

Spring 2017



# GROTE

Business Precinct

Produced by the Grote Business Precinct

## Christmas a winner



Christmas came early for Grote Business Precinct (GBP) as our 2016 Big Santa Parade and Mystery Codeword Competition won a prestigious Mainstreet SA Marketing Award.

Precinct Coordinator, Yvonne Merendi and past President, marketer Bill Marles of Katron Creative accepted the Award on

behalf of GBP from Nichola Kapitza of Renewal SA (see photo below). The Award ceremony was held at Plant 4, Bowden, on 2<sup>nd</sup> November and attended by Mainstreet and Local Government representatives from all over the State.

"We were thrilled to be recognised by Mainstreet SA in this manner", Yvonne said. "The Christmas promotion is truly unique and was well supported by local businesses and the general public."

"Building on last year's success, this year's Christmas promotion will be bigger and better with a **prize pool valued at nearly \$10,000** and 40 businesses involved!"

First prize is a \$5,000 shopping spree at Early Settler Furniture.

The Big Santa competition will be launched on Friday 17<sup>th</sup> November with our second Big Santa Parade.

Local traders, Adelaide West Rotarians and representatives of other community groups will again parade the life size Big Santa Standees



## Grote Business Precinct

### Executive

#### President

David Buenfeld  
LJ Hooker Commercial

#### Vice President

Richard Armour  
Armour & Allen Solicitors

#### Vice President

Charlene Ackland  
Quest on Franklin

#### Secretary

Kym Green  
Radio 5EBL.fm

#### Treasurer

Eileen Fagioli  
Katron Creative

### Committee

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Telstra Gouger Street

Franz Knoll

Barossa Fine Foods

Elizabeth Marks  
Marksman

Gary Neave

Uniting Communities

Peer Norsell

Hilton Adelaide

Matthew Scott

Holidays of Australia

Peter Veld

Kwik Kopy Adelaide

Craig Wilkins

Conservation Council SA

#### Coordinator

Yvonne Merendi  
WOW Management

#### MarketQuarter Reps

Bill Marles & Kat Lister  
Katron Creative

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along Grote Street, to Victoria Square, through the Adelaide Central Market and Chinatown. The festivities will begin at 6pm outside Her Majesty's Theatre. The City of Adelaide Concert Band and dancers from Arthur Murray Dance Centre will be on hand to entertain shoppers. **All welcome.**

The competition will involve entrants locating the Codewords printed on Big Santa Standees displayed in businesses throughout the Grote Business Precinct and then entering online at [www.marketQuarter.com.au](http://www.marketQuarter.com.au) Full details will be on the website along with the competition terms and conditions.

Thanks to the City of Adelaide, Early Settler and all other prize sponsors for supporting our Christmas promotion.

**It's not too late to get involved! Call Precinct Coordinator Yvonne Merendi on 0413 381 728 if you'd like your business to be part of the competition by first parading and then displaying one of the Big Santa Standees!**



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Membership enquiries are welcome. Contact Precinct Coordinator Yvonne Merendi on 0413 381 728



## President's Message

*There's plenty of news and exciting times ahead for Grote Business Precinct!*

New businesses are moving in but sadly, we are losing one of our Mainstreet icons. Allan Steffensen, founder of Your Child's Nursery (YCN), is retiring and closing the business after 35 years of trading on Grote Street. We wish him and other members of the YCN team all the best for the future.

The AGM held in the Adelaide Central Market Tower we have been told, was one of the best networking events we have ever presented. The historic tower provided a dramatic backdrop to the performances of the Arthur Murray dancers.

Our new Committee was privileged to hold its first meeting at Her Majesty's Theatre and then tour backstage – a rare treat before renovations begin next year.

More networking events are being planned for 2018 with informative guest speakers you won't want to miss.

GBP is working with Council on the new Franklin street bike lane to benefit cyclists without disadvantaging businesses.

We have also had extensive discussions with Council since plans for a formal Western Gateway in the Parklands were announced. Our suggestions will be incorporated into the design and planning process of this capital works project, which commences next year.

I would like to acknowledge our Precinct receiving a Mainstreet SA Marketing Award and thank the hardworking team who put the Christmas 2016 promotion together.

