



## **AGENDA**

### **FOR INNOVATION AND BUSINESS DEVELOPMENT COMMITTEE MEETING TO BE HELD ON**

**22 OCTOBER 2024 AT 6.30 PM**

**IN LITTLE PARA CONFERENCE ROOMS, SALISBURY COMMUNITY HUB,  
34 CHURCH STREET, SALISBURY**

#### **MEMBERS**

Cr S Reardon (Chairman)  
Mayor G Aldridge (ex officio)  
Cr L Brug  
Deputy Mayor, Cr C Buchanan  
Cr K Grenfell (Deputy Chairman)  
Cr M Mazzeo  
Cr S McKell

#### **REQUIRED STAFF**

Chief Executive Officer, Mr J Harry  
Deputy Chief Executive Officer, Mr C Mansueto  
General Manager Community Development, Mrs A Pokoney Cramey  
General Manager City Infrastructure, Mr J Devine  
General Manager City Development, Ms M English  
Manager Governance, Mr R Deco

#### **APOLOGIES**

#### **LEAVE OF ABSENCE**

#### **PRESENTATION OF MINUTES**

Presentation of the Minutes of the Innovation and Business Development Committee Meeting held on 20 August 2024.

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**REPORTS**

*Administration*

6.0.1 Future Reports for the Innovation and Business Development Committee ..... 7

*For Decision*

6.1.1 Shop Local Campaign ..... 9

*For Information*

6.2.1 City-Wide Business Awards Exploration..... 21

**QUESTIONS ON NOTICE**

There are no Questions on Notice.

**MOTIONS ON NOTICE**

There are no Motions on Notice.

**OTHER BUSINESS**

*(Questions Without Notice, Motions Without Notice, CEO Update)*

**CLOSE**



**MINUTES OF INNOVATION AND BUSINESS DEVELOPMENT COMMITTEE  
MEETING HELD IN LITTLE PARA CONFERENCE ROOMS, SALISBURY  
COMMUNITY HUB,**

**34 CHURCH STREET, SALISBURY ON**

**20 AUGUST 2024**

**MEMBERS PRESENT**

Cr S Reardon (Chairman)  
Mayor G Aldridge (ex officio)  
Cr L Brug  
Deputy Mayor, Cr C Buchanan  
Cr K Grenfell (Deputy Chairman)  
Cr M Mazzeo  
Cr S McKell

**OBSERVERS**

Cr B Brug

**STAFF**

Chief Executive Officer, Mr J Harry  
Deputy Chief Executive Officer, Mr C Mansueto  
General Manager Community Development, Mrs A Pokoney Cramey  
General Manager City Infrastructure, Mr J Devine  
A/General Manager City Development, Mr L Lopez Digon  
Manager Governance, Mr R Deco  
Governance Support Officer, Ms M Prasad  
Director Business transformation, Ms J Emerson  
Team Leader Sport, Recreation & Events, Mr B Hopkins  
Manager Sport and Recreation, Mr C Grocke  
Manager Strategic Development Projects, Ms S Klein  
Senior Events Coordinator, Ms R Graves  
Manager Community Participation & Partnerships, Ms C Giles  
Team Leader Neighbourhood Development, Ms J Laws  
Manager Urban, Recreation & Natural Assets, Mr J Foong

The meeting commenced at 6.31pm.

The Chairman welcomed the Elected Members, members of the public and staff to the meeting.

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## **APOLOGIES**

Nil.

## **LEAVE OF ABSENCE**

Nil.

## **PRESENTATION OF MINUTES**

Moved Mayor G Aldridge

Seconded Cr S McKell

The Minutes of the Innovation and Business Development Committee Meeting held on 16 April 2024, be taken as read and confirmed.

**CARRIED**

## **REPORTS**

### *Administration*

#### **6.0.1 Future Reports for the Innovation and Business Development Committee**

Moved Cr K Grenfell

Seconded Cr L Brug

That Council:

1. Notes the report.

**CARRIED**

*Cr C Buchanan left the meeting at 6.32pm.*

## **QUESTIONS ON NOTICE**

There were no Questions on Notice.

## **MOTIONS ON NOTICE**

There were no Motions on Notice.

## **OTHER BUSINESS**

*(Questions Without Notice, Motions Without Notice, CEO Update)*

There were no Other Business Items.

