



STRATEGIC PLAN

2025/2026

www.adelaidebusinesscollective.com.au

About the Adelaide Business Collective (ABC)

Background

The Adelaide Business Collective (ABC) is a not-for-profit, independent organisation dedicated to fostering a vibrant and prosperous business environment in the Central Business District (CBD) and North Adelaide.

Established in 2018, ABC represents over 300 businesses and property owners across the CBD and North Adelaide.

Recognising the challenges facing city businesses the ABC was formed to advocate for a citywide, locally-driven business group aimed at enhancing the business environment and economic performance of Adelaide's CBD. This initiative draws inspiration from more than 3,000 successful business-led **Business Improvement Areas/Districts (BIA/BID)** groups worldwide.

KEY CHALLENGES

- Business insolvencies increasing
- Customers facing cost of living pressure
- Increase in suburban competition including Burnside
- Increased competition from online shopping
- Inconsistent local area/street marketing and activity
- City workforce hours have reduced
- Insufficient city-wide, cross-sector business communications and networking
- Opportunities for more business collaboration
- Antisocial behaviour increasing

- Vacancy rates higher than suburban centres
- Rundle Mall's marketing fund delivers significantly more marketing and event activity than the

Our Vision

Our vision is to create a Business Improvement District that transforms Adelaide's CBD and North Adelaide into thriving, prosperous, connected and resilient business communities.

Our Mission

Our mission is to harness the collective voice of our members to demonstrate the benefits of collaboration and advocate for enhanced services and new partnerships to key stakeholders, and provide education and support to cultivate a thriving, prosperous, and resilient business environment through the creation of a CBD Business Improvement District.

Key Objectives:

- **Advocacy:** Champion the creation of a Business Improvement District to deliver improved services including marketing and promotions that benefit all businesses and creates a better commercial and customer environment in local areas and mainstreets within the CBD and North Adelaide.
- **Collaboration:** Partner with organisations such as the State Government, Adelaide Economic Development Agency, City of Adelaide, City Precinct Groups, Renew Adelaide, SA

Business Chamber, Renewal SA, Showcase SA, Hotel Groups, and Tourism SA, to spread the word about the benefits and opportunities available to them if a BID was introduced.

- **Education:** Provide resources, global examples and learning opportunities to inform businesses and other stakeholders about the benefits of a BID.
- **Collective Voice:** Unify the perspectives and needs of business and property owners to effectively influence policy and decision-making processes to enable the creation of a BID.

Our Values

Integrity and Transparency

We operate with honesty, openness, and accountability, ensuring that our actions are clear and trustworthy to all stakeholders.

Collaboration and Mutual Benefit

We foster cooperative relationships and partnerships that assist the ABC to deliver the message about the advantages of collaboration and harnessing the strength of the business community.

Courage and Resilience

We approach challenges with boldness and bravery, maintaining resilience in the face of adversity to drive positive change and advocate effectively for our members.

Expertise and Knowledge Sharing

We leverage our understanding of world's best practices coupled with our extensive experience operating in the Adelaide City environment and sharing our knowledge with businesses and property owners.

Approachability and Constructiveness

We remain accessible and open to stakeholders, providing constructive support and promoting new ideas and concepts that have a positive impact on the city business environment.

Independence and Genuine Commitment

As an independent body we can promote a proven concept that could have a positive impact on the CBD and North Adelaide. The Committee remains committed to driving the BID agenda forward.

Target Audiences

- Small and medium retail, hospitality and professional service business owners and managers
- New businesses unfamiliar with business advocacy models
- Property owners and property leasing agencies
- Government and Council representatives and staff
- Local stakeholders

ABC Committee

DAVID WEST – CHAIR (Premier Retail Marketing)

FIONA KRAWCZYK – DEPUTY CHAIR (Haigh's Chocolates)

ANDREW WALLACE – SECRETARY (UniSA)

MICHAEL GRAY – TREASURER (DFK Gray Perry)

JAIMEE CHARLTON – COMMITTEE MEMBER (The Shoe Group)

SCOTT MOSEN – COMMITTEE MEMBER (Life ED)

DAVID BUENFELD – COMMITTEE MEMBER (Belle Property Commercial)

FRANZ KNOLL – COMMITTEE MEMBER (Barossa Fine Foods)

MORAG HORTON – COMMITTEE MEMBER (Terry White Chemist)

Organisation Sustainability

The ABC Committee will seek funding through grants, sponsors, membership and activities to sustain the organisation to deliver the Vision.

