



SALISBURY
Business Association

Salisbury City Centre Business E-News

Wednesday 7th February 2024

Spotlight on Salisbury City Centre
(Fortnightly Publication of the Salisbury Business Association Inc.)



Salisbury
CityCentre



Salisbury City Centre ... Something for everyone!

Meet our Board ...

Each edition we will share you a Director's Profile so you can get to 'meet' the people who support and lead your Association.

We thank all of our Board Directors for their willingness to go the extra mile to support the Association and it's members.

Marty Edwards – Chair SBA Inc.

Board Director and Treasurer – Toni Anne Smallman



"I am a local to Salisbury personally for over 28 years having attended school and lived in the close vicinity of the area. I am an honorary Rotarian of Rotary Club of Salisbury SA working with the Club to promote its

AllSorts Shop (at Parafield Airport) and also have family that still call Salisbury home. I also sit on the committee for the Northern Business Breakfast promoting and networking the local area. and. I am also active in the Salisbury Business Precinct offering my companies Entertainment Services.

Salisbury was my high school stomping ground (I promise I was well behaved) – I am still proud of Salisbury as a community and of the Salisbury City Centre and am pleased to see the participation of the community as a whole. I believe working with the SBA gives me the opportunity to support the initiatives that are put forward, and promote the businesses and

events in Salisbury that make it the vibrant community that it is."

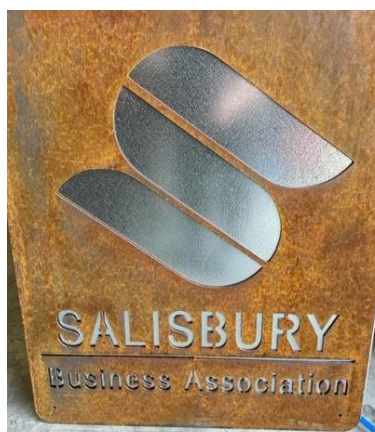
We thank Toni Anne for her service to our Board.

Thank you, Plasma Art Adelaide!

The City of Salisbury commissioned Dave and Julie from Plasma Art Adelaide to create the amazing commemorative piece celebrating the Salisbury City Band and the Para Hills Brass Band that proudly sits in John Street opposite Chemist Warehouse. They worked with the bands over a number of meetings to get the imagery just right, and what they created was absolutely perfect!



Their personalised range of products has become the true essence of Plasma Art. *"It's a true honour to take photos of customer's loved ones, pets or special places and transform them into a gift of personalised wall art, garden sculptures or signs. Working with customers to bring out the real spirit of a person or place is as rewarding for us as it is the recipient."* Thank you for our fantastic rusted SBA logo, it is awesome!



Based in Lewiston, follow their Facebook page <https://www.facebook.com/plasmaartadelaide> or contact them on 0433 316 662 or email info@plasma-art.com.au and plasma-art.com.au

Thank You - Valentine's Day

Recently we put out the call to our local businesses for our Valentine's Day Competition and Promotion. We created 2 great prizes for our customers to WIN with vouchers, gift cards or gifts from these 7 wonderful businesses.

- **Brow Threads and Lashes**
- **Flowers by Marisa**
- **House of Gold**
- **Hoyts Salisbury**
- **John Street Pharmacy**
- **Kandy House**
- **The Salisbury Hotel**

Thank you to the above amazing businesses for their support.

If you are keen to get involved in our Easter or Mother's Day Competition or are interested in Event Sponsorship, please contact David in our office. We'd love to have you involved.

Hmmmm ... where to eat today?

