



THIS MONTH



A Story of Local Business Growth
**Rory's Group & The Business
of School Lunches**

Rory Hope, Managing Director

The journey of Rory's Group and the significant growth of the venture since its commencement in 2003, looking at lessons learnt and key success factors.

About Rory

Rory has worked in the food and hospitality industry since leaving school. He started in customer service with a national franchise and worked his way up to a senior leadership role. This experience gave him good insight to the food industry; from dealing with customers at the shop front through to managing a business in terms of people, processes, finance, IT and administration. Particularly, Rory learned the importance of professional systems and processes to manage and grow a business.

 www.linkedin.com/in/rory-hope-6378a51a8

 www.rorys.com.au/

NEXT EVENT

25 September 2024

NBB @ PLAYFORD BOWLING CLUB
(Goodman Road, Elizabeth)

**The Power of Storytelling/ Video
For Your Business**

David Mackey, Business Solutions / Video Producer
@ Mackbel Films

BOOKINGS & MORE INFORMATION:

NBBsept2024.eventbrite.com.au

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May Recap

What a wonderful way to start a Wednesday, being joined by 45 other attendees at today's May NBB: Planning for End of Tax Year - Maximising your Business and Personal Returns!

Big shout out to our Guest speaker: Bec Purcel, Partner and Accountant, Ace Business based in Salisbury for sharing her insights and tips on getting the best possible tax. It was also wonderful to hear Bec's journey that's helped her to this point in her life and career.

Thomas from Community Bridging Services hosted the Expo Table. He showcased the services that CBS can offer to employers and the potential opportunities that employing people with a disability can add to your business.

The Elevator Pitches added more opportunities to raise the profile of people and businesses in the room, which will be a feature of every breakfast from now on. So don't get caught; have your pitch ready for the next one!

Special thanks to Andy from the Playford Bowling Club, the crew at Adelaide Classic Caterers, our Fab MC- Rick Henke, registration desk beam of sunshine Toni Anne, and, of course, the awesome Donald Harper from Dead Still Photography for capturing memories of us to treasure. Thank you to our Corporate Partners and Sponsors for your ongoing support.



SEE MORE AT  /mynbb



EVENT ENQUIRIES

 breakfast@salisburyrotary.com.au

 www.facebook.com/mynbb

Social Media: Choosing the Right Platforms

The Office for Small and Family Business shares their top 5 tips to help you choose the right platforms to align with your goals, brand positioning, and the time needed for effective management. <https://bit.ly/46bvudd>

How to Identify social media platforms that are best suited to your business.

So, you've developed your business plan, outlining your brand proposition, strategic objectives, and staffing requirements; you've completed your marketing plan template and decided how you want to position your brand when undertaking promotional activities.

What's Next?

Now it's time to choose the right promotional platforms aligned to your vision and choosing one is a great place to start. Promoting your business to new audiences and engaging with your customers through social media can be a cost effective first step in building your business, but there are some things you should consider before diving into it.

Social media management can be very time consuming when the platforms continually evolve and change, and we know how tough it is already being a small business owner. Consider whether you are going to engage with a Social Media or Content Marketing professional to help run your platforms or if you're going to forge the path on your own.



Top 5 things to consider when choosing a social media platform to ensure they align with your goals, brand positioning and the time commitment required to effectively manage the platform.

1. Get you know your audience

Who are you trying to reach?

Why does your product or service matter to them?

Where do they spend most of their time online?

Understanding your target audience is crucial in choosing the right social media platforms. Think about their age, location, and what they're into. This will give you valuable clues as to which platforms they're likely to be active on.

2. Set your goals

What do you want to achieve?

Do you want to increase awareness of your brand, drive traffic to your website, engage with customers or boost sales? Maybe all of those but not necessarily at once?

You need to be clear about what you want to do, and in what order. Different platforms offer different features and functionalities, so pick the ones that can help you reach your specific goals and will align to your business message.

3. Explore different platforms

Each social media platform has its own quirks and characteristics. Take a look at popular platforms such as: Facebook, Instagram, Twitter, Pinterest, Snapchat, You Tube and Tik Tok. You want to check out each platform's user demographics, levels of engagement (likes, comments and shares) and the types of content (photos, videos and text) that have high engagement on each platform. This will give you an idea of which platforms are a good fit for your business and how to use them effectively

4. Find your competitors

What are your competitors doing on social media? Which platforms are they active on? What sort of content are they posting? How are they engaging with their audience? You can use what they're doing as an inspiration to guide your own platform choices or help guide you to develop your point of differentiation on these channels. If they're finding success on certain platforms, it's worth considering them for your own business.