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## ORDERS TO EXCLUDE THE PUBLIC

### 6.4.1 Project Connect - Update

Moved Mayor G Aldridge  
Seconded Cr M Mazzeo

*That the Innovation and Business Development Committee Orders:*

1. *Pursuant to Section 90(2) and (3)(b)(i) and (b)(ii) of the Local Government Act 1999, that it is necessary and appropriate to exclude the public for the consideration of Agenda Item 6.4.1 Project Connect - Update with the exception of the following persons:*

- *Chief Executive Officer*
- *Deputy Chief Executive Officer*
- *General Manager City Infrastructure*
- *General Manager Community Development*
- *A/General Manager City Development*
- *Manager Governance*
- *Governance Support Officer*
- *Director Business transformation*
- *Team Leader Sport, Recreation & Events*
- *Manager Sport and Recreation*
- *Manager Strategic Development Projects*
- *Senior Events Coordinator*
- *Manager Community Participation & Partnerships*
- *Team Leader Neighbourhood Development*
- *Manager Urban, Recreation & Natural Assets*

*On the basis:*

*- it relates to information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and*

*- information the disclosure of which would, on balance, be contrary to the public interest.*

2. *In weighing up the factors related to disclosure,*  
*- disclosure of this matter to the public would demonstrate accountability and transparency of the Council's operations*

*On that basis the public's interest is best served by not disclosing the **Project Connect - Update** item and discussion at this point in time.*

**CARRIED**

The meeting moved into confidence at 6.33pm.

The meeting moved out of confidence and closed at 6.38pm.

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CHAIRMAN.....

DATE.....

<b>ITEM</b>	6.0.1
	<b>INNOVATION AND BUSINESS DEVELOPMENT COMMITTEE</b>
<b>DATE</b>	22 October 2024
<b>HEADING</b>	Future Reports for the Innovation and Business Development Committee
<b>AUTHOR</b>	Mercedes Healy, Personal Assistant Executive Office, CEO and Governance
<b>CITY PLAN LINKS</b>	4.2 We deliver quality outcomes that meet the needs of our community
<b>SUMMARY</b>	This item details reports to be presented to the Innovation and Business Development Committee as a result of a previous Council resolution.

**RECOMMENDATION**

That Council:

1. Notes the report.

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 A list of resolutions requiring a future report to Council is presented to each committee for noting.
- 1.2 If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

**2. EXTERNAL CONSULTATION / COMMUNICATION**

- 2.1 No External consultation was required in the development of this report.

### 3. REPORT

3.1 The table below outlines the reports to be presented to the Innovation and Business Development Committee as a result of a Council resolution.

Meeting - Item	Heading and Resolution	Officer
26/2/2024 6.2.1  <b>Due:</b>	<b>Road Reseal Update</b> 2. Requests administration to provide a status update every two years and a further report at the completion of the four year term review before the contract is extended. February 2026	Jarred Collins

### 4. CONCLUSION / PROPOSAL

4.1 Future reports for the Innovation and Business Development Committee have been reviewed and are presented to Council for noting.



<b>ITEM</b>	6.1.1
	<b>INNOVATION AND BUSINESS DEVELOPMENT COMMITTEE</b>
<b>DATE</b>	22 October 2024
<b>HEADING</b>	Shop Local Campaign
<b>AUTHOR</b>	Leandro Lopez Digon, Manager Economic Development & Urban Policy, City Development
<b>CITY PLAN LINKS</b>	3.1 Salisbury's businesses are successful and part of our community 3.2 Salisbury is a place of choice for businesses to start, invest and grow
<b>SUMMARY</b>	This report presents a ‘Shop Local’ campaign to be implemented in the lead up to Christmas 2024 in response to a resolution by Council on 22 July 2024. If approved, a non-discretionary bid will be presented to fund the proposed campaign.

**RECOMMENDATION**

That Council:

1. Approves a 2024/25 First Quarter non-discretionary budget review bid of \$30,000 to fund a ‘Shop Local’ campaign to be rolled out during November and December 2024.

**ATTACHMENTS**

This document should be read in conjunction with the following attachments:

1. Communications Plan 'Shop Local' campaign Oct 2024

**1. BACKGROUND**

- 1.1 Following a Motion on Notice, Council resolved on 22 July 2024 that Council:
  - 1.1.1 *Requests the Administration to present a report to implement a “Shop Locally” campaign across the City, including associated ideas and costings.*

**2. EXTERNAL CONSULTATION / COMMUNICATION**

- 2.1 Salisbury Business Association (SBA)

**3. DISCUSSION**

- 3.1 The City of Salisbury prides itself on being a progressive, sustainable and connected community. The City’s purpose is to strive to make a positive difference for those who visit, live and work in Salisbury and to leave the community in a better state for future generations.

