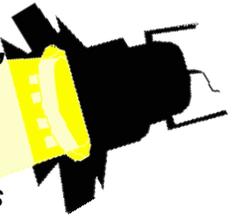




'SPOTLIGHT ON SALISBURY CITY CENTRE' 26th SEPTEMBER 2016

Fortnightly update of the *Salisbury City Centre Precinct Traders*
(Salisbury Business Association)



Remember School Holidays start next week (Saturday 1st October – Sunday 16th October), are there any activities you can be engaging in to attract the extra trade? Check last fortnight's E-Newsletter for some ideas.

🕒 Board Update



The new Board recently held its first meeting and high on the agenda was:

- Safety and Security;
- Current/future developments within the City Centre;
- Business Development Grants currently on offer;
- Salisbury Community Christmas Parade;
- Multicultural Food and Music Festival for 2017.

We still have vacancies for Secretary and Community Representative, if interested just email us a let us know you're keen. **Remember - Our Association is only as strong as its members!** We look forward to working closely with traders over the coming months.

🕒 Board Profile



To help our members and stakeholders to get to know their Board Members, we are including a profile each edition. If you see them out and about in Salisbury, stop and say g'day, and don't be shy about raising issues or concerns directly with them. This edition we introduce ... **Amalia Addabbo**

Amalia works as a Senior Associate Commercial Lawyer with Duncan Basheer Hannon Lawyers (DBH).

What's great about working in Salisbury? DBH has been operating in Salisbury for over 5 years and moved into the Salisbury Business City Centre 18 months taking over Vicki Lehmann's practice following her retirement. When I was given the opportunity to move to our Salisbury office at 30 Ann Street, I was excited at the opportunity to be part of a real community atmosphere and service clients from Salisbury. It has been a very rewarding experience and one that I am very much enjoying getting to know locals and the local businesses.

What you hope to contribute ... With a strong belief that networking is key to expanding business, Salisbury has so much to offer by supporting each other and helping to refer and grow business amongst the community first and foremost. I hope to get to know the Salisbury Business Community and utilise my experience with building successful Associations. I have been a lawyer for over 15 years, specialising in Business, Commercial Agreements, Property Transactions and Wills and Estates. I also spent many years in my family's manufacturing business and understand what drives business, its successes, risks and the importance of local community support. Where I can offer my services, assist growth and promote local business I thrive. DBH is a strong supporter of local business and we will do our best to help the Association progress its goals.

Can you help us out with Christmas Parade FREEBIES to giveaway?

To our amazing Salisbury City Centre Traders, the Annual Christmas Parade is rapidly approaching and here's a great way for your business to be involved. Getting your products in to potential customer's hands is always helpful to your business. We are seeking:



- vouchers - coffee, games, meals and snacks, meal deals, etc
- gift vouchers and discount cards
- novelty items,
- promotional giveaways,
- drink bottles,
- fresh fruit, snacks, etc.

Remember: The best types of giveaways are those which bring people into your store, either on Parade Day or in the future.

Anything you can provide would be amazing! Thanks to those amazing member businesses who have already offered giveaways.

Let us know what you have available and we can arrange a time to pick up from you. Please contact David Waylen Email: info@sccba.com.au or phone 0414 813 202

As always, we thank you for your support!

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I CHOOSE SA



#ichoosesa

The Salisbury Business Association has signed up, with more than 600 SA businesses to the 'I Choose SA' campaign.

This entire campaign revolves around shopping/buying local. Whether it be within your suburb, local centre, Council area or South Australia in general. The campaign aims to keep money in the local economy to help drive growth and vibrancy within local business communities.

Every time you shop or are seeking a new service, check and see if this logo is on their shop window or sales point. We have fantastic traders, brands and products, support those committed to supporting local communities and South Australia as a whole. Let's all embrace and spread the **I Choose SA** message.

© Upcoming Events

2016 Salisbury Community Christmas Parade

Saturday 19th November 10.30am – 11.30am

Give us a call on 0414 813 202 to:

- Participate/register your float or community group in the parade;
- Become one of our sponsors available;
- Provide us with give-aways to hand out along John Street;
- Set up a commercial or community stall;
- Talk to us and see how your business can be involved;

This is a fantastic community engagement initiative - get on board now!

Dates for your calendar

Salisbury Secret Garden

Multicultural Food and Music Festival

Friday 24th February to Sunday 5th March 2017

Spring Equinox



⊙ Good Customer Service Made Simple - Eight Golden Rules

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long. It's about bringing customers back (RETENTION). And about sending them away happy - happy enough to pass positive feedback about your business to others, who may then become repeat customers.

The essence of good customer service is forming a relationship with customers. How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; "You will be judged by what you do, not what you say."

- 1 Answer your phone** - Get call forwarding, or message bank. But make sure that someone is picking up the phone when someone calls your business.
- 2 Don't make promises unless you will keep them** - Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say, "It will be delivered on Tuesday", make sure it is delivered on Tuesday. Otherwise, don't say it. The same rule applies to client appointments, deadlines, etc. Think before you give any promise - nothing annoys customers more than a broken one.
- 3 Listen to your customers**
- 4 Deal with complaints** - Properly dealt with, complaints can become opportunities.
- 5 Be helpful - even if there's no immediate profit in it**
- 6 Train your staff** - Train your staff to be always helpful, courteous, and knowledgeable.
- 7 Take the extra step** - Whatever the extra step may be, if you want to provide [good customer service](#), take it. People notice when others make an extra effort and will tell other people.
- 8 Throw in something extra** - E.g. a coupon for a future discount, additional product user information, or a genuine smile, people love to get more than they thought they were getting.

