Salisbury City Centre Business E-News
Wednesday 21st February 2024

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

SALISBURY Business Association

Salisbury CityCentre

GO LOCAL FIRST

Salisbury CityCentre

Salisbury City Centre … Something for everyone!

Meet our Board …

Each edition we will share with 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 its members.

Marty Edwards – Chair SBA Inc.

Board Director – Julie Pope

I am an energetic, driven, outcome focused, hands-on Employment Services Area Manager (covering Salisbury and the Riverland) with an extensive broad range of skills. I demonstrate a positive, outcome-focused attitude and have been in the Employment Services space for approx. 20 years. I am passionate about assisting people overcome barriers to employment and upskilling skill sets to gear them up and steer them into sustainable employment. I empower participants to be the best they can be! I am well known in the Salisbury area having worked here most of my working career. It's the best place to work.

What Julie loves about Salisbury and the Salisbury City Centre

I love that Salisbury is so diverse in culture and has a reputation of encouragement and acceptance to all. Salisbury is consistently evolving and provides plenty of opportunities for employment, training, family activities, networking and encourages "community spirit". The Salisbury Hub is an amazing place to visit with so many things to offer in the one place, and brings the multicultural community and entrepreneurial spirit together.

Having the opportunity to serve the Salisbury Business Association as a board member is a great way to build on my professional networks and knowledge base as a high-profile, credible Employment Services Manager.

I am passionate about supporting my local community and would love to have the opportunity to represent the SBA. I believe I meet the Associations objectives and agree *with Salisbury's* philosophy in "anything and everything that can attract people to the Salisbury City Centre" – **Salisbury is a great place to live and work!**

This is Julie's second term, and we thank her for her service to our Board.

Salisbury Fringe Carnival

This weekend!
The City of Salisbury invites you to join them for free activities and entertainment over two days.

Dates: Friday 23 (evening 6 – 9pm) 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

ATTENTION: All City Centre businesses, YOU'RE INVITED to have a FREE STALL!

Registrations are **NOW OPEN** for the **John Street Family Fun Day Saturday 18th May 10am – 2pm** (name change from Mainstreets of Australia Week John Street Family Fun Day in 2023).

The day celebrates the vibrancy of our Mainstreet and surrounds through market stalls, community BBQ, children's activities, entertainment, giveaways, competitions and much, much more.

This year, we will have market stall spaces available, both indoors (Salisbury Community Hub) and outdoors (Salisbury Civic Plaza).
We are offering both types of locations to assist those stallholders that may be more susceptible to weather.

Our aim is to have all of the children's interactive and free stalls and displays outdoors.

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

Registrations Close: 1st April 2024 (not an April Fool's Joke) 😊 We'd love to have you join us at this year's event.

Energy Efficiency Grants For Small & Medium Enterprises

The Albanese Government is delivering a $41 million second round of Energy Efficiency Grants (EEG) for Small and Medium Enterprises (SMEs) to improve energy efficiency, save on energy bills and lower emissions.

They are encouraging SMEs to check the Grant Opportunity Guidelines for which businesses and energy performance projects are eligible.

The grants between $10,000 and $25,000 can be used to upgrade to more efficient equipment. This includes replacing air conditioners with high efficiency units or gas heating boilers with heat pumps, helping SMEs lower power bills and emissions.

The $41.2 million will be allocated to states and territories in proportion to the national distribution of SMEs.
Grants will be awarded on a first come, first-served basis until each jurisdiction's allocation is exhausted.

Applications for the grants will open across South Australia on Friday, 23 February 2024.

For more information about the Energy Efficiency Grants for SMEs program and how to apply, visit https://business.gov.au/grants-and-programs/energy-efficiency-grants-for-small-and-medium-enterprises-round-2

The office of Matt Burnell MP, Federal member of Spence is centrally located within the Salisbury City Centre, within the Hoyts Salisbury Cinemas Complex..

His office is available to help you on a range of federal issues. Please do not hesitate to call 8258 6300/email Matt.Burnell.MP@aph.gov.au

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

March Northern Business Breakfast

Wednesday 27th March
6.45 – 8.30am
Playford Bowling Club

Guest Speaker: TBC
Tom Ganley -

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.

For further information and ticket sales, follow
https://www.facebook.com/mynbb/

See you there!