- 3.2 The City is home to a diverse variety of small businesses ranging from a huge selection of food and entertainment, grocery stores, clothing, and specialised goods. At the heart of these businesses are local families who rely on local support. This is complemented by large shopping centres and the District outlet centre at Parafield, together providing a range of shopping options for local residents and those from neighbouring suburbs.
- 3.3 Part of the City of Salisbury economic development commitment is to keep business local and encourage residents and surrounding suburbs to shop within the Council area to foster local prosperity.
- 3.4 In the lead up to Christmas 2024, a campaign can be run to encourage people to shop at small businesses, shopping centres and main streets within the City of Salisbury.
- 3.5 The campaign will be run by the City of Salisbury, but businesses and shopping centres will be provided with campaign kits so they can further promote the campaign to their customers.
- 3.6 The SBA will be a vital stakeholder in the roll out and success of the campaign and as such, will be engaged early to ensure they are comfortable with the strategy and can inform the implementation. Initial engagement has already occurred with their Executive Officer, and they are highly supportive of the initiative.
- 3.7 Among a number of other tactics, the campaign will include:
  - 3.7.1 A campaign page and a feature on CoS website home page.
  - 3.7.2 A campaign pack for local businesses and shopping centres including posters and digital assets (with guidelines on how to use them).
  - 3.7.3 Pack of overarching campaign materials for Elected Members, Local MPs.
  - 3.7.4 Advertising on shopping centres digital screens and bus stops.
  - 3.7.5 A social media campaign including YouTube and Google search.
  - 3.7.6 New videography and photography.
  - 3.7.7 Promotion on CoS digital screens.
  - 3.7.8 Media pitch featuring a case study on local business owner.
- 3.8 Further details are outlined in Attachment 1 - Communications Plan 'Shop Local' campaign October 2024.
- 3.9 A competition will be run throughout the campaign period, with a prize to be determined.
- 3.10 Metrics to measure the success of the campaign will include:
  - 3.10.1 Local spend data.
  - 3.10.2 Social media engagement.
  - 3.10.3 Survey with key stakeholders.