5. Test and adapt

You don't have to be perfect from the start.

Begin by focusing on one or two platforms that seem like a good match for your business and target audience.

Create some content that fits in with your business 'story', see how people respond and interact and if you start attracting followers.

julie Pope
 Employment Services Area Manager

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Salisbury
 1B Gawler Street
 (08) 8130 1802

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Your Pathway to Employment is Open with Mobo

Since 1963, Mobo has empowered people living with disabilities, injuries, and health conditions to find meaningful employment opportunities in across Northern Adelaide and beyond.

Our integrated approach to Disability Employment means that we can support both school leavers as well as adult South Australians to discover and achieve their dreams in employment. Your journey to open employment will be uniquely tailored to you, as we'll work to discover your individual skills and aspirations, support you to set realistic goals, and forge your path to prosper in employment and in life.

Partnered with our team of Employment Services Officers based in Salisbury, or in our Outreach offices in Gilles Plains and Smithfield Plains, we pride ourselves on delivering a person-centred, tailored service, where you are an active participant in your employment journey. We'll take the time to listen and understand your unique needs and goals, supporting you to forge your pathway to employment. We understand your need to have a voice heard in your employment journey, and with your active participation, we will break down the barriers and empower you to find meaningful and sustainable employment opportunities where you can prosper.

If you are ready to begin your journey into open employment, contact our friendly team at Mobo's Salisbury Office on 08 8130 1802 or send us an email at enquiries@mobogroup.com.au to find employment opportunities where you and your workplace can prosper.

northernbusinessbreakfast
CHRISTMAS CELEBRATION

MARK YOUR CALENDAR NOW!



NBB Christmas Event locked in ...
Wednesday 18th December
at the Salisbury Hotel
 (Commercial Road, Salisbury)

Celebrations from 6 - 8.30pm

Panel Speaker Presentation with nibbles, a drink on arrival, prize draws and of course ... SANTA!

TICKET SALES WILL OPEN SHORTLY, STAY TUNED!



Robert Daniele
 BCom(Acc), AdvDipFinPlan
 Director and Financial Planner

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Staff Retention - Perks & Retaining Staff on a Budget

In today's tight labour market, retaining top talent is crucial for the success of any business, especially SMEs. While salary is undoubtedly important, it's often the little extras – the perks – that can truly make a difference in employee satisfaction and loyalty.

The key to effective perk-giving is to understand what your employees genuinely value. Focus on perks that enhance work-life balance, professional development, and overall wellbeing.

For SMEs operating on tight budgets, it's essential to be creative. Expensive perks aren't always necessary. In fact, often the most appreciated perks are those that show genuine care and consideration.

Here are a few affordable ideas to consider:

Flexible working arrangements:

Offering flexible start/finish times or the option to work from home can significantly improve work-life balance without costing the business.

Professional development opportunities:

Investing in your employees' growth can boost morale and retention. This could include online courses, workshops, or conference attendance.

Wellness initiatives:

Prioritising employee wellbeing can lead to a happier, healthier workforce. Consider offering subsidised gym memberships, mental health support, or on-site wellness activities.

Recognition and rewards:

Small gestures of appreciation can go a long way. Publicly recognising employee achievements, offering bonuses or extra time off for exceptional performance, or simply saying thank you can make a big difference.

Social events: Building a strong company culture is essential for retention. Organise team-building activities, social events, or casual Friday lunches to foster camaraderie.

Remember, the best perks are those that align with your company culture/values. By carefully considering your employees' needs/ preferences, you can implement a program that boosts morale, improves retention & ultimately contributes to your business's success.

Credit: Small Business Connections
<https://smallbusinessconnections.com.au/>

What is the Significance of the Number 3000?

The Rotary Club of Salisbury (SA) last week celebrated 3000 formal meetings of the club, a legacy of continuous community service to the Salisbury community, the state, nationally and internationally.

From a small group of men in 1963, an enduring impact has continued, held tightly by the current custodian members. Today, the modern rotary club remains non-party political, welcomes all religions, welcomes all cultures, is often more than 50% female run and importantly balances friendship, fundraising and service to the community.