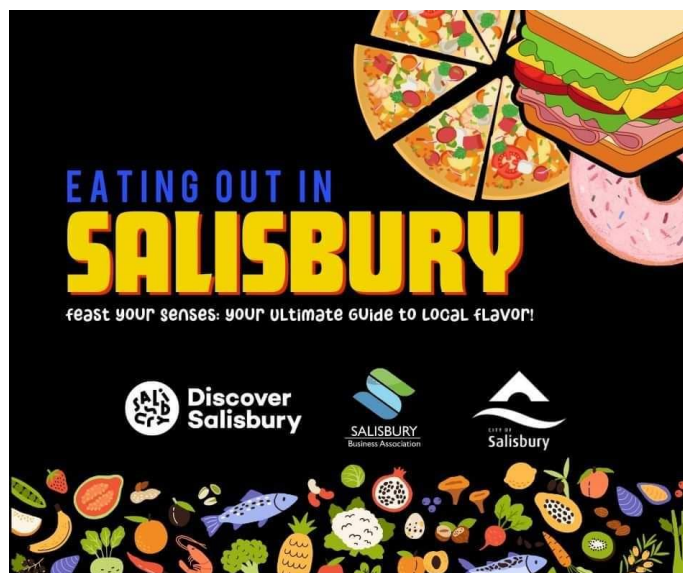
Have you ever found yourself searching for "food near me"?

With this comprehensive food guide, your cravings will be satisfied for days. Salisbury boasts an extensive array of culinary delights spanning various cuisines and have updated our handy cheat sheet for you to keep at your fingertips, ensuring you never have to struggle over where to dine again!

<https://brnw.ch/21wGzvJ>

Thank you to the City of Salisbury for sharing on the Discover Salisbury website

<https://www.discoverosalisbury.com.au/>



DIT Adelaide North Transport Study HAVE YOUR SAY!

This is the chance to provide your feedback. You can either do this online, or at the local Listening Posts in Salisbury.

TOMORROW ... Thursday, 8 February
Salisbury Community Hub,
34 Church Street, Salisbury.
Drop in anytime between 11am and 1pm

Monday, 12 February
Burton Community Hub,
380 Waterloo Corner Road, Burton.
Drop in any time between 10am and 12pm.

If you have any questions or would like to register to receive project updates, please: •
visit the website <https://dit.sa.gov.au/adelaide-north-transport-study>
• email DIT.Engagement@sa.gov.au
• telephone 1300 794 880



We are undertaking a transport study for the northern Adelaide inner and outer suburbs to inform future transport planning and investment in the region.

The study will consider key issues and opportunities to improve transport, such as road safety and efficiency, and its ability to support liveability, and population and economic growth.

Smoke and Vape Free areas

From 1 March 2024, the SA Government is introducing new laws to create more outdoor smoke-free and vape-free areas. Remember, no smoking also means no vaping!

To learn more about the new laws, visit www.clearingtheair.sa.gov.au

Reminder: All Salisbury City Centre events that we host in Salisbury Civic Plaza are Smoke FREE!

Networking, Events & Resources ...
**BNi Performance Plus Networking
Event**



The BNi Performance Plus is Salisbury's newest networking chapter, dedicated to helping Northern

Adelaide businesses flourish through word-of-mouth referrals. Their weekly breakfast meetings are not just about networking; they're about building a community of passionate business owners and professionals committed to each other's success.

Event Details

Every Friday 7:15am for 7:30am start, concluding at 9am – Stockade Tavern

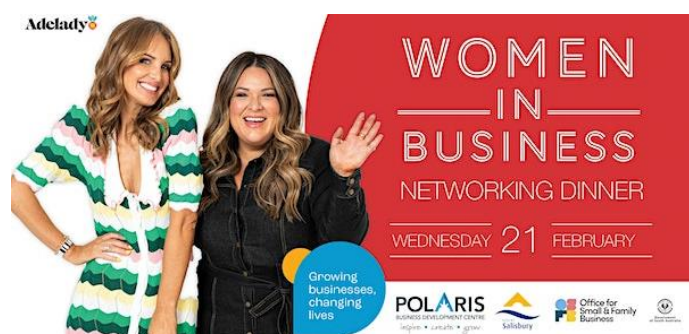
Ticket includes coffee and light refreshments to kickstart your networking experience.

