury.

To complete the survey, head to

<https://www.surveymonkey.com/r/68X5P3Q>

#### **Keep our delivery drivers safe!**



## South Australia's Small Business Strategy 2023 – 2030

South Australia's  
Small Business Strategy  
2023–2030



Office for  
Small & Family  
Business

Government of  
South Australia

South Australia's Small Business Strategy 2023-2030 is designed to create jobs, build our economy, and most importantly, future-proof South Australia's 150,000 small businesses.

The Strategy aims to:

- increase the skills, capability and capacity of small business owners and their workforce, to build sustainability, and to take up new business opportunities
- drive jobs growth
- make it easier for businesses to access South Australian Government services, supports and programs
- diversify the sector, by supporting regional businesses, and specific target groups, including First Nations, women, business owners living with disability, and culturally and linguistically diverse business owners.

There are 20 initiatives within six themes designed to support you to adapt, grow and succeed, help you respond to challenges and recover from adversity, and take advantage of new opportunities.

Some of the key initiatives include:

- Annual Small Business Week
- Mental Health and Wellbeing Program
- Women in Business Program
- Workforce Planning and Development Toolkit
- Dedicated Small Business Support Officers
- Connecting small businesses to skills programs

For a copy of the plan, including all 20 initiatives, visit:

<https://business.sa.gov.au/file/downloads/south-australias-small-business-strategy-2023-2030>

## FEATURE ARTICLE:

### 8 Ways to reduce your Business Costs

The cost of doing business continues to climb. How can you reduce costs and navigate your way in this challenging environment?

The recent Business Conditions Survey revealed the eight main concerns businesses have about costs are:

1. Energy
2. Insurance costs
3. Taxes, levies
4. Wages
5. Supplier costs
6. Transport costs
7. Rent
8. Loan repayments

### 1. ENERGY

Concerns about the impact of rising energy costs on business have intensified.

To reduce costs, it will be crucial to first look at your supplier. Ring around and spend some time looking to see if you can get a better deal on energy. Also, look to reduce your electricity and gas usage where you can, so it is good to look at investing in some more efficient appliances. Always seek out help and expert advice to deal with these things."

### 2. INSURANCE COSTS

When it comes to insurance, it is important to be proactive. When it comes to insurance, you should always do an audit on what you're covered for and what insurance you have.

If you are over insured, then it's a good opportunity to look at reducing your insurance level because often we *set and forget* with our insurance," she said.

Check to see if the cover that you have is appropriate to your current needs and if you can obviously negotiate and move somewhere else that best fits the business."

### 3. TAXES

It will also be important to pay attention to any changes in taxes. In relation to income tax, make sure that you're not missing out on deductions through poor record keeping.

Keep track of where you're spending your money or if you're using your own private funds and not moving it into the business account.

#### **4. WAGES**

With rising labour costs and major changes in the workplace, wages have been a growing issue for businesses.

Have you considered any outsourcing or automation for manual tasks. If it's administration, you can quite often outsource to another organisation to find more efficiencies."

Also look at staff productivity. If they're not particularly pushed, then people will spread five hours of work out to fill in eight hours of a day if they don't have work or programs in place to ensure that they meet those efficiencies.

And having people doing the wrong tasks so you may have somebody who is on a higher hourly rate doing lower rate tasks and that is inefficient for the business and affects wages.

#### **5. SUPPLY**

Since the pandemic, supply chain disruptions have become increasingly common and severe, causing significant challenges for businesses of all sizes.

Businesses can manage supply chain issues by adopting a proactive and strategic approach that prioritises resilience, flexibility, and collaboration. Businesses should conduct a thorough risk assessment to identify potential supply chain disruptions and develop a plan to mitigate those risks. This includes identifying alternative suppliers, diversifying supply sources, and establishing contingency plans to address potential disruptions.

Now is the perfect time to assess all your suppliers to see if you are getting the best price and quality control. Look at suppliers and see whether they can offer an alternative to what you are buying with no impact on the product that you produce.

#### **6. TRANSPORTATION**

Transportation costs are a significant expense for many businesses.

Businesses could consider negotiating lower transportation costs with suppliers, especially for high-volume or regular shipments. Engage in discussions to see if there is a way to optimise the transportation process and reduce costs.

Make sure the costs are less of an impact, but if it's your own transportation costs, look at the efficiency of the vehicle that you're using. Sometimes you're better off to do the maintenance to increase the efficiency of your own products and minimise your own costs, so businesses should review their delivery routes, streamline the transportation process, improve shipment visibility, and reduce errors/delays.

#### **7. RENT**

Rent is one of the biggest expenses for many businesses and a major drain on cash flow.

For businesses, if it's an office environment, ask if you still need all that space if your employees are working hybrid and is there a way to supplement some of the space. If the premises is a factory or a production setting, then it's worth looking at negotiating with your landlord and looking at ways to improve the efficiency of the space and assessing how it can fit your evolving business needs.

#### **8. LOAN REPAYMENTS**

As the cost of business continues to rise, the challenges of loan repayments will continue to impact many businesses.

If it's a fixed rate, then there is not much you can do. But if it's a variable rate, then you should look to refinance. Lenders will always offer better rates for new customers than they do for existing customers.

By refinancing, a business can negotiate lower interest rates or extend the repayment period, which can reduce the monthly payment amount. However, it's important to carefully consider the terms of the refinanced loan and ensure that the business can meet the new payment requirements.

**Increasing revenue or reducing expenses** can also help a business free up more cash flow to put toward loan repayments.

Always look at negotiating. You should always ring your lender, and having a discussion to lower your interest without having to refinance is a great step. You should always assess your history and research what's in the market so you can go in with all the information you need to negotiate well.

Reprinted from [www.mybusiness.com.au](http://www.mybusiness.com.au)



## 🗨 Salisbury ... Food Glorious Food August 2023

Our month-long celebration of food across the Salisbury City Centre is about to begin, commencing **Tuesday 1<sup>st</sup> August**



This campaign, now in its 4<sup>th</sup> year, is designed to get more customers through your doors and enjoying your food and hospitality during Winter.

Across August, the focus of our social media and advertising will be on our cafes, restaurants and hotels as well promoting our wonderful fresh food businesses across the Salisbury City Centre & food and beverage manufacturers and processors across the City of Salisbury/northern Adelaide.

This campaign is run by the SBA to promote food and beverage businesses across the Salisbury City Centre **and there is no cost to be involved.**

How can your food business be involved in this campaign?

How about by providing some/all of the following:

- Special *dine-in* promotions
- Menu spotlight on YOUR 'signature dishes'
- Competitions and Giveaways
- Meal deals e.g. 2-4-1 or couples dinner and wine deal or ...
- Family deals with Kids Eat Free promotion or free jug of soft drink
- Seniors card promotions
- and more.

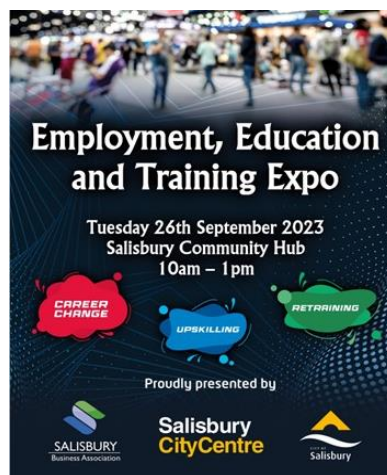
Let us know your promotions and special offers ASAP so we can start **PROMOTING YOU NOW!**

As always, we thank you for supporting this Salisbury Business Association member promotion.

Reminder: Our next campaign will be in September and is **Celebrating Family Business Month**. Stay tuned for more details.

## 🗨 Expo Registrations are FILLING FAST!

**Expressions of Interest** from local **Employment, Education and Training Services Providers** are **NOW OPEN** for our Inaugural Expo.



The aim of this expo is to showcase our amazing local businesses in this sector.

Please Note: There is no charge for our Member (Salisbury City Centre) businesses to

have a stand at this event and a nominal charge to external providers.

Who's joining us so far?

- atWork Australia
- Australian Refugee Association
- Maxima Group Australia
- Mobo Group
- Status Employment Services
- Winning Resumes
- Workskil Australia Specialist Ex-Offender Program

To request a registration form, email David [events@salisburyba.com.au](mailto:events@salisburyba.com.au)

**PLEASE NOTE: PLACES ARE LIMITED and on a FIRST IN FIRST ACCEPTED BASIS.**

This event is presented by the Salisbury Business Association and sponsored by the City of Salisbury.

## 🗨 Do you have employment vacancies?

If so, we're also seeking local businesses across Salisbury that have job vacancies to forward them to us in the lead up to the event for our **JOBS BOARD**.