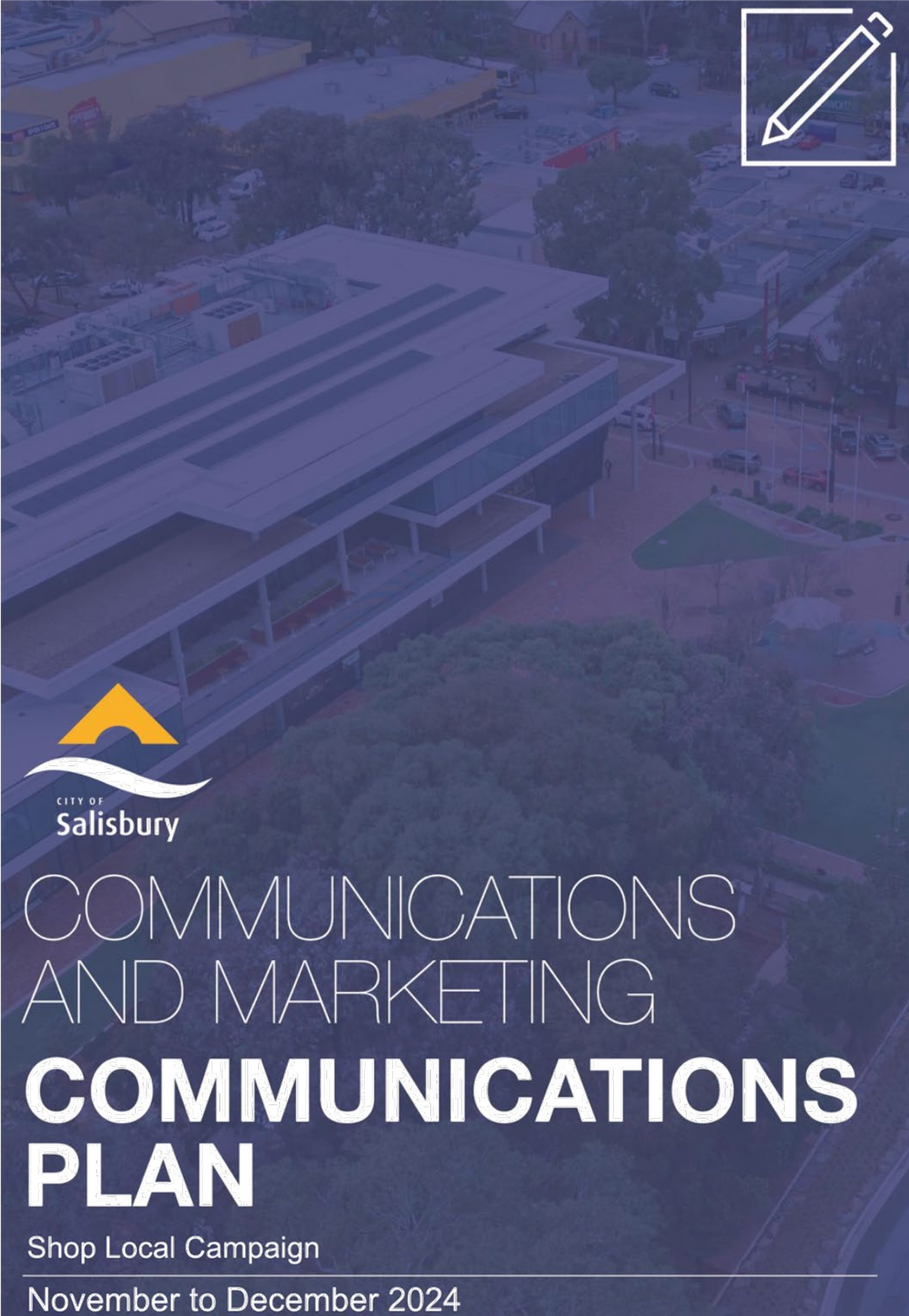
**4. FINANCIAL OVERVIEW**

- 4.1 To deliver the ‘Shop Local’ campaign a non-discretionary bid of \$30,000 will be presented as part of quarter 1 budget variation.

**5. CONCLUSION**

- 5.1 The City Plan 2040 aims to support our local businesses to be successful. Shopping local supports local businesses, local business owners, local workers and our local economy, resulting in a more progressive, sustainable and connected community.
- 5.2 If approved, Administration will finalise the ‘Shop Local’ campaign and will engage with key stakeholders to commence implementation in early November.





**COMMUNICATIONS  
AND MARKETING**

**COMMUNICATIONS  
PLAN**

Shop Local Campaign

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November to December 2024

Item 6.1.1 - Attachment 1 - Communications Plan 'Shop Local' campaign Oct 2024



### Background

The City of Salisbury prides itself on being a progressive sustainable and connected community. The City's purpose is to strive to make a positive difference for those who visit, live and work in Salisbury and to leave the community in a better state for future generations.

The City is home to a diverse variety of small businesses ranging from a huge selection of food and entertainment, grocery stores, clothing, and specialised goods. At the heart of these businesses are local families who rely on local support. This is complemented by large shopping centres and the District outlet centre at Parafield, together providing a range of shopping options for local residents and those from neighbouring suburbs who may not have as many options close by.

Part of Salisbury's economic development commitment is to keep business local and encourage residents and surrounding suburbs to shop within the Council area to foster local prosperity.

In the lead up to Christmas 2024, a campaign will be run to encourage residents to shop local at small businesses, shopping centres and main streets within the City of Salisbury.

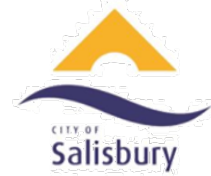
The campaign will be run by the City of Salisbury, but businesses and shopping centres will be provided with campaign kits so they can further promote the campaign to their customers.

**Below is a snapshot of expenditure between the months of November to December 2023**  
(Data source: Spendmapp by Geografia):

- Total local spend in Grocery Stores & Supermarkets, Specialised and Luxury Goods, Dining - \$180m
- Resident local spend – \$223m
- Visitor local spend - \$202m
- Resident escape spend - \$333m
- Resident online spend - \$273m
- Peak month (total spend) - December with \$224m spent
- Suburb most money spent – Ingle Farm

#### Breakdown of expenditure between categories:

- Grocery stores and supermarkets \$104m
- Dining and entertainment \$40.48m
- Transport \$36.05m
- Grocery Stores and Supermarkets \$32.16m
- Department stores and clothing \$22.92m
- Specialised and luxury goods \$15.72m



### Timing

**Council approval:** October 2024

**Campaign anticipated to run from:** November to December 2024

**Campaign Planning, Development & Production:** October 2024

### Communications Objectives

- Encourage City of Salisbury residents and surrounding suburbs to shop local leading up to Christmas.
- Empower local businesses to share the campaign in their own businesses, networks and through their own channels.
- Promote local businesses, business owners and workers.
- Promote the benefits of shopping local to the community.

### Target Audience

Primary:

- City of Salisbury community members
  - Local shoppers (predominantly female 16 years and over)
- City of Salisbury small businesses, shopping centres, shopping precincts

Secondary:

- Shoppers in neighbouring suburbs (eg. City of Playford residents who may pass through City of Salisbury)

### Stakeholders

- City of Salisbury Mayor, Elected Members and Executive Group
- Salisbury Business Association (SBA)
- The Polaris Business Development Centre
- Local MPs

### Communications Strategy

#### Campaign:

Communications will be led by a Council wide advertising campaign, with an overarching tagline.