Tickets are \$15 and available from:
<https://www.eventbrite.com.au/e/boost-your-business-bni-performance-plus-networking-event-tickets-777972164687>

**Women in Business Networking
Event**

**ALMOST SOLD OUT! Wednesday
February 21st, 5.15 – 8.30pm**

Join them for an inspiring evening featuring Hayley and Lauren from Adelady. They will share their journey from radio to becoming social media mavens!



Hayley and Lauren will share intimate aspects about their lives, love, insecurities, and passions. With a combined experience of over 20 years in the media industry, they have encountered remarkable Adelaide women excelling in both life and business, who are contributors to Adelady.

Secure your ticket now for an evening of dinner and networking in a relaxed & inclusive setting.

Tickets are \$35, including dinner. Book here:
<http://tinyurl.com/4u6re5b9>

**February Northern Business
Breakfast**



northernbusinessbreakfast

Our first breakfast back for 2024 will be on **Wednesday 21st February.**

6.45 – 8.30am
The Old Spot Hotel.

Guest Speaker: Tom Ganley - Executive General Manager, Parafield Airport

We are delighted to have Tom come and speak to two key themes :

- (i) What is next for the economic development and growth at Parafield Airport? and
- (ii) How can northern local businesses engage with airport-based businesses?

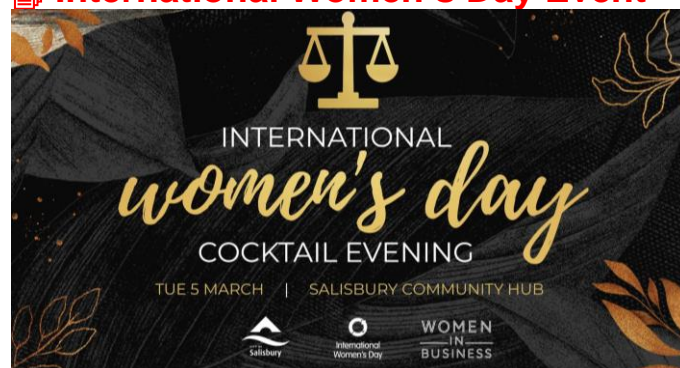
Parafield Airport is one of the economic hearts in the City of Salisbury with large scale retail, aviation, education and community services based on the large precinct. As one of the nation's busiest airports the growth plan is still significant. Parafield Airport currently has open public consultation on the next master plan.

Ticket costs remain at \$30pp or \$55 for 2 people from the same organisation. So great value with a cooked breakfast, interesting speakers, great networking and no membership fees. Buy your ticket/s now:

<https://NBBfeb2024.eventbrite.com.au>

See you there!

International Women's Day Event



Tickets are \$35 each, book here, but hurry, tickets are selling fast:

<http://tinyurl.com/48ffhrbe>

News from the Office for Small and Family Business

New Year Business Planning Tips



The start of a new year is a prime opportunity to reflect on your past performance and set goals for the future.

Effective business planning is essential for growth, adaptability, and long-term success. Here are some valuable tips for strategic business planning for the new year.

1. Reflect on the previous year

Before diving into planning for the new year, take time to assess the performance of your business in the previous year. What were your successes and failures? Analyse financial reports, customer feedback and sales data to gain insights into what worked and what didn't.

2. Set clear and specific goals

Define your objectives for the new year. Make sure your goals are SMART (Specific, Measurable, Achievable, Relevant and Time-bound). Having clear and specific targets will guide your efforts and help keep you on track.

3. Conduct a SWOT analysis

Identify your business's Strengths, Weaknesses, Opportunities and Threats (SWOT). This analysis will help you understand your competitive position, where you should be focusing your attention and resources, and areas of improvement.

4. Review your financials

A crucial aspect of planning is financial analysis. Review your budget, cash flow projections, and revenue goals. Ensure that you have the necessary funds to implement your plans and make adjustments if needed.

5. Understand market trends

Stay informed about industry trends and shifts in consumer behaviour. These insights will help you adapt your products, services & marketing strategies to meet evolving customer needs.

