



**SUBIACO
BUSINESS
ASSOCIATION**

Supporting Local Business

SUBIACO BUSINESS ASSOCIATION
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BACKGROUND

The Subiaco Business Association (SBA) was founded in 1983, by member Geoff Gosling in collaboration with a group of astute and proud business individuals operating various enterprises within the Subiaco district.

The SBA was established primarily as a membership based organisation with a focus on developing and delivering member benefits, advocacy and events within the Subiaco business community.

Formation of SBA was a result of a recognised need to establish an association which would meet the needs of business operators, grow business opportunities within Subiaco and encourage new business development to the area.

Since its formation, the SBA has sought to improve communication with the City of Subiaco and government authorities and market Subiaco as a desirable business destination.

SBA continues to service its growing membership within the Subiaco business community today through the provision of networking and informative events, marketing, lobbying, mentoring and advisory services for its Individual, Corporate and Platinum members.

SBA is proud to have the support of the Bank of Queensland, CARE Realty, Friendlies Chemists Subiaco, Newmont Asia Pacific, Pro Subi, Witch's Cauldron Restaurant, Subiaco Hotel, Internet Dreams, Western Suburbs Weekly, Settlement Group Pty Ltd, iiNet and Harvey World Travel Subiaco as Platinum members. The SBA currently has a maximum of 12 non competing Platinum Members.

The governance and strategic direction of the SBA is managed by a voluntary committee details of which can be found at www.subiacobusiness.com.au/about/ The Committee and membership is supported by a part time Events and Communications Officer, Kerrie Nayler and Member Services Officer, Susan Scarff.

PLATINUM MEMBERS:



WHAT OUR MEMBERSHIP OFFERS

Whether you operate a small or medium business, entrepreneurial enterprise or corporation, membership with SBA offers everyone the opportunity to become part of a vibrant networking community promoting Subiaco business.

SBA members come from a wide variety of business disciplines and service industries, including consulting, property development, marketing, retail, real estate, information technology, interior design, financial services, hospitality, new media and many more.

Our members are passionate about Subiaco and committed to growing their business through building strong networks with the support of the SBA.

SBA initiatives during the past year have included:

Inception of the SUBIZ™ Awards. Ten Categories of business awards and a Volunteer of the Year Category are open to all businesses and volunteers within the City of Subiaco boundaries (plus nearby hospitals). 2010 winners announced at The SUBIZ™ Awards Presentation Dinner in October 2010.

Launch of the new SBA website www.subiacobusiness.com.au in April 2010. The comprehensive website includes Business Listings for members as well as the latest news and information relating to topical Subiaco issues including the SUBIZ™ Awards.

SBA events are promoted on the website as well as the ability to pay and renew memberships and book for events.

Membership for the State's peak business body, the Chamber of Commerce and Industry (CCI). The SBA's membership of CCI provides benefits to members.

Partnering with training providers to offer cost effective courses for members.

Introduction of a membership structure that acknowledges different business needs at Individual, Corporate and the Platinum Member level.

In addition SBA has:

Liaised closely with The City of Subiaco, Pro Subi, the media, State Government representatives and the Subiaco business community regarding the Special Trading Precinct Extended Shopping hours throughout 2010.

Been instrumental in working with The City to hold a parking and traffic workshop to address short term and long term issues for business, staff, visitors and residents.

Prepared a submission to the Subiaco Redevelopment Authority (SRA) expressing concerns with regard to the extent of the proposed office accommodation in China Green and the lack of effective parking for business and visitors. SBA also approached the SRA with regard to concerns about existing parking arrangements for staff and visitors in the Centro area.

PLATINUM MEMBERS:



SUBIACO
HOTEL



“WHAT OUR MEMBERS SAY

FRIENDLIES CHEMISTS SUBIACO
Winner of Australian Pharmacy of the Year Award 2002

“I have been in business in Subiaco for 29 years and for much of that time have put the importance of networking in the same category as general marketing.

Local recognition and awareness of the services and products that we offer are vital components to success.

Being an active member of the Subiaco Business Association has provided great exposure for the business, given opportunity for networking to clients with differing backgrounds and has even given us the confidence for nominating to the Platinum level of support of an Association that has paid dividends in spades.”

**MURRAY ROWE - PROPRIETOR
FRIENDLIES CHEMISTS SUBIACO**

WA CLEANSKIN CELLARS

“The Subiaco Business Association is a pro-active business association that has given our business the opportunity to network effectively in the Subiaco area which has in turn created repeat custom for our business. The functions organised by the SBA are always very rewarding and professionally run. The staff and executive of the Association do a fantastic job and we are proud to be members of such a pro-active and professional business association - Please keep up the great work!”