Rotary is local but it is also international, its biggest asset is the Rotary Foundation – a worldwide collective investment from Rotary fundraising allowing it to reach amazing goals like the eradication of Polio from the world, responding to disasters or building the environment for peace.

Rotary Club of Salisbury (SA) is made up of local community members who through their efforts and skills are making the world a better place.

On its 3000 meeting it donated \$3000 to the Rotary Foundation.



If you are interested in joining Rotary or supporting our work in the community, please speak with a Rotarian at the NBB or email president@salisburyrotary.com.au



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Operations Manager

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- 🌐 www.youthoptions.org.au

Hon Blair Boyer MP
Member for Wright

- ✉ Wright@parliament.sa.gov.au
- 📷 [Blair.BoyerMP](#) | 📘 [Blair.BoyerMP](#)
- ☎ 8289 0700
- 📍 Shop 2, Manor Farm Shopping Centre, 53 Northbri Avenue, Salisbury East SA 5109

Areas include - Wynn Vale, Gulfveiw Heights, Salisbury East (portion), Modbury Heights, Redwood Park, Surrey Downs (portion), Modbury North (portion)



Rotary
Salisbury (SA)



**BECOME A
BUSINESS FRIEND**

Enhance your connection and engagement with local businesses and the Salisbury Community.

LEARN MORE



Are you selling products, services or marketing your business?

The key is knowing the difference and planning strategy.

Marketing and sales are two essential functions for any business, including small to medium-sized enterprises (SMEs) in Australia. While they are often used interchangeably, they serve distinct purposes and require different strategies.

Marketing is the process of creating awareness and interest in a product or service. It involves understanding the target audience, identifying their needs, and developing a strategy to communicate the value of the product or service to them. Marketing activities include market research, advertising, public relations, social media, and content creation. The goal of marketing is to attract potential customers and generate leads.

Sales, on the other hand, is the process of converting those leads into paying customers. It involves direct interaction with potential customers, understanding their specific needs, and persuading them to make a purchase. Sales activities include prospecting, qualifying leads, presenting the product or service, handling objections, and closing the deal. The goal of sales is to generate revenue for the business.

For Australian SMEs, understanding the difference between marketing and sales is crucial for developing effective strategies. Marketing helps to build brand awareness and attract potential customers, while sales focus on converting those leads into actual sales. Both functions are interdependent and need to work together to achieve the business's overall goals.

If you're an Australian SME looking to enhance your marketing and sales strategies, consider reaching out to a professional marketing consultant or sales coach. They can provide tailored advice and support to help you achieve your business goals. Don't wait – take the first step towards growing your business today!

Credit: <https://kylas.io/en/business-resources>



Matt Burnell MP
FEDERAL MEMBER FOR SPENCE

Your Community Voice

08 8258 6300
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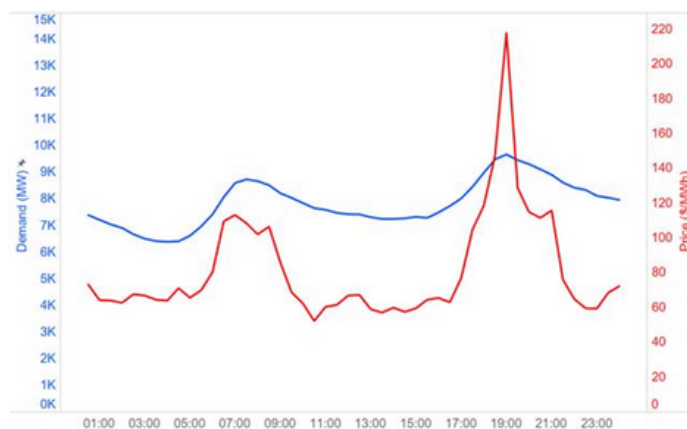
[f](#) [@](#) MattBurnellMP

Powering Your Business Beyond 2024

Does your peak demand for energy correspond with lower wholesale prices?

The graph below shows typical demand for power in SA in blue, and a typical wholesale power price in red (which varies every 5 minutes).

Through reviewing when your businesses power consumption occurs across the day, adjusting your businesses demand from the grid (by changing use time or patterns or use of a battery) or through just shifting to a lower price retailer – every business can potentially reduce their electricity bills!



Wholesale suppliers like Amber or FLOW allow businesses (for a small monthly subscription) to buy electricity at wholesale price (spot price) direct from the market.