The Northern Business Breakfast is proudly presented by

And supported by the
Salisbury Business Association Inc.

International Women's Day Event

Celebrate the achievements of women past, present, and future with guest speaker and living legend Dorinda Hafner, SA's much loved TV celebrity chef, actor, businesswoman, and best-selling author!

Tickets are $35 each, book here, but hurry, tickets are selling fast:
http://tinyurl.com/48ffhrbe

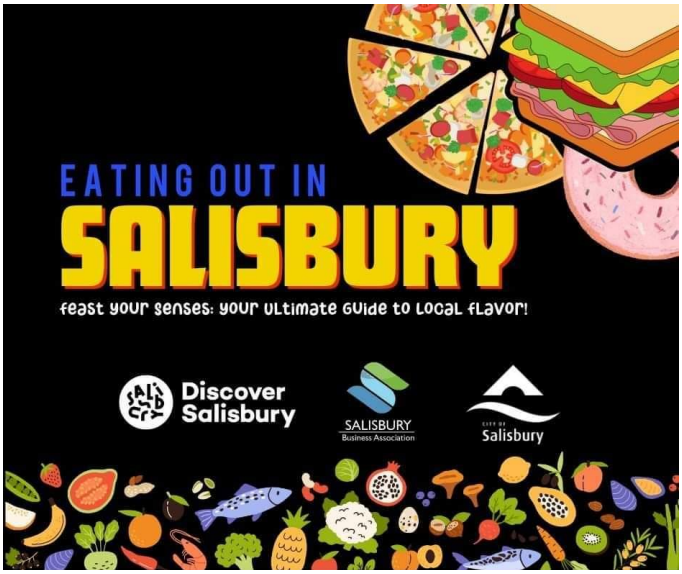
Hmmmm … where to eat today?

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 we 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.discoversalisbury.com.au/



Feature Article …
🗐 Building loyalty in small businesses by focusing on customer experience

In the dynamic landscape of Australian small businesses, the significance of customer experience cannot be overstated. In an era where consumers are empowered with an array of choices and platforms to voice their opinions, cultivating a positive and memorable customer experience is paramount to not only attracting but also retaining loyal patrons. This article delves into the pivotal role that customer experience plays in the success of small businesses, highlighting strategies to foster enduring customer loyalty.

Understanding Customer Experience Customer experience encompasses every interaction a customer has with a business, from initial engagement to post-purchase support. In the context of small businesses, where personal relationships often form the cornerstone of operations, delivering exceptional customer experiences is a strategic imperative. Research indicates that consumers are willing to pay a premium for superior experiences, underscoring the direct correlation between customer satisfaction and business profitability.

Anticipating Customer Needs
One of the fundamental aspects of building customer loyalty is understanding and anticipating customer needs. Small businesses can achieve this by leveraging data analytics and customer feedback to gain insights into consumer preferences, pain points, and expectations. By employing tools such as customer relationship management (CRM) systems, businesses can tailor their products, services, and interactions to align with the evolving needs of their clientele.

Fostering a Customer-Centric Culture
From frontline staff to senior management, every member of the team should be committed to delivering exceptional service and exceeding customer expectations. Investing in employee training programs that emphasize empathy, communication skills, and problem-solving abilities can significantly enhance the quality of customer interactions.

Online Presence and Engagement
In the digital age, online touchpoints play a significant role in shaping customer perceptions. Small businesses must prioritise their online presence, ensuring that websites are user-friendly, responsive, and reflective of the brand's values. Moreover, active engagement on social media platforms enables businesses to connect with customers on a more personal level, fostering a sense of community and belonging.

Consistency Across Touchpoints
Another crucial aspect of building customer loyalty is consistency across all touchpoints. Whether it's in-store interactions, online transactions, or customer support channels, maintaining consistency in service delivery, branding, and messaging instils confidence and trust in customers. Small businesses that prioritize consistency demonstrate reliability and integrity, key attributes that resonate with discerning consumers.

Proactive Customer Engagement
Furthermore, proactive customer engagement initiatives can strengthen bonds and foster long-term loyalty. Personalised communication, loyalty programs, exclusive offers, and timely follow-ups are effective means of demonstrating appreciation for customer patronage and incentivizing repeat business. By going the extra mile to make customers feel valued and appreciated, small businesses can differentiate themselves in competitive markets.