6. Assess your marketing plan

Review your marketing strategies and tactics. Identify which marketing channels were most effective in the past year & allocate resources

accordingly. Consider incorporating new marketing methods if they align with your goals.

7. Evaluate your operations

Assess your business operations to identify areas where efficiency can be improved. Streamline processes, reduce waste and consider investing in technology or training to enhance productivity.

8. Develop a contingency plan

Business planning should include a contingency plan for unforeseen challenges such as economic downturns, supply chain disruptions or natural disasters. Having an Emergency Plan in place is one way to help you be in a position to respond swiftly and effectively.

9. Set a budget and monitor expenses

Create a detailed budget that aligns with your business goals. Monitor expenses closely throughout the year to ensure you stay on track and have funds available for crucial initiatives.

10. Invest in your team

Your employees play a vital role in achieving your business goals. Think about how you can invest in their training/development to enhance their skills or learn something new. Involve them in your business planning – do they have any insights or ideas that they can contribute?

11. Consider your sustainability goals

Consider how you can reduce your energy consumption and carbon footprint, save power costs and increase your knowledge about sustainability and being more resource efficient.

12. Consider professional advice

Consider consulting with financial advisors, industry experts or business coaches. Their insights and expertise can provide valuable perspectives and help refine your business plan. Maybe consider networking.

13. Communicate your plan

Ensure that your entire team understands the business plan and their roles in achieving its goals. Effective communication is essential for aligning everyone's efforts.

14. Review and adjust regularly

A business plan is not set in stone; it should be a dynamic document that you revisit regularly. Monitor progress, analyse results and be ready to make adjustments as needed.

Congratulations! Australia Day Citizen of the Year Award Winners



Last Friday, the City of Salisbury had the pleasure of awarding eight highly deserving recipients at the Australia Day Citizen of the Year Awards. Congratulations to our winners!

Citizen of the Year Award

Robert Styling

Community Achievement Award

Cody Chadwick

Community Event of the Year Award

Salisbury North Football Club and Simon

Warner - SANFL Indigenous Round

Active Citizenship of the Year Award

Joint Winner Tyson Roling

Active Citizenship of the Year Award

Joint Winner Ben Kilpatrick

Salisbury Young Citizen of the Year Award

Alexandra Seal

Senior Citizen of the Year Award

Charles Morgan

Mayor's Commendation

Ben Kilpatrick/Salisbury RUN

View the winner's achievements/contributions to the community: <https://brnw.ch/21wGt8A>

Salisbury Fringe Carnival



Save the date! The City of Salisbury invites you to join them for free activities and entertainment over two days.

Dates: Friday 23 (evening) and

Saturday 24 February (12 – 9pm)

Venue: Carisbrooke Park, Salisbury Park

For more information, check

<https://www.salisbury.sa.gov.au/activities/major-events/salisbury-fringe-carnival> or Facebook

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

Harmony Week 2024

You're invited to Harmony Week event on Friday 22 March, 10am – 2pm in Salisbury Civic Plaza.

This FREE annual community event hosted by the City of Salisbury expects to attract approx. 1,000 people, so that will hopefully bring in additional pedestrian traffic to your business on the day.

But please note, minor traffic restrictions will apply on the day. Those being the parking bays on northern side of John Street adjacent the Hub will be reserved for event bus drop offs.

SBA and City of Salisbury working together to achieve great outcomes

Increasing CCTV coverage ...

With ongoing issues around illegal dumping, we have been working with the City of Salisbury for increased CCTV coverage of the Judd Street Carpark (rear of the Salvos store and neighbouring businesses). The new mobile CCTV cameras will allow Council to capture people illegally dumping in the City Centre and prosecute them under Council By-Laws.

Waste Management improvements

With the number of red and yellow bins fronting Judd Lane and remaining on Council property 24/7 and associated illegal dumping issues, discussions between the SBA and Council have resulted in Council implementing the installation of a bin corral.