This year's promotion will be bigger and better. We're receiving great support from local traders, particularly Early Settler Furniture. It all kicks off at 6pm on Friday 17th November with a Big Santa parade starting outside Her Majesty's Theatre. I hope to see you there. [www.marketquarter.com.au](http://www.marketquarter.com.au) has more details.

In closing, I wish you all a Merry Christmas and a happy and prosperous New Year.

David Buenfeld



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# 2018 Networking Calendar

*Grote Business Precinct is planning a series of special Business Booster Networking events in 2018.*

These Member events will be held bi-monthly on the first Wednesday of the month.

Sessions will start at 5.30pm with 30 minutes networking, followed by an informative business presentation that will finish at 7pm.

Our first event **Boost Your Business Online** with presenter Bill Marles of Katron Creative (pictured) will be on Wednesday 7th February.

With more than 30 years marketing experience, Bill will explore what makes a good website, techniques for attracting search engines, the importance of online business profiles, the role of social media, and online payment and booking systems.

The venue will be chic new café Soho Coffee Roasters (entry from Addie Place, (off the northern side of Grote Street near the intersection with Morphett Street)).



Additional dates to jot in your calendar: Wednesdays 4th April, 6th June, 1st August, 3rd Oct and 5th December. Topics for these sessions will be announced closer to each date.

**For more information and bookings phone Precinct Coordinator Yvonne on 0413 381 728.**

## Quality, Elegance and Choice

*Long established at 215 Grote Street, Early Settler is well known for its ranges of country, classic colonial and contemporary furniture.*

There is also a collection of home products that is ideally suited to period home renovations.

Early Settler is part of ESR Group Holdings Pty Ltd, an Australian-owned company.

The Adelaide store is one of 41 across Australia and New Zealand, where the marriage of traditional furnishings with traditional home products and fixtures creates one-stop shops reminiscent of the earliest department stores.



Early Settler's furniture is made from quality new and recycled timbers from Australia, New Zealand and beyond. These include eucalypt hardwoods, oak and renewable resource hardwoods.

Sourcing its product range locally and globally, and as a direct importer, Early Settler is able to control the quality of its range and so offers excellent prices.

Imagine the fun the first and second prize winners in this year's Big Santa Christmas Competition will have deciding how to spend their prize vouchers!

Those prizes are \$5,000 and \$3,000 respectively.



*Early Settler Furniture has a very tempting selection of indoor and outdoor furniture as well as home furnishings and accessories.*



# AGM & Networking in the Adelaide Central Market Tower



Grote Business Precinct members thoroughly enjoyed exploring Adelaide Central Market's historic tower and watching performances by Arthur Murray dancers. Special guests included Lord Mayor Martin Haese, Lady Mayoress Genevieve Theseira-Haese, Member for Adelaide Rachel Sanderson MP and Central Market Manager Aaron Brumby.



## Ah, the Aroma!

A 24-seater café and coffee roaster with nitro cold brew, Kombucha and iced tea on tap recently opened on Addie Place, off Grote Street close to the Morphett Street intersection.

SOHO offers espresso and three different filter brew methods plus light food options. Open to the public, it serves as a training centre in the art of coffee roasting.

SOHO is open weekdays 7am-12pm and Saturdays from 7am till 2pm.  
[www.sohocoffeeroasters.com.au](http://www.sohocoffeeroasters.com.au)



Coffee Roaster Jacob (centre) with SOHO owners Steve and Jarrad.



## Broadcast Bar adds pizzaz

When Cassandra Tombs and Bryan Lynagh of Tuxedo Cat and the Coffee Pot saw the upstairs venue above Seoul Grocery at 66a Grote Street was up for lease they jumped at it.

Both wanted to be part of the 'cultural boulevard' that includes La Boheme, Her Majesty's Theatre and the Hotel Metropolitan.

Their newly opened venue, Broadcast Bar, adds to the entertainment mix with live performances, podcast recordings, fashion shows and STEM field workshops.

On Saturdays Broadcast Bar offers cool tunes, cult films and a licensed bar.

## A Theatrical Viewpoint

The newly elected Grote Business Precinct Committee was delighted to have been invited to hold its September breakfast meeting at Her Majesty's Theatre prior to a tour of the soon to be refurbished backstage areas.

A highlight of the tour was discovering a cream brick wall autographed by dozens of performers who have graced the stage including Barry Humphries, Ben Elton, Pam Ayres and Ronnie Corbett.






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