**STEVE CLOUGHLEY
WA CLEANSKIN CELLARS @ SUBI**

**BANK OF QUEENSLAND
(BOQ) SUBIACO**

“I am pleased to be a Platinum Member of SBA. The opportunity to meet many business people in the area has been mutually beneficial.

My staff and I enjoy the regular meetings and functions which are always interesting and informative. I consider my membership of SBA to be a key factor in my local marketing plan.”

**TANIA WATTON - MANAGER - BANK OF
QUEENSLAND, SUBIACO BRANCH**

TACTICA PARTNERS

“Tactica Partners is a boutique accountancy and business service advisory business located in the heart of Subiaco. In the last twelve months we developed a growth and marketing plan strategically focused on growing the target client base. As part of this strategy we were keen to form associations and networks with like minded businesses. It was at this time we became aware of the Subiaco Business Association [SBA] and in November 2009 we joined as a corporate member.

Since joining the SBA we have attended a number of functions run by the SBA and have found them to be a great avenue to develop new business associations and opportunities. The SBA staff are extremely friendly, professional and have been keen to assist us where possible.

We would strongly recommend any one seeking similar outcomes to seriously consider joining the SBA.”

**MARK HANN & DANIEL BREHENY
DIRECTORS, TACTICA PARTNERS**

PLATINUM MEMBERS:



SBA EVENTS

The SBA holds regular events throughout the year aimed to inform, entertain and engage our members. Past events have included speakers delivering professional advice from diverse industry sectors, and the popular "Business After Hours" event which provides a Subiaco business with the opportunity to showcase their business in an informal social environment. SBA has recently launched "Subi Business Edge" which is a series of relatively informal marketing oriented events aimed at providing networking opportunities for members. The events also include a keynote speaker on issues that will be relevant and of value and interest to all Subiaco businesses.

UPCOMING EVENTS

See attached flyer for upcoming events, or the SBA website www.subiacobusiness.com.au

PAST EVENTS

Over the past three years, the SBA has also embarked upon developing a programme of events that has focused on issues that are affecting businesses in Subiaco. These events have proven highly successful with many events being sold out. They include:

Special Trading Precinct Forum for business owners at The City of Subiaco

2008/2009/2010 Commercial Property Update Dinner

SBA Members' Wine and Cheese Night - A Thank You to Members for their support

The Importance of Teamwork in Business - Wayne Bradshaw, CEO WA Football Commission

Health, Wealth and Excellence - Dr Joe Kosterich, Do It Yourself Health (hosted by SBA Member, MBF)

Platinum Members' Annual Lunch

China Green development/Subiaco Redevelopment Authority breakfast

Western Force Dinner

Western Australian Tourism Commission Dinner

2008 / 2009 SBA Christmas Dinner and Auction

"Mainstreet" event with architects and planners from City of Subiaco and Hames Sharley

SBA Business After Hours Events

- Innovative Business Technologies - (hosted by SBA Members, iHost and Nutwork)
- The Future of Technology in Business (hosted by SBA Member, Telstra Business Centre West Perth)

• The Hon Julie Bishop

• The Inspiration Factory

Subi Business Edge Events

- Paul Counsel, Why Most Businesses Plateau and How You Can Enjoy Extraordinary Growth
- Ron Gibson, "Networking: Turning Contacts into Business"

PLATINUM MEMBERS:





MEMBERSHIP WITH SBA

SBA offers business operators four levels of membership to select from to meet their specific needs and involvement.

Existing members can transfer or upgrade their membership at any time to another category without incurring a new joining fee. All membership investments are GST exempt.

AVAILABLE MEMBERSHIP LEVELS

PLATINUM MEMBERSHIP

ONE YEAR MEMBERSHIP - \$1,650 PLUS \$75 JOINING FEE

Ideal for major companies, corporations or authorities engaged in commerce seeking substantial exposure within the Subiaco business community.

CORPORATE MEMBERSHIP

ONE YEAR MEMBERSHIP - \$470 PLUS \$75 JOINING FEE

Suitable for companies and organisations engaged in retail or commerce, interested in the Subiaco business community and who seek benefits from forming dynamic business relationships and generating exposure for their business through SBA.

INDIVIDUAL MEMBERSHIP

ONE YEAR MEMBERSHIP - \$220 (NO JOINING FEE)

Available to registered businesses, entrepreneurs, home based businesses, start-ups and individuals. Generally small business with one or two proprietors/staff.

NOT FOR PROFIT MEMBERSHIP

ONE YEAR MEMBERSHIP - NO MEMBERSHIP FEE

Available to Not For Profit organisations based in or having an interest in Subiaco. These organisations will benefit from the networking and general exposure available to them as members of the Subiaco Business Association.

PLATINUM MEMBERS:

