

City South Traders Launch Agenda

Introduction

David Bolton

City South Association President

Presentation

Andrew Peters

City South Association Coordinator

Guest Speakers

Alex Antic & Priscilla Corbell

Adelaide City Council South Ward Councillors

Networking

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What is City South Association?

City South Association Inc. (CSA) is an independent not-for-profit organisation, which is part funded by the Adelaide City Council.

We are dedicated to representing the interests of businesses, residents, workers, visitors and property owners within our defined precinct boundaries.

The Association is managed by a volunteer Committee of local residents and business owners and a contracted Coordinator.

What is City South Association?

The City South Precinct is bounded by South Terrace, Pulteney St, Angas/Gouger St and West Tce



What is City South Association?

City South Association has been running projects and events for the benefit of residents and businesses in the City South Precinct for over ten years.

Examples of our recent projects include
Festive Lights in Whitmore Square,
Yarnbombing in Whitmore & Hurtle Squares
Beans & Sprouts Family Day,
and networking events with Community Groups
such as The Rotary Club of Adelaide South.

Images from City South events



Our Strategic Plan

As part of the Association's Strategic Plan for 2016-18, City South has renewed its commitment to supporting businesses in the Precinct, and is demonstrating its resolve by establishing a Traders Group to work alongside the existing Committee Management structure.

The City South Association Strategic Plan can be viewed on the 'About' page of our website
www.citysouth.org.au

Introducing The City South Traders

Under the working title of ‘City South Traders’,
the new Task Group will meet bi-monthly
and work exclusively on matters affecting traders in the area.

Project and strategy ideas developed by the Task Group
will then be presented to the current Management Committee
and once agreed upon, will be funded by the Association.

Suggested Goals for the Group

Initial meetings of the Group will establish Goals and Strategies, as well as its name ('City South Traders' being a working title for the moment).

Suggested Goals for the Group could include:

To increase the Precinct's profile within the wider community

To increase visitation to the Precinct

To provide business networking opportunities within the Precinct

To conduct activities to promote vibrancy and participation of local business

Suggested Strategies

Some strategy examples are outlined below...

Business Directory Brochure

To be distributed to Accomodation sites within the Precinct.

Online Business Directory

To be established on the City South website,
with highlighted listings for City South Members

Promoting Business through our Newsletter

Articles about local business developments and openings

Suggested Strategies

Some strategy examples are outlined below...

City South & Proud Campaign

Business Members to receive a sticker for their shopfront window,
and logo for their website to create an identity for area.

This will be backed up by a public relations campaign with the aim of highlighting prominent and long-standing businesses of the Precinct.

City South App

A free App to promote businesses and sites to visit in the City South Precinct.

Suggested Strategies

Some strategy examples are outlined below...

Festival Promotion and Participation

Look to increase the profile and participation of businesses in major Festival events such as Fringe, History Month, Umbrella and Tasting Australia

Nights Out in City South

Promotional campaign for night-time venues in the City South Precinct

Lights On in City South

A lighting project to encourage night time visitors to build on the Whitmore Square Festive Lights

Funding Budgets

The following Budgets have been proposed by the Association to fund the Projects of the new Traders Group.

2016-17 Budget

Business Memberships 30x\$50 \$1500
Allocation from ACC Annual Grant \$6800
Allocation from Surplus Funds \$3500
TOTAL \$11800

2017-18 Budget

Business Memberships 30x\$50 \$1500
Allocation from ACC Annual Grant \$10000
TOTAL \$11500

Initial Meetings

The first Meeting for the Traders Group is pencilled in for **Wednesday 16 November**.
This meeting will aim to establish goals and strategies for the Group,
and ideas for the Group's first project.

The second meeting is pencilled in for **Wednesday 18 January 2017**,
at which the Group can start finalising details for its first project
to begin in the first few months of 2017.

Details regarding these meetings will be emailed out via our database and newsletters.

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Guest Speakers

Alex Antic & Priscilla Corbell

Adelaide City Council South Ward Councillors

Thankyou for your interest

Thankyou to everyone for attending tonight's Launch.

We'd also like to thank those who have expressed interest in the Traders Group but who were unfortunately unable to attend this evening.

We hope to see many of you at the Traders Group's first Meeting on **Wednesday November 16** (venue to be announced).

And we invite Precinct Businesses to become Members of City South. Membership forms are included in our Brochures or on our website.

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association



www.citysouth.org.au