Soliciting and Acting Upon Feedback
Lastly, soliciting and acting upon customer feedback is integral to continuous improvement. Businesses should actively seek input from customers through surveys, reviews, and direct conversations, and use this feedback to refine products, services, and processes. Demonstrating responsiveness to customer feedback not only enhances satisfaction but also fosters a sense of partnership and ownership among customers.

Reprinted from Small Business Connections
https://smallbusinessconnections.com.au/

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.

Salisbury CityCentre

Working together for our local community

Member Events

KANDY HOUSE is organising an awesome ANZAC DAY MARKET with Car show and kids funday+ MUCH MORE ...ALL IN ONE DAY.

Thursday 25th April, 11.30am – 5pm, Parabanks Shopping Centre Carpark

They are looking for the following....
Category 1: FOOD TRUCKS
Category 2: MARKET STALLS
Category 3 - CAR CLUBS MUSCLE/VINTAGE,
Category 4- MOTOR BIKE CLUBS - CLASSIC, VINTAGE, CLASSIC UNIQUE
Category 5- KANDY HOUSE YOUNG ENTREPRENEURS- 15 YEARS AND UNDER

So what's the cost you ask?
Food Trucks: $60 per truck
3 x 3 Stand $25 Per Stand, 3 x 6 Stand $35
Charity's - FREE
Local Sporting clubs - NO PRODUCT SELLING FREE 3 x 3 ONLY, PRODUCT SELLING $15 3 x 3 ONLY, Young Entrepreneurs $10 3x3 Only

More details? Email: events@kandyhouse.com.au or check out their event details here https://www.facebook.com/events/673850548296762/?ref=newsfeed

SA Small Business Commissioner Update

Are you a builder or involved in the construction industry? In the real estate game? Have a career in security? Sell second hand cars?

Make sure you're up to date with your occupational licensing responsibilities. Consumer and Business Services is the place to go for all work and business licence questions: https://bit.ly/3t3nFqY

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 …

Seniors card holders will be eligible for a new fuel discount at United Service Stations!

This is just one of many discounts or offers that you can find in the new seniors card directory. If you want to grab a directory then pop by her office during business hours.

After writing a number of letters to the Transport Minister, it was welcome news that Waterloo Corner Road is being resurfaced between Heaslip and Bolivar Roads!
The resurfacing with nightworks are expected to be completed by mid-March. For more information: https://dit.sa.gov.au/waterloo

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?

Angaet Property Management's ***Meet The Trader – House of Gold Jewellers***
This social media campaign will spotlight the extraordinary traders within heir shopping centres. Over the following months, we'll be showcasing a select group of traders that make our centres lively and unique. Expect to meet the dedicated individuals behind your favourite stores, as we delve into their stories.

House of Gold Jewellers is a renowned retail and manufacturing jeweller. As a family-run business, they take pride in their multi-generational expertise and dedication to providing the best service to the customers.

Over the years, the art of jewellery design and manufacturing has evolved, and they have adapted with it. From hand sketched designs to the latest Computer Aided Design (CAD) technology, House of Gold Jewellers offer a wide range of options for customers. Whether their customers prefer the modern techniques or the traditional craftsmanship of handmade jewellery, they have the skills and expertise to deliver the best of both worlds.

One of the reasons customers love House of Gold Jewellers is their comprehensive jewellery services. They offer everything from repairs to remodelling and custom design pieces. Their jewellers are highly skilled and known for their exceptional abilities in the trade. Additionally, the store stocks a unique range of jewellery and gifts to choose from, ensuring that there is something for everyone.