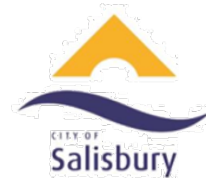
The campaign will feature local business owners or workers and will direct people to the website to find out more information.

The paid campaign will be high level and will feature on outdoor and digital channels.

#### Branding:

A campaign brand will be developed, leaning on the new City of Salisbury brand.

The City of Salisbury logo will be applied to all communications.



**Website:** [www.salisbury.sa.gov.au/shoplocal](http://www.salisbury.sa.gov.au/shoplocal)

The City of Salisbury website will be used as the main source for information for the campaign. A short URL will be developed to direct shoppers to the page where they can learn more about the campaign, the benefits of shopping local and direct them to their shopping options.

**Engagement with SBA:**

The SBA will be a vital stakeholder in the roll out and success of the campaign and as such, will be engaged early to ensure they are comfortable with the strategy and can inform the implementation.

**Social Media Campaign:**

A social media campaign will complement the overarching marketing campaign.

The campaign will promote the initiative for the two-month duration, using the overarching campaign creative but then highlighting local businesses, local business owners and local workers.

Content for the campaign will be posted on the City of Salisbury, Discover Salisbury, and The Polaris Centre Facebook, Instagram, and LinkedIn pages.

**Campaign kit:**

Through the SBA and other key stakeholders, campaign kits will be distributed to shopping centres and local businesses including campaign posters, key messages and social media templates, encouraging them to share the campaign message to their customers and through their own networks and channels.

A guide will be included so they can adapt the campaign to suit their business with different images or calls to action.

**Competition/s:**

A competition will be run throughout the campaign period, with a prize to be determined.

*Options:*

- *Share a photo of your favourite local shop and tell us why. Tag the CoS. Entries will be promoted on the CoS social accounts and the winner will get XXX*
- *Post a photo of something you've bought during the campaign period.*

This will be promoted on social media.

**Media and Public Relations Strategy:**

A media and public relations strategy will be developed to attract coverage of local businesses, and the initiative throughout the duration of the campaign.

A media release will announce the launch of the campaign in November, 2024. The release will pitch/profile a local business and highlight the importance of shopping local this Christmas.





**Key Messages**

**Possible campaign taglines:**

- Shop Salisbury
  - Keep it local and shop in Salisbury this festive season.
- Shop Local.
  - Shopping locally makes a difference. Shop in Salisbury this Christmas.
- Spread the Cheer, Shop Here.
  - Shop in Salisbury this Christmas.

**Why?**

Salisbury is home to huge a variety of small businesses, main street shopping precincts and major shopping centres filled with a variety of homewares, apparel, entertainment options and food and drink produce – everything is right on your doorstep!

Shopping local supports local businesses, local business owners, local workers and our local economy, resulting in a better Salisbury for everyone.

So why shop anywhere else?

**Call to action:**

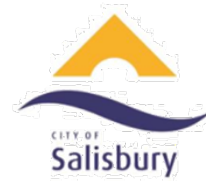
Visit [www.salisbury.sa.gov.au/shoplocal](http://www.salisbury.sa.gov.au/shoplocal) to find out where and how you can shop local this Christmas.

**Communications Tactics**

Channel	Tactics	Responsibility	Timing
<b>CoS website page</b> Campaign page and a feature on home page.	-	Comms	November
<b>Salisbury Aware, Discover Salisbury and Library, Community Centre and Hubs e-newsletters</b>	Feature campaign – directing public to click through to how they support local businesses and win.	Comms	November
<b>Campaign Pack for local businesses, shopping centres, etc</b>  - Collateral Fact sheet on how they can boost business	Provide local businesses with pack of collateral to promote shopping small. Pack to include:  - Posters - Digital assets - Guidelines for use of digital assets	Comms	November



