

RDA UPDATE



IN THIS ISSUE

- Agri Business Accelerator
- Transforming Business 2018
- Northern Adelaide Irrigation Scheme
- Barossa WeChat
- Grant Support

Agri & Food Business Accelerator

The Agri & Food Business Accelerator Program is an RDA BGLAP initiative aimed to achieve Excellence in Regional Food.

We are aiming to recruit 20 businesses and entrepreneurs from the RDA Barossa Gawler Light and Adelaide Plains region.

Eligibility:

- * be an established business or early stage start-up in food and agriculture
- * have a goal and be open to changes
- * be ready to start our journey in November 2018.

Benefits of the Accelerator Program:

- * birds eye of your business/idea
- * expert advice and support

- * tracking your progress
- * implement changes together
- * connect with new opportunities
- * meet others like you
- * improve business or self performance.

Activities are FREE to all participants except special tailor made modules to achieve specific business outcomes.



- China Ready support: website translations, preparation of collateral, cultural coaching
- Culinary experience re-design to attract Chinese visitors: menu, offers, "green tea culture"

- Participating in a culinary tourism trial to pilot new products
- Business related skills packages for food producers and business
- Upscale Food and Hospitality Service Skills.



- Business Concept & Planning
- Skills development
- Business Case development
- Partnership identification & introduction
- Initial Market Testing & Consumer insights
- Pitching Practice
- Assistance in implementation
- Pop up market for the participants.

Transforming Business 2018



Regional Development Australia BGLAP again hosted the popular annual business conference, Transforming Business, this time with a focus on *Creating a Bloody Good Plan!* An impressive line up of eleven highly skilled speakers shared exceptional knowledge with regional business:

- *Dan Levy: Design Sprints:* “How to Create a Space for Collaboration and Innovation in your Plan”
- *Dr Margaret Faulkner & Ella Ward:* “Creating a marketing plan designed to grow your brand” presenter Dr Margaret Faulkner and “Distinctive Brand Assets - a strategic approach to building your brand’s identity” presented by Ella Ward
- *Assoc. Prof. Nina Evans & James Price:* “Effective management of information, data and knowledge in your planning-Information Assets!”
- *Assoc. Prof. Ashley Miller (Partner KPMG):* “Budgets and Forecasting – Focus on Value and Consequences in your Plan”
- *Nicola Lipscombe:* “Secrets of thriving in Business Small and Big”
- *Dr Scott Zarcinas:* “The Lead Generation Index: How to Market Online to Attract more Business, Nurture Customers, and Generate Sales in your Plan”

• *Dr Juhani Tuovinen:* “Why your training or Induction of employee learning is not working in your Plan?”

• *Dr Mohsen Varsei:* “Think Global: Boosting Your Business Plan by Supply Chain Management”

• *Tony Clark:* “Succession Planning – what happens next?”

The event learnings are supported by ongoing business services facilitated by RDA, the strengthening of business networks, the energy the event brings to the business community and the business contacts and deals initiated through people meeting at the Conference. The conference was supported by Kodo Technologies, Beam Internet and the Department of Primary Industries & Regions SA.

Northern Adelaide Irrigation Scheme & Food Cluster Development

RDA is collaborating with regional stakeholders and state government to support the development of the Northern Adelaide Plains Food Cluster. Working with the regional industry centred on Two Wells and Virginia, technical excellence, productivity. Services including education and research, value adding and logistics optimisation are the goals. The National Logistics and Supply Chain study is very interesting for this work.

Barossa WeChat

The official Barossa WeChat was established jointly by RDA BGLAP and Barossa Grape & Wine Association (BGWA) in 2018. The Barossa WeChat channel is open to all businesses based in the RDA BGLAP region who are interested in enhancing their presence in the Chinese market. The Barossa WeChat page contains stories about the Barossa, Barossa wine, invitations to local events and information submitted by local businesses. All content is translated into Mandarin and published by RDA BGLAP's China consultant, Jade Liu. WeChat is an open door to China providing an opportunity to introduce your brand, products and services to the tremendously growing Asian audience. Regional businesses are invited to submit a brief bio and quality images to be published on WeChat. The Barossa WeChat already has 342 followers in China and a continually growing audience.

We encourage businesses to expand their offers to the Chinese market and inbound tourists by using all available social media resources with the WeChat network one of the most powerful platforms. For more information contact elena@barossa.org.au



Grant & Investment Support



- In the Creative Industries sector, grant support was provided for two recipients who were both successful in obtaining a Country Arts SA travel grant to "Artlands".
- In Gawler, letters of support were provided to the Town of Gawler for Gawler Aquatic Centre – Participation and Inclusion Project; the Gawler Community Safety Project; the Gawler Regional Conference and Tourism Accommodation Project; cycling network infrastructure connecting Gawler, and the Murray Street Gawler streetscape upgrade. These series of projects form part of transforming the Gawler Town Centre as a regional hub after significant community consultation and master planning of the town over the past two years to review critical services and infrastructure.
- RDA – BGLAP continues to support business with investment, planning and development advice for projects including a Cellar Door proposal for a Winery located in Eden Valley; a Highway Service Centre and Wine Export Hub; E-waste transfer station; Waste to Energy proposal for pelletising wood waste; re-establishment of a butcher in Angaston; future growth options for Transport Services; and future growth plans for wineries seeking to grow the tourism industry through significant developments in wine, food and accommodation.
- In the Adelaide Plains, development and grant advice on investment in solar energy generation, road upgrades for food industries and greenfield residential and industry development support continues and provides significant investment opportunities in the future.
- One successful outcome from RDA's involvement in providing information and advice through reviewing a grant application is The Barossa Community Helpers and their successful Building Better Regions – round 2 grant to build a new second-hand household goods recycling centre to support the circular economy and give funds raised back to other social enterprises who help people in need.

Community Helpers New Warehouse Construction



**Community
HELPERS**