All businesses located in Salisbury Arcade will move to sharing a large yellow bin (increased capacity for recyclables) and red industrial bin in the locked bin corral, thereby removing the need for 10+ of each bin type (20+ bins on dual bin collection weeks) that we currently have.

This changeover should occur this financial year and will improve the ambience of the area as well as to reduce the amount of rubbish being produced and sent to landfill.

We thank the City of Salisbury for these two fantastic outcomes.

SA Small Business Commissioner Update

Looking to start a new business, or grow an existing business?

business.gov.au has created a business planning tool that will help you evaluate new ideas, set goals and keep your business on track. Get planning now: <https://bit.ly/46bybdj>

+ The SASBC team is here to help. Whether it's general advice, or a leasing dispute, they can help. Call them on 1800 072 722 or submit your dispute here: <https://bit.ly/3RbOkv6>

Whats new from ASBFEO

Whether you are looking for help to start, grow, or transform your own small business in 2024, you don't have to do it alone. Self-employment is an exciting and possible prospect, but establishing your small business can seem overwhelming.

The good news is that there are many free government resources, tools, and programs available, and they can be found at <https://www.asbfeo.gov.au/>

News from the Polaris Centre

The Polaris Business Development Centre (operated by the City of Salisbury) provides business advisory & mentoring in Northern Adelaide to help your business develop/grow.

For more detailed information, you can visit their page: Start or Grow Your Business - Polaris Centre. <https://www.polariscentre.com.au/news/start-or-grow-your-business>

Out and about with Hon. Zoe Bettison MP ...

There so much fantastic development happening in our community!

Haigh's, Bedford, and now BestBar are building new facilities that are going to bring jobs locally - during construction and ongoing. It's an exciting time here in Salisbury

Stay tuned for more of what's happening locally.

Please don't hesitate to contact Zoe at 2/40-42 Commercial Road, Salisbury or call 8258 0480 or E: ramsay@parliament.sa.gov.au or <https://www.facebook.com/ZoeBettisonMP>



What's happening in Parabanks?

Celebrate CHINESE NEW YEAR at Parabanks Shopping Centre Thursday February 15th, 6 - 8pm. There's Lion Puppet, Craft and Facepainting. + the colours, sound and fun of the Chinese Lion Dance from 6.30pm.



Community Corner ... Supporting Backpacks 4 Kids SA



**Backpacks
4 Kids**

The Salisbury Business Association Office centrally located at 33 John Street will be a year-round DROP OFF

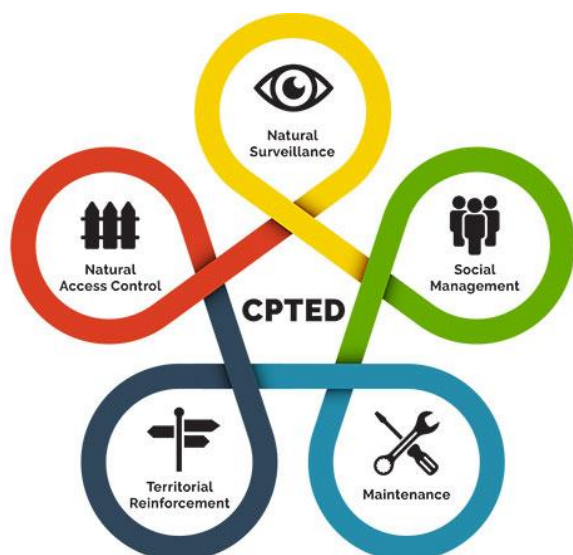
POINT for your generous donations including stationery, toiletries, books, toys & even packacks to the amazing Backpacks 4 SA Kids Inc. View:

<https://www.facebook.com/Backpacks4SAKids>

Help us support this fantastic local and much needed charity. THANK YOU!

📖 **SCC Business Watch ... CPTED**

Crime Prevention through Environmental Design (CPTED) strategies can be introduced into an environment to assist in minimising criminal behaviour. The design of an environment can influence the way a person feels and can influence their behaviour. There are three design strategies for consideration to minimise the opportunity for criminal behaviour.