<b>Stakeholder kits</b>	Pack of overarching campaign materials for Elected Members, Local MPs	Comms	November
<b>Shopping centre advertising digital screens</b>	Book in screens in shopping centres over November and December	Comms	November
<b>Social Media campaign</b> A mix of targeted ads running throughout November to December and boosted and organic posts on a range of social mediums	<ul style="list-style-type: none"> <li>• Overarching campaign</li> <li>• Competition promotion</li> <li>• Profile 2 x different local businesses, workers or owners each week - photo and quote</li> </ul>	Comms	November
<b>YouTube / Google search</b>	Targeted advertising to City of Salisbury area and surrounding suburbs	Comms	November
<b>Videography</b>	Content profiling local businesses and showcasing what's on offer (short and varied) in different locations including: <ul style="list-style-type: none"> <li>- Mawson Lakes, John Street precincts, Ingle Farm, Parabanks, Hollywood Plaza, The District, Saints</li> </ul>	Comms	November
<b>Photography</b>	Portraits of local business owners in front of their businesses	Comms	November
<b>Collateral for libraries, community centres and hubs in Salisbury:</b> <ul style="list-style-type: none"> <li>- A3 posters</li> <li>- Postcards</li> </ul>	Circulate campaign pack with information on the campaign and how to activate in their spaces	Comms	November
<b>Publications</b> Salisbury Aware	Salisbury Aware Article profiling local businesses and how to support	Comms	December
<b>Digital screens</b>	Electronic Noticeboards (rotate several slides) <ul style="list-style-type: none"> <li>- Bulkhead (End of November through to mid-December)</li> <li>- Gateway Towers (local business and person with call to action)</li> </ul>	Comms	November
<b>Media and Public Relations Opportunities</b>	Pitch story to media launching our new campaign in Salisbury - case study on local business owner	Comms	November



**Budget**

<b>Social Media:</b>	
Facebook	\$2000
Instagram	\$500
YouTube targeted advertising	\$1000
Google search	\$1000
<b>Outdoor:</b>	
Shopping centre digital screens advertising, local bus stops	\$22,000TBC
<b>Print &amp; Signage:</b>	
Posters and collateral	\$1000TBC
<b>Photography and Videography:</b>	
Photography Kelly Barnes	\$2500(+GST)
Videography (in house)	\$0
<b>Overall Investment</b>	<b>\$30 000+GST</b>

**Evaluation**

The campaign's success will be measured by

- The change in spend in the City of Salisbury over the November and December period as compared to the previous three financial years.
- Website visits.
- Social media engagement.
- Survey with stakeholders, local businesses, business owners, shopping centres.



<b>ITEM</b>	6.2.1
	<b>INNOVATION AND BUSINESS DEVELOPMENT COMMITTEE</b>
<b>DATE</b>	22 October 2024
<b>HEADING</b>	City-Wide Business Awards Exploration
<b>AUTHOR</b>	Leandro Lopez Digon, Manager Economic Development & Urban Policy, City Development
<b>CITY PLAN LINKS</b>	3.1 Salisbury's businesses are successful and part of our community 3.2 Salisbury is a place of choice for businesses to start, invest and grow
<b>SUMMARY</b>	This report responds to Council's decision at its meeting in October 2023 and presents a potential approach to deliver a city-wide business awards initiative that would offer the opportunity to businesses across the whole Council area to be showcased and celebrated. If the approach is approved, a New Initiative Bid for \$30,000 will be prepared for Council consideration as part of the Business Plan and Budget process for 2025/26.

## **RECOMMENDATION**

### That Council:

1. Approves Administration to prepare a New Initiative Bid for \$30,000 for a Salisbury Business Excellence Awards initiative to be considered as part of the Business Plan and Budget process for 2025/26.

## **ATTACHMENTS**

There are no attachments to this report.

## **1. BACKGROUND**

1.1 On 23 October 2023 Council approved the following Motion:

1. *“Notes the success of the Salisbury Business Awards run by the Salisbury Business Association in recognising businesses within the Salisbury City Centre.*
2. *Notes that the Salisbury Business Awards event does not recognise businesses outside the Salisbury City Centre.*
3. *Requests the Administration to present a report to the relevant Committee to investigate the feasibility of running a proposed Citywide business awards event in late 2024 / 2025, similar to the City of Onkaparinga and some other Councils.*
4. *That the report includes consideration of:*

- a) *various models & formats of nominations, voting and running the awards, including models which permit external sponsorship to reduce costs to Council.*
- b) *budget breakdown (including staff resources) and funding opportunities.*
- c) *input from relevant stakeholders including the Salisbury Business Association and information from any councils that run business awards regarding their processes and possible models.*
- d) *a proposed timeline for the implementation.*
- e) *a proposed timeline for the awards event.*
- f) *whether it can be run within existing budget lines.”*

## **2. EXTERNAL CONSULTATION / COMMUNICATION**

- 2.1 City of Charles Sturt
- 2.2 City of Onkaparinga
- 2.3 Solstice Media
- 2.4 Salisbury Business Association

## **3. DISCUSSION**

- 3.1 Local business awards are a good initiative for fostering community pride and encouraging entrepreneurship. They provide businesses with the recognition for their work, innovation, and dedication to serving the local community.
- 3.2 Awards also offer a platform for local businesses to showcase their achievements, inspiring others in the community to strive for excellence.
- 3.3 By celebrating success at the local level, awards can contribute to the growth of a vibrant, competitive economy. Local business awards can help to build strong networks and connections between businesses and the community.
- 3.4 Organising business awards requires specific resources to be allocated to ensure the success of the initiative. Some of the considerations for the planning and execution include nomination process and system, judging and evaluation process, voting, marketing and promotion, logistics and expenses of organising award ceremonies.
- 3.5 If the awards ceremony is of significant scale and offers good value for brand exposure, there are opportunities to seek the support of sponsors and reduce the costs of organising such an event.
- 3.6 Several Councils in South Australia and across Australia run similar initiatives.