Good Customer Service Pays Big Dividends

This is an extract from The Balance. Full article available from <https://www.thebalance.com/rules-for-good-customer-service-2948079>

⊙ Is GREAT Customer Service alive and well?

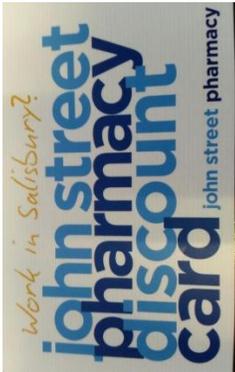


In the Salisbury City Centre we are lucky to have all of the major banks. With my personal accounts and the SBA account I regularly visit 3 of those institutions and have visited the others on several occasions as part of my role as Executive Officer. Now banks in general *cop a lot of criticism* for high fees and charges and poor customer service. Well I am going to throw down the gauntlet and challenge the poor customer service perception.

We have, (in alphabetical order), **ANZ, Bank SA, Bendigo Bank, Beyond Bank, Commonwealth Bank, NAB and Westpac** and every time I have visited I have found their staff are * knowledgeable * friendly and polite * extremely helpful * accommodating * patient * supportive of the local community. We are so lucky we have all of these financial institutions on our 'doorstep'. Keep up the great work!!!

☉ Trader Spotlight

Last edition we posed the question, what is your Point of Difference and today we are highlighting the importance of amazing customer service, an example of where these points merge together is **John Street Pharmacy**. A local traders discount card, free Webster pack for medications and free delivery of your filled scripts to your workplace – good customer service is alive and well in the Salisbury City Centre.



10% Discount Card – John Street Pharmacy

Our friends at John Street Pharmacy just dropped in some pens and a fridge magnet as well as their new Salisbury Traders 10% Discount Card. What a great idea! They want to support all who work in Salisbury by providing this 10% offer. Great initiative 'guys'. So for great service, now with 10% discount, visit the team at John Street Pharmacy. If you haven't got one as yet, just drop in and ask for one. The discount applies to all traders and their staff.

☉ What's happening at Council

Doing Business with Salisbury - Key points in tendering for Council Work!

Wednesday, 12 October from 4:00pm to 6:00pm



Come and get some insights on how to tender for work with the City of Salisbury. We will give you an insight to what we purchase, what we spend, our local providers, Councils thoughts on buying local and help you understand how to tender.

The session covers: Targeting the best opportunities; Only tender for genuine, well matched opportunities; Make sure the project is core to your business and is cost effective to provide; Make sure you have the full capability and resources to deliver the project; and much, much more. Opportunity to network to conclude event.

Visit www.polariscentre.com.au to find out more information or to register:
<https://www.eventbrite.com.au/e/doing-business-with-salisbury-key-points-in-tendering-for-council-work-tickets-27721503764>

Unable to attend – David Waylen will be attending on behalf of the Association, and can provide you information after the session if required.

Lego Family Fun Day



Lego Family Day

Join us for a fun family day of all things Lego!

See some amazing displays, let your imagination run wild with free builds, and take part in our Lego build challenges.

There will also be games, prizes, face painting and more.

Saturday 15th October 11am – 2pm

John Harvey Gallery, 12 James Street, Salisbury (No bookings required)

☉ Workplace Health and Safety (WHS)



In October we'd love you to promote health and safety in your workplace during National Safe Work Month. It's easy to be involved and Safework SA are here to help you.

There's a range of workshops and resources available for your business, check out their website for more information

http://www.safework.sa.gov.au/show_page.jsp?id=115555#.V-HheVR96Uk

☉ New Businesses



We welcome the following new businesses to the Salisbury City Centre and wish them every success for the future:

New Parabanks Tenants

Bendigo Bank whilst not a new business, has moved into its new home in the new mall extension opposite Priceline Chemist. Drop in and say hello to Julie Tilley and the team. Their contact details are 8225 2800.

Service with a Smile moves to a larger store in the mall just opposite Specsavers. Phone them on 0466 155 950.

Psssst. There is a new retailer about to make Parabanks home. They'll be located next to Service with a Smile. Keep an eye out and see who this great new addition is.

New John Street and surrounds tenants

Salisbury Hotel is under new management and the Hotel is being totally refurbished. It looks great inside. They'll be launching their new website soon, so give them a call 8258 2722 or check back at <http://www.thesalisburyhotel.com.au> or even better, pop down and see Donna and the team.

We wish them well over the coming months!

If you have a new business neighbour that's just opened, let us know about them.

Remember, keep the money and jobs local, buy from local traders.

☉ Member Survey

Keep an eye out for our Annual Member Survey. We want to know what you want from the Association over the coming months, what events, activities and support you want to see offered and the challenges that you are experiencing in your business. Your feedback will help us deliver a range of valued services throughout 2017.



Regards,

David

David Waylen

Executive Officer

On behalf of the Salisbury Business Association

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