



Glen Osmond Road Newsletter

www.goroad.com.au



Issue 24

October 2007

This monthly newsletter is produced by the Glen Osmond Road Precinct Association with thanks to the City of Unley.

Contact your Precinct coordinator Yvonne Merendi through www.goroad.com.au or mobile

0413 381728.

Editorial submissions and advertising always welcome.



Coming up....

Next meeting
Wednesday
3rd October

6.15pm

Arkaba

FREE

"Stay Safe"

Information session directly following meeting.

—all welcome

COME AND JOIN US!

Hi Precinct Members

Can we tempt you with a **delicious breakfast** courtesy of Jenny's Gourmet Breakfast served every second month at the Eastwood Community Centre? Pictured committee members John Koumi, Tracey Cook, Senior Sergeant Adrian Jones, Angelo Ali and Catherine Ali Scott about to indulge before the last GORPA meeting. It's a great chance to network and have your say on what we as an association want for our mainstreet.

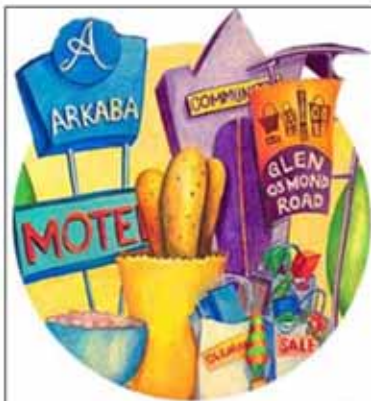
Did you know that historic and iconic buildings are now **lit up every night** on the Unley side of Glen Osmond Road. Take a night drive and you will be delighted as I was this week. We encourage traders to turn on their shop lights to really enhance what we have to offer to visitors.

You are invited to attend the **next evening meeting** on the 3rd October, Wednesday 6.15pm for drinks and light refreshments. Find out what's happening in your precinct and learn how many safety tips including how to deal with angry clients and reduce shop stealing. Your security and safety questions will be answered. Drop me a quick email to merendi@optusnet.com.au to let me know you are coming. All welcome.

It was great to see traders attend the **free Messenger Community Newspapers workshop** at the Arkaba last week. The 5 essential steps to business success were reinforced. Step 1 Business Plan. Step 2 Staff. Step 3 Prospecting. Step 4 Retaining Customers. Step 5 Success. Did you know that 80% of people always try to shop locally? 88% like to read about local events, live entertainment and what's on?

Also thanks to Dora at **Bank SA** for the invite to their networking evening this week. Another good opportunity to catch up with the friendly staff and regional manager and local traders. I also made a request for installing an ATM right in the heart of our shopping precinct. It's something traders and visitors both want. So let's keep our fingers crossed!

See you Wednesday at 6.15pm, Yvonne Merendi



click here to explore
Glen Osmond Road Precinct
www.goroad.com.au

Search Engines in particular are now ranking the website, and businesses on the website, more and more as every week goes by.

Below are just a few statistics drawn from the website to illustrate just how powerful the website is becoming to attract new customers to both Service AND Retail businesses alike. As more businesses join the website from differing industries it will continue to get even stronger again.

Total Visitors to www.GoRoad.com.au since 1st January to 26 Sept 2007 : 23,649 people

Jan - 1,674 : Feb - 1,545 : Mar - 1,845 : Apr - 1,829
 : May - 2,015 : June - 2,002 : July - 2,086 : Aug - 2,334 : Sept (to 26/9) 2,648

2007 FIRST TIME Visitors to www.goroad.com.au
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 : May - 2,015 : June - 2,002 : July - 2,086 : Aug - 2,334 : Sept (to 26/9) 2,648

2007 TOTAL Visitors to www.goroad.com.au (including return visitors)

Jan - 2,335 : Feb - 2,184 : Mar - 2,551 : Apr - 2,426
 : May - 2,642 : June - 2,621 : July - 2,518 : Aug - 3,036 : Sept (to 26/9) 3,336

People connecting to www.GoRoad.com.au from Search Engines

Jan - 2,066 : Feb - 2,008 : Mar - 2,175 : Apr - 1,896
 : May - 2,222 : June - 2,291 : July - 2,250 : Aug - 2,665 : Sept (to 26/9) 3,033

People connecting JUST from GOOGLE alone

Jan - 1,805 : Feb - 1,675 : Mar - 1,810 : Apr - 1,626
 : May - 1,790 : June - 1,814 : July - 1,790 : Aug - 2,131 : Sept (to 26/9) 2,579

So, as you can see, growth is continuous. If your business is not already profiled on www.goroad.com.au, please give either Yvonne Merondi (0413 381 728) or website administrator Bill Marles (0410 523 106) a phone call to see how easy it is for you to very swiftly start benefit from the power of the Search Engines as well.

STAY STAFFE

A PRACTICAL GUIDE TO WORKPLACE SAFETY AND SECURITY

FREE WORKSHOP

**ON THIS WEDNESDAY 3RD OCTOBER
 DIRECTLY FOLLOWING OUR MONTHLY
 MEETING AT 6.15PM**

ARKABA BOARD ROOM

All staff members are encouraged to attend and ask questions. Free Safety Tips audio CD will be available.

Contact Yvonne on 0413381728 for more information.

Proudly Supported by



LIGHTING UP GO ROAD AT NIGHT

Final preparations were being made for the lighting up of historical and iconic Unley buildings this week. Take a night drive and see what a difference it has made. With more funding we hope to light up more of our precinct. Thanks to the City of Unley.



TRADER PROFILE—BELLYDANCING



The movements are also an ideal pre and post natal exercise for women who desire natural childbirth; this form of movement with its emphasis on muscle control not only facilitates natural childbirth, but is also an effective exercise to encourage abdominal toning and overall fitness in a gentle but effective manner. As an added benefit the flowing movements and the concentration needed to do them allows the mind to "let go" and relax.

Easy, exciting and energetic it is the perfect way to strengthen your core muscles and tone while tuning into the natural movements of your body