### **SBA Awards**

- 3.7 The Salisbury Business Association has been running the Salisbury Business Awards since 2017. The awards recognise exceptional customer service from businesses across the Salisbury City Centre precinct, including the Parabanks Shopping Centre.

- 3.8 There are 15 categories:
- Trades and Automotive Services
  - Hotel or Restaurant
  - Fresh Food and Grocery
  - General Retail
  - Hair and Beauty
  - Medical / Allied Health
  - Professional Services
  - Entertainment
  - Community Services
  - New Business / Raising Star
  - Café / Takeaway Food Outlet
  - Training / Employment Services
  - Best Family Business
  - Best Customer Experience
  - Salisbury City Centre Business of the Year
- 3.9 Each category is sponsored by a community organisation, a business, an Elected Member, City of Salisbury, or a Member of Parliament.
- 3.10 Businesses are nominated and voted by the public via an online form, on Facebook, or in person.
- 3.11 By voting, everyone has a chance to win a gift card. Approximately 10,500 votes are received every year.
- 3.12 The award winners are announced at a sit-down dinner awards ceremony held at the Salisbury Community Hub in August every year. The ticketed event is attended by approximately 120 people. Finalists in each category receive a complimentary ticket to attend.

#### **City of Port Adelaide Enfield - North West Community Business Awards**

- 3.1 The North West Community Business Awards were initiated through a partnership with North West Business Alliance (NWBA), the City of Port Adelaide Enfield (PAEC), The Adelaide Business Hub (ABH) and The Rotary Club of Port Adelaide in 2022 to recognise the achievements of businesses in the area.
- 3.2 There are two awards sections:
- 3.2.1 Nick Blight Awards for Best Tourism Experience, Best Hospitality Experience, and Best Food Experience.
- 3.2.2 The North West Community Business Awards (NWCBA) for Small Business of the Year, Large Business of the Year and the Entrepreneur of the Year.

- 3.3 Businesses can submit an application for an award and submissions are assessed by a panel that announces the finalists prior to the awards ceremony.
- 3.4 Finalists receive two complimentary tickets to the awards ceremony, with additional tickets available for purchase (members of NWBA \$25 each and Non-Members \$35 each).

**City of Onkaparinga – Onkaparinga Awards**

- 3.5 The Onkaparinga Business Awards are organised annually since 2019 under five categories: Fantastic food and drink, Precise professional services, Perfect personal services, Remarkable retail experiences and Captivating creative services.
- 3.6 The format has changed over the years due to changes on the level of funding available, encouraging them to apply lessons learned from previous editions.
- 3.7 For this year’s edition, businesses can register online over a period of three weeks for the organisers to provide them with a marketing pack and to be pre-listed. This allows to promote their business and encourage their customers to vote for them. Public voting is conducted via an online form and is open for a period of four weeks. Finalists are announced two weeks prior to the ceremony.
- 3.8 Winners are announced at an awards ceremony of a cocktail format and is held in a different local venue each year e.g. local winery, brewery.
- 3.9 The estimated budget allocated for the awards program sits around \$20,000 a year plus a member of staff allocated full time for approximately two months.

**City of Charles Sturt - Charles Sturt Business Recognition Awards**

- 3.10 The City of Charles Sturt Business Recognition Awards were introduced in 2023 to recognise, encourage and showcase business leaders across 10 categories.
- 3.11 Applications are submitted over a period of three weeks via an online form and are judged on merit by a panel comprised of nominated staff and business mentors.
- 3.12 There is one category called People’s Choice Award where the public can nominate and vote for their preferred business. Voting is open over a period of one month.
- 3.13 Shortlisted businesses are invited to an awards night at Woodville Town Hall where the winners are announced. Winners were presented with a small trophy etched with the details of their award and their business name and a certificate recognising their achievement.
- 3.14 Businesses who had been in the City for more than 25 years are also recognised for their commitment to doing business within the City through a Business Legends Award.
- 3.15 The nomination, voting and awards ceremony are all delivered between February and May each year.
- 3.16 It is proposed to host these awards on a bi-annual basis.
- 3.17 The estimated budget allocated for the awards program sits around \$25,000 a year plus a member of staff allocated full time for approximately two to three months.