Our Key Pillars:

- 1. Engage with our ABC Members**
- 2. Educate and communicate key stakeholders**
- 3. Advocate and facilitate for positive change**

Key Pillars

PILLAR 1: ENGAGE WITH ABC MEMBERS

PILLAR 2: COMMUNICATE & EDUCATE

PILLAR 3: ADVOCATE & FACILITATE

PILLAR 1 ENGAGE WITH ABC MEMBERS	Grow Membership to strengthen our voice and credibility	Promote ABC's goals, activities, and accomplishments, hand out printed flyers and update the website and newsletter frequently. Increase awareness and promote sign-ups, use social media posts and small-scale in-person events.
	Ensure we offer a clear value proposition to Members and potential Members	Ensure that potential members are aware of ABC's mission and impact by clearly communicating measurable member benefits via our website, email campaigns, and onboarding materials.
	Engage with Members in Local Areas of the city	(a) Post brief interviews and testimonies showcasing members' experiences and support for the BID in newsletters and on social media to strengthen community momentum and social proof. (b) To establish casual settings where members can interact, work together, and express their opinions, plan coffee chats, networking events, and small local get-togethers. (c) Engage businesses precinct-by-precinct by using member surveys, local meet-ups, and targeted email campaigns (through Mailchimp) to hear about local needs and opinions.

PILLAR 2 EDUCATE & COMMUNICATE	Educate and inform Members of the benefits of a city BID so that they can act as ambassadors/advocates	Explain the purpose and benefits of BIDs through email newsletters, social media posts, and casual coffee dates so that members can confidently spread the word.
	Educate and inform non-members of the world's best practices in place management and the benefits of a CBD and North Adelaide BID	Through member referrals, in-person outreach, and digital newsletters, share successful BIDs from around the world to help non-members understand how the model operates in actual cities.
	Educate stakeholders about the benefits of a BID for the CBD and North Adelaide	Deliver easily readable, thoroughly documented proof of BID success and pertinence to Adelaide's context to stakeholders through newsletters, carefully chosen case studies, and one-on-one meetings.
	Share Best Practices and progress overseas and in Australia	To raise awareness of changing BID tactics, regularly share links to case studies of cities abroad and community improvement district pilots in New South Wales through newsletters and social media. Promote the newly introduced BID enabling Legislation that passed NSW Parliament.

PILLAR 3 ADVOCATE & FACILITATE	Present the benefits of a BIDs to the State Government and the steps to enable them	Arrange official briefings with the Premier's Economic Adviser Lawrence Ben and Small Business Minister Andrea Michaels to provide a roadmap for BID implementation, community support, and organised evidence.
	Present to Councillors the benefits of a model that reduces the reliance on Council	Give presentations that demonstrate how BIDs support Council efforts rather than take their place, supported by local and international case studies. To create internal champions, find and note council members who are supportive.
	Present to AEDA Board Members the benefits of a grass-roots model that fills a gap in the delivery of AEDA services	To guarantee alignment and continuous discussion about how ABC and AEDA can work together, schedule one-on-one meetings with board members and keep in close contact with chair Steve Maras.
	Engage with identified Business Champions that support the BID concept to give our presentations more credibility	Link up with our identified business champions to record their support verbally or on video. Ensure that they key points and accurate information. Encourage them to present their own personal business needs and stories that helps other businesses to identify with them.

MEASURING SUCCESS

How many new Members were gained in 12 months?	
How many ABC Members did we engage with?	
How many businesses attended our ABC information events?	
Did we advance the idea of introducing a Pilot BID?	
Is the ABC financially stable?	
How many businesses visited the ABC website?	