The cost savings must be considered in light of the additional risk of 'having to buy power' at high wholesale prices (e.g no sun, no wind, high demand days or partial network failure days)

Could your business capitalise on new access to the wholesale market? Could this become your competitive advantage.

Find further information:

www.canstarblue.com.au/electricity/wholesale-energy-prices/

BUSINESS SNAPSHOTS

\$200M

Salisbury City Centre Redevelopment

Just 1 Word ... WOW!!!



Salisbury City Centre renewal vision comes to life with \$200 MILLION redevelopment.

The City of Salisbury and a Buildtec and Catcorp consortium are partnering to deliver a \$200 million redevelopment of the Salisbury City Centre, revitalising the heart of Salisbury with six new, vibrant mixed-use sites.

The redevelopment plan, released last week, outlines the sites that will be transformed, delivering two hectares of unprecedented renewal in the City Centre.

For the first time, the Salisbury City Centre will offer residential housing, with over 200 diverse housing options including affordable housing, apartments, retirement living and hotel accommodation.

A multi-deck, undercover car park with over 500 spaces and a ground floor premium supermarket, with other sites including retail, commercial and hospitality.

Church Street will be extended to enhance vehicle and pedestrian access through the City, with a future extension being investigated, improving the link with Salisbury Highway.

Check out the City of Salisbury Facebook page for a great artist impression and concept video

www.facebook.com/cityofsalisbury/videos/1546250039262250

The Salisbury Business Association is excited to see the possibilities that this transformational development can bring to our City Centre.

Stage 1 involves Site 1 (Former Len Beadall Library) and Site 2 Judd/Wiltshire Street carpark) We will be regularly meeting with Council and will provide you with regular updates as they become available.



Hon Zoe Bettison MP
Member for Ramsay

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3G Switch Off Looming

Small, family and farming businesses should be aware the 3G switch off is happening at the end of this month. Telstra's switch-off is scheduled for 31 August and Optus on 1 September.

Please make sure you are not caught out by this. 3G use is embedded in business equipment and technology well beyond the obvious example of mobile phones.

The 3G switch-off could affect:

- older EFTPOS terminals
- security systems and cameras
- tablets
- smart watches
- vending machines and even swipe pads at car parking stations.

Asset tracking tools, surveying instruments, water and environmental monitoring, farm gates and many other wireless operating systems may also be affected.

Take action to check if you will be affected. Don't wait until some business-harming disconnection and technology dysfunction occurs.



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RLA237251

Five Steps to Resolve Your Dispute

Did you know? If your small business is in a dispute with another business or a Commonwealth Government agency, the ASBFEO can help guide you to work it out.

Problems arise every day between small businesses, their customers, suppliers, and employees. Sometimes these problems turn into a dispute which may need work to be resolved.

We've put together **five steps** to help resolve disputes:

- **Understand the dispute**
- **Talk to the other party**
- **Put it in writing**
- **Ask for help from a third party**
- **Go to court***

***please note, taking the matter to court should be your last resort. Court is expensive, time consuming and the outcome is out of your control.**

Visit [Five steps to resolve your dispute](https://www.asbfeo.gov.au/disputes-assistance/five-steps-resolve-your-dispute) for more help.

<https://www.asbfeo.gov.au/disputes-assistance/five-steps-resolve-your-dispute>

You can also use our [Dispute Support tool](https://www.asbfeo.gov.au/disputes-assistance/dispute-support).

<https://www.asbfeo.gov.au/disputes-assistance/dispute-support>

Before Signing a Lease...

An important read from the SA Small Business Commissioner before signing your business lease!

The Retail & Commercial Leasing Guide will help you understand your rights and obligations of a retail and commercial lease.

You can get your copy here:

https://www.sasbc.sa.gov.au/pdfs/SASBC_retail_leasing_guide-2.pdf

or collect a hard copy from the SBA office, 33 John Street Salisbury.



**Small Business
Commissioner SA**

**Questions?
Concerns?**

Call the SBCSA on
1800 072 722.

The New Right to DISCONNECT ... What does it mean for business?



Do you know about the new right to 'disconnect' law?

An amendment to the Fair Work Act, as part of the new 'Closing Loopholes' laws is granting employees the right to switch off and disconnect from work outside of their usual work hours.