- 3.18 In this first edition, the awards received 475 nominations across the 10 award categories and approximately 10,200 votes.

**Norwood, Payneham and St Peters (NPSP) – Eastside Business Awards**

- 3.19 The Eastside Business Awards is an annual program that recognises and celebrates exceptional businesses located in NPSP across 11 categories, including Hall of Fame and Legends’ categories.
- 3.20 NPSP has partnered with Solstice Media to run the nomination, voting process and promotion of the awards, while Council has been responsible for the awards ceremony.
- 3.21 The nomination, voting and awards ceremony are all delivered between February and May each year. Winners are selected based on the number of votes they receive by the public.
- 3.22 The winner in each category receives \$1,000 of digital advertising services with Solstice Media and \$1,000 of business advisory services from AFM Services.
- 3.23 The estimated budget allocated for the awards program sits around \$40,000 a year.

**Potential model for City of Salisbury Business Excellence Awards**

- 3.24 A mix of merit and people’s choice awards would be the preferred approach. The awards based on merit would allow for showcasing our local small to medium enterprises and some of the global companies that have a presence in Salisbury. The awards voted by the public, would allow for more engagement with our local community and to showcase those small and family businesses that offer a great customer experience.
- 3.25 This approach would also allow to showcase the City of Salisbury as a place to do business, what would support our investment and business attraction objectives.
- 3.26 The businesses applying for the merit awards would be nominated via an online form (to be developed) where they will have to address the selection criteria that will be defined for each category. An assessment panel would be brought together (composition to be determined) to assess each application.
- 3.27 The people’s choice categories would require the setup of a nomination and voting system. A marketing pack would be developed to support businesses in promoting their nomination for an award.
- 3.28 Businesses could self-nominate or people could nominate a business they would like to celebrate.
- 3.29 It is proposed for the awards to be held bi-annually in November (starting in November 2025), as this would be distant enough from the Salisbury Business Awards (usually held in August). This could also allow the opportunity to winners and finalists of the SBA awards to be re-nominated for an award. We would engage with SBA to agree on the best way to connect both awards’ initiatives.
- 3.30 Finalists could be announced a month before the awards ceremony when winners would be declared.

- 3.31 It is proposed that the awards ceremony would be held at the ground floor of the Salisbury Community Hub with an attendance of approximately 200-250 people. The format of the event would be a cocktail / canape event with a mix of theatre style seating and standing tables. This will offer an opportunity to showcase the Hub as a great venue to host big events.
- 3.32 Potential Award Categories ideas include:
- 3.32.1 Innovation award
  - 3.32.2 Advanced Manufacturing award
  - 3.32.3 Emerging Business award (under 3 years)
  - 3.32.4 Education, Training & Employment Award
  - 3.32.5 Sustainability Award
  - 3.32.6 Diversity and Inclusion Award
  - 3.32.7 Retail Business award
  - 3.32.8 Health & Beauty award
  - 3.32.9 Best Café/Restaurant award
  - 3.32.10 People's Choice Award
  - 3.32.11 Young Entrepreneur of the Year Award
  - 3.32.12 Business of the Year Award
  - 3.32.13 Hall of Fame Award (more than 25 years in service)
- 3.33 It is recommended that a maximum of 10 categories be selected with the potential for some of the above to be merged.
- 3.34 If the approach is approved, an awards terms and conditions and selection criteria for each category will be drafted.
- 3.35 Financial Overview It has been estimated that \$30,000 plus internal staff in-kind involvement would be required. As it would be the first time that the City of Salisbury will run the awards, some of this funding would be allocated to put the right systems in place.
- 3.36 A sponsorship prospectus will be prepared to seek extra funding from external sources to offer prizes for winners and extra resources to deliver the awards ceremony.

## 3.37 Estimated budget breakdown:

**Awards setup and admin**

Admin (system setup, website, promotion, social media, marketing pack)	\$10,000
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**Awards night**

Marketing, guest speaker, entertainment, room setup.	\$12,500
Catering (200-250)	\$7,500
<b>Total</b>	<b>\$30,000</b>
Sponsorship target	\$15,000

3.38 If approved, a budget bid for next financial year of \$30,000 will be prepared for Council consideration as part of the Business Plan and Budget process for the 2025/26 financial year.

**4. CONCLUSION**

- 4.1 Based on the experiences of other Councils running similar business awards, a proposed approach for the City of Salisbury Business Excellence Awards is presented in this report.
- 4.2 If approved, Administration will prepare a New Initiative Bid for \$30,000 for a Salisbury Business Excellence Awards to be considered as part of the Business Plan and Budget process for 2025/26. It is also proposed to seek sponsors' support to reduce costs of delivering the initiative.