House of Gold

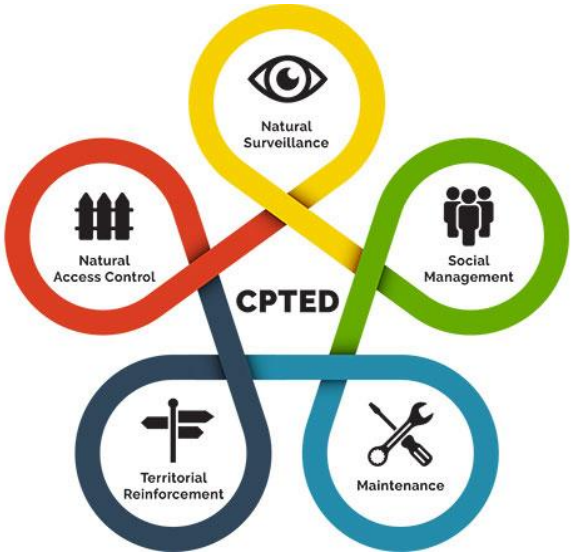
We invite you to visit their store at Parabanks Shopping Centre, where their knowledgeable team will be delighted to assist you in finding the perfect piece of jewellery that resonates with your personal style and story. Discover the world of exquisite craftsmanship and timeless beauty at House of Gold Jewellers.

Call them on 8281 3322 pr you can follow the House of Gold Jewellers on Facebook: https://www.facebook.com/profile.php?id=100063583146574

House of Gold is a multiple year winner of the Salisbury City Centre Business Awards.

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/security patrols.
- Mechanical strategies: lighting and CCTV;
- 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.

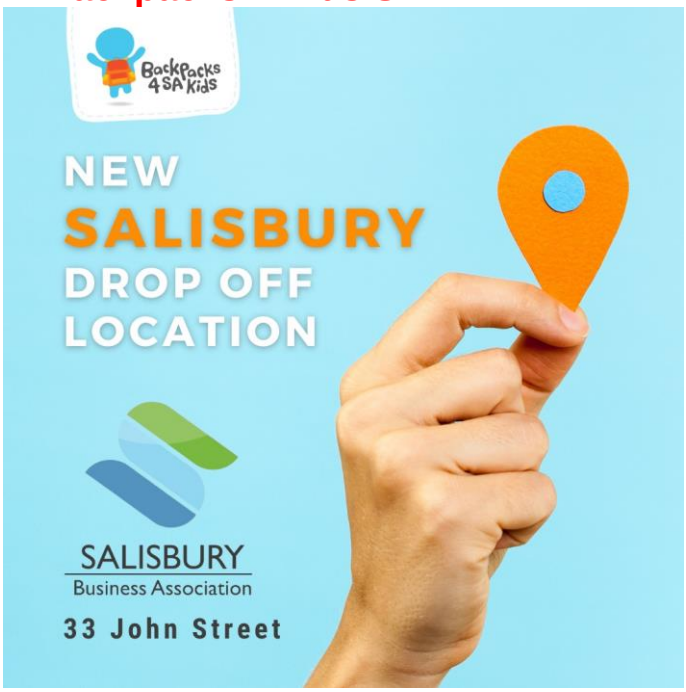
Over future issues we will share some simple strategies that you as a business or property owner/manager can use to assist in minimizing criminal behaviour in our local area.

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.*

Community Corner … Supporting Backpacks 4 Kids SA



We welcome 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!

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 will help 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.

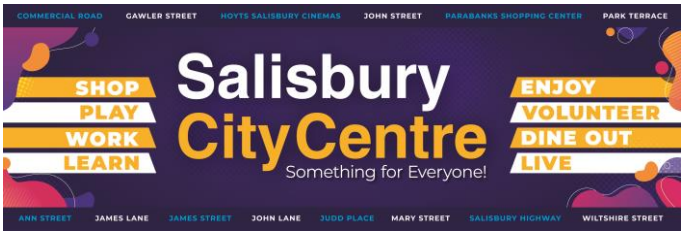
- **60 John Street** (New listing) www.commercialrealestate.com.au/property/60-john-street-salisbury-sa-5108-16559459
- **44 Commercial Road** https://tinyurl.com/f94rek57
- **2/46 Commercial Road** www.munroproperty.com.au/listings/commercial_rental-3709637-salisbury/
- **20A John Street**(Laneway) 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/

Diary Dates 2024

- **City of Salisbury Fringe Carnival**
  February 23 & 24
- **SBA Annual Members Survey**
  March 2024
- **Small Business Week 2024**
  29th April – 3rd May
  A week long program of events is to help local businesses grow and succeed. The theme of the week is 'helping you get on with business'. To register your interest, https://business.sa.gov.au/programs/small-business-week Presented by the Office for Small and Family Business.
- **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 1st – 31st
- **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 and Salisbury Christmas Markets**
  30th November

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