This means that an employee can refuse to monitor, read or respond to contact, or attempted contact from their employer or third party, outside of the employees' working hours unless the refusal is unreasonable.

The new laws do not prohibit employers from contacting their employees, nor does it prevent employees from contacting one another.

This change starts on:

26th August 2024: for non-small business employers with 15 or more employees

26th August 2025: for small business employers with fewer than 15 employees

For more information on this and what is determined to be REASONABLE and other Closing Loopholes changes, head to:

<https://www.fairwork.gov.au/about-us/workplace-laws/legislation-changes/closing-loopholes/right-to-disconnect>



www.playfordbowlingclub.com.au



Is your most important asset covered?



For those business owners who are not employees of their business, if you had to have 12 weeks absent from your business what would happen to your financial circumstance and your business?

Sickness and accident insurance is a crucial consideration for small business owners in Australia. This type of insurance provides financial protection in the event that a business owner is unable to work due to illness or injury. It can cover a range of expenses, including medical costs, rehabilitation, and lost income. For small business owners, having sickness and accident insurance can mean the difference between maintaining operations and facing financial hardship. This insurance can help cover the costs of hiring temporary staff, paying ongoing business expenses, and ensuring that the business can continue to operate smoothly even when key personnel are unavailable.

There are various types of sickness and accident insurance policies available, tailored to meet the specific needs of different businesses. Some policies provide coverage for a set period, while others offer ongoing benefits until the insured individual is able to return to work. It's important for business owners to carefully review their options and choose a policy that provides adequate coverage for their unique circumstances.

Premium cost is impacted by multiple factors including age, location, industry, smoking status, preexisting medical conditions, income level, claim waiting period etc. That said, most industries can cover a \$80,000 loss of income business owner for between \$1500 and \$3000 pa.

In summary, sickness and accident insurance is an essential safeguard for small business owners in Australia. By investing in this type of coverage, business owners can protect themselves, their employees, and their business from the financial impact of unexpected illness or injury.

Consult your preferred insurance agent or broker for a quote aligned to your personal circumstances.

An insurance summary for new and small business owners is at [business.gov.au](https://www.business.gov.au)

Meet our new Editor of the Connector Magazine: Damien Walker

We welcome Damien, who is taking over the baton from Bec Alison to bring together our monthly Connector Magazine.



Damien is currently the Public Image Director and President-Elect 2024/25 for the Rotary Club of Salisbury, as well as teaching full-time. Hence, you may not see him at every breakfast.

Damien was first introduced to the Northern Business Breakfast by Rotarian Rick Henke, who asked him to live stream the then Premier of the State, Jay Wetherill, at a business breakfast back in 2014.

Damien has been around the Salisbury community his whole life, living in Parafield Gardens, attending local schools, and volunteering since he was 13 years old. He has served as a past president of the Salisbury City Rotaract Club and has been part of the Rotary/Rotaract family for 10 years. Damien strongly believes in bettering himself through service and fellowship with others, whether within the community, among friends, or with family.

Outside of teaching and Rotary, he has an eye for graphic and visual design, an interest in personal and self-development, and a passion for helping others.

Damien is very approachable and contactable via email and phone (outside of school hours). Reach out, and he will happily assist with your NBB Connector Advertising needs.

Feel free to connect with him on LinkedIn

 www.linkedin.com/in/damienwalker/



Damien
WALKER

TEACH | FACILITATE | DESIGN

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 walker.damien.1995@gmail.com

 www.damienwalker.com

ADVERTISE INSIDE

The Connector

Advertising through The Connector is a cost-effective way to increase recall of you and your business while also supporting NBB. The Connector is printed in hardcopy for breakfast attendees and is also distributed electronically to over 1,000 NBB members via social media and our direct e-zine.

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walker.damien.1995@gmail.com
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SPECIAL OFFER

SPECIAL OFFER ENDS ON THE 30 SEPTEMBER 2024

Promote Your Business

EXPO TABLE

NBB supplies trestle, table cloth and chairs.

Exhibitor brings pull up banners, promo materials, giveaways, business card draw etc and a 2 minute promotion of their business.

1 booking per business per calendar year.

Enquiries on the day with Toni Anne Smallman.





northernbusinessbreakfast

The Northern Business Breakfast is proudly sponsored by the following organisations:




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YOUR LUCKY NUMBER



The winner of the Lucky Number Draw is announced at the breakfast each month and is for in person attendees only.



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