For more details or to register your employment vacancies, please email David Waylen - Executive Officer [events@salisburyba.com.au](mailto:events@salisburyba.com.au)

This event is presented by the Salisbury Business Association and sponsored by the City of Salisbury.

## 7 Years of our Salisbury City Centre Business Awards

More than 4,800 votes have already been received for this year's awards, with still 15 days to go until they close. We're hoping to reach 10,000+ votes this year!

Your customers can vote for you in this year's awards via 1 of 3 simple ways:

- **Facebook page**
- **Survey Monkey**  
<https://www.surveymonkey.com/r/86C7RSB>
- in-store/ on-premises via hard copy voting forms.

If you require additional printed voting slips, please advise us ASAP via [info@salisburyba.com.au](mailto:info@salisburyba.com.au) or 0414 813 202, alternately, drop in to our office at 33 John Street at anytime.

Award Presentation Ceremony will be held on Wednesday 30<sup>th</sup> August at the Salisbury Community Hub.

We look forward to all of our local businesses getting behind this year's awards program.

## Our Award's Sponsors

We thank our fabulous sponsors that are supporting this year's awards (some of them have been with us since the awards inception).

As with all of our events and activities, many would not be possible without the generous support of our locals.

Please support our wonderful sponsors as a thank you for their efforts.

## THANK YOU - 2023 SPONSORS



## Community Corner ...

### Can you help the Salisbury Uniting Church?

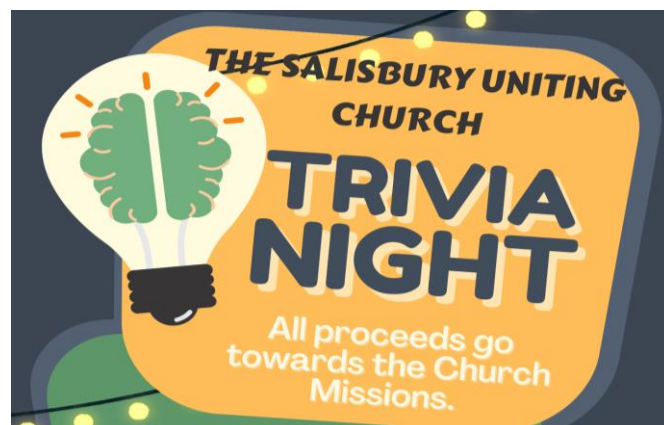
Our friends at the Salisbury Uniting Church are seeking assistance with an upcoming major fundraising event to be held in October.

All funds raised at this function go to their church missions, including Uniting In Care (UIC), a community service run that provides food and assistance to those struggling in the Salisbury area; upgrading outdated equipment in the church auditorium and repairs/upgrades to the church building.

They are seeking:

- Donation of item/gift card for silent auction
- Donation of an item/gift card for prizes
- Cash sponsorship of a Trivia Night Round or making a donation to either SUC or to Uniting In Care which is tax deductible

Marta can be contacted via [salisburyuca.mec@gmail.com](mailto:salisburyuca.mec@gmail.com)



## Safe Work Month October 2023 Host a Safe Tea Chat

This is a great opportunity to chat with your staff about the importance of workplace health and safety, the need to report unsafe work conditions or work practices and to keep a check on employee's wellbeing.



## 📅 **Networking, Events & Resources ...**

### 🗨️ **July Northern Business Breakfast**

**Wednesday 26<sup>th</sup> July 6.45am – 8.30am**  
**Playford Bowling Club, Goodman Road**



### **Creating and Maintaining a Healthy Workplace**

Our Guest Speaker is Rebecca Weatherill - Founder and Wellbeing Strategist, **Workplace Wellbeing SA** will be delivering this practical session where you can apply the learnings in your workplace.

Rebecca works with organisations to optimise staff performance and wellbeing in even the most challenging of situations using practical, science-based solutions tailored to the needs, culture and personalities of each team.

For more details on Rebecca, visit <https://www.workplacewellbeingsa.com.au/>

Rebecca will be joined by **PhysioWest** Exercise Physiologist Brett Mulryan for this morning's presentation.

Tickets are \$30pp or 2 for \$55, go to: <https://tinyurl.com/54hd2nbb>

### 🗨️ **Women in Business Networking Event - SAVVY Move**

**Wednesday 2 August - 5.30 to 8.30pm**  
Keynote speaker: **Kim Rondeau** from **SAVVY Sales + Property Management**.

At the height of the pandemic, Kim Rondeau started a boutique property management business from her spare bedroom, joined by long-time colleague Sandy Bell.



The pair of real estate professionals focused on offering a stress-free and seamless experience for their clients. Just 20 months later,

business is booming and Kim has traded in the bedroom for a commercial office.

Join the team to learn how Kim's risk proved to be a Savvy move and meet with other like-

minded women for great networking opportunities.

Cost: \$35.00 - Don't miss out! Go to <https://tinyurl.com/at2rh9rp> to register.

### 📅 **Our City Centre**

#### 🗨️ **Salisbury City Centre Shopfront Improvement Grants have closed**

6 businesses were successful in applying for grants of up to \$10,000 for projects that included building façade makeovers, landscaping, removal of roller shutters and more. We will share progress updates on the funded projects.

We thank the City of Salisbury for their commitment to this program and for partnering with the Salisbury Business Association Inc.

### 🗨️ **Westpac is on the MOVE ...**



The John Street Westpac Branch will be closed from 1pm Friday 15<sup>th</sup> September til 18<sup>th</sup> Monday September,

reopening Tuesday 19<sup>th</sup> in the NEW LOCATION co-located with Bank SA at 87 John Street Salisbury. We are excited to see this move and very happy that we retain the 7 main banks here in the Salisbury City Centre.

### 🗨️ **Temporary closure of Bank SA**



Please Note: Bank SA on John Stret will close on 28<sup>th</sup> July to allow for site renovations to accommodate the

co-location of Westpac Salisbury. Reopening on 19<sup>th</sup> September.

During this closure limited Bank SA services will be available at Westpac Salisbury, HOWEVER, Bank SA Teller services will not be available during this time.

We are excited to see the new exciting dual branded site when it opens.



## 📄 Our City Centre (continued) ...

### 🗨 STOP PRESS: Shopfront Improvement Grants

There are limited unallocated funds still available, **but apply now!** This grant program will close once all unspent funds have been awarded.

Head to: <https://tinyurl.com/2vnk6sck> and **APPLY TODAY!**

### 🗨 Welcome our newest local ...

Introducing our newest Barbershop - **Fandi Scissorhands Parabanks** 🇺🇸 And they've got an opening gift for you!!! **\$20 for any haircut!**

As a token of gratitude, they're offering this unbeatable price will until Monday August 14th! Plus, their shelves are loaded with top-notch hair products to meet all your styling needs.

Drop in and say g'day today!



### 🗨 Businesses FOR SALE

Are you looking to buy a local Salisbury City Centre business or franchise? Several well-

established businesses are currently for sale in Salisbury. Check them out today!

If so, follow this link and subscribe to updates <https://www.commercialrealestate.com.au/business-for-sale/sa/?sb=13465>

### 🗨 Looking to LEASE premises ...

There are some great leasing opportunities for people new business in the City Centre, with a range of sizes and prices. Here are some:

- **20A, 20B and 20D John Street** (Laneway) [20A, B & D John Street, Salisbury SA 5108 - Office For Lease | Commercial Real Estate](#)
- **1/45-47 John Street** Details to follow and www link.
- **2-10 James Street** (former Café Brunelli site) [2-10 James Street, Salisbury SA 5108 - Shop & Retail Property For Lease | Commercial Real Estate](#)
- **28B Commercial Road** [28B Commercial Road, Salisbury SA 5108 - Office For Lease | Commercial Real Estate](#)
- **44 Commercial Road** <https://tinyurl.com/f94rek57>
- **1/25 – 27 Wiltshire Street** <https://tinyurl.com/mrybvzdx>
- **Parabanks** has several tenancies available <https://www.parabanks.com.au/parabanks/leasing>

For current opportunities, check out: <https://www.commercialrealestate.com.au/for-lease/salisbury-sa-5108/>

### 📄 Diary Dates 2023

- **Superhero Saturday Family Fun Day**  
Saturday 29<sup>th</sup> July, 10am – 1pm Parabanks
- **Salisbury ... Food, Glorious Food Month**  
August 2023
- **Salisbury City Centre Business Awards**  
Voting closes 5pm Friday 4<sup>th</sup> August
- **Salisbury City Centre Business Awards**  
Ceremony Wednesday 30<sup>th</sup> August, 6pm

### 📄 Contributions ALWAYS Welcome

We're always on the look out for great local success stories, so we want you to share all your good news stories with us.

Send to [info@salisburyba.com.au](mailto:info@salisburyba.com.au) or call our Executive Officer - David Waylen 0414 813 202