These are:

Access Control: decreasing criminal opportunity by denying access.

This can be achieved by:

- Organised strategies, guards or law enforcement.
- Mechanical strategies: locks and see-through fences; and
- Natural strategies: restricting or directing the movement of people with barriers, gardening landscapes and access pathways.

Surveillance: keeping intruders under observation.

This can be achieved using three methods:

- Organised strategies: police and security patrols.
- Mechanical strategies: lighting and CCTV; and
- Natural strategies: landscaping or windows providing bona fide users or observers with an overview of open or public space.

Territorial reinforcement: developing a sense of ownership in users, so potential offenders will perceive a territorial influence.

Territorial reinforcement emphasises natural strategies to delineate the transition from public to private space, such as:

- Low fencing.
- The use of surface change, such as paving and lawn; and
- Differences in level.

It should be noted that strategies to achieve Access Control and Surveillance are organised, mechanical and natural. Territoriality, however, is due to a shift to an emphasis on natural crime prevention techniques.

Over future issues we will share some simple strategies that you as a business or property owner/manager can use to assist in minimizing criminal behaviour in our local area.

For further business crime prevention information please visit www.police.sa.gov.au or contact your local police station.



For more information and updates, visit our dedicated Facebook page <https://www.facebook.com/SalisburyCityCentreBusinessWatch/>

*The 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 our customers safe in the Salisbury City Centre.*

📖 **2024 SBA Members Survey**



With the John and Church Street upgrades complete and some exciting initiatives proposed by Council, at the end of February we will be asking our members to provide their feedback on a

range of areas that have a potential impact on their business and their customers.

Please take the time to give us your comments as this helps steer our future direction.

Happenings in the City Centre

Looking to LEASE premises ...

There are some great leasing opportunities for new businesses to make the City Centre their new home, with a range of sizes/prices.

- **60 John Street (New listing)**
www.commercialrealestate.com.au/property/60-john-street-salisbury-sa-5108-16559459
- **44 Commercial Road** <https://tinyurl.com/f94rek57>
- **2/46 Commercial Road**
www.munroproperty.com.au/listings/commercial_rental-3709637-salisbury/
- **20A and 20B John Street (Laneway)**
20A, B & D John Street, Salisbury SA 5108 - Office For Lease | Commercial Real Estate
- **2-10 James Street** (former Café Brunelli site)
www.commercialrealestate.com.au/property/2-10-james-street-salisbury-sa-5108-16432891?utm_source=property%2Balerts&utm_medium=email
- **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/>

2024 SBA Member & Community Events

National Volunteer Week Expo
22nd May (Wednesday) Parabanks

John Street Salisbury Family Fun Day
18th May (Saturday)

Salisbury Community Health Expo
20th June (Thursday) Salis. Comm. Hub

Salisbury City Centre Business Awards
1st July – 1st August

Salisbury ... Food, Glorious Food Campaign
August

Superhero Saturday Family Fun Day
27th July (Saturday)

Family Business Month September

Employment, Education and Training Expo
24th September (Tuesday) Salis. Comm. Hub

Salisbury Business Showcase Month October

Halloween Family Fun Day
26th October (Saturday)

32nd Salisbury Community Christmas Parade
Salisbury Christmas Markets
30th November

If you would like to see additional events on our annual calendar, please email us your suggestions events@salisburyba.com.au

Diary Dates 2024

- **City of Salisbury Australia Salisbury Fringe Carnival**
February 23 & 24
- **SBA Annual Members Survey**
February 2024
- **Small Business Week 2024**
29th April – 3rd May
A week long program of events, workshops and information sessions to help local businesses grow and succeed. The theme of the week is 'helping you get on with business' with a program designed around useful topics that we know small businesses are interested in. To register your interest,
<https://business.sa.gov.au/programs/small-business-week> Presented by the Office for Small and Family Business.

Contributions ALWAYS Welcome

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

Send to info@salisburyba.com.au or call our Executive Officer - David Waylen 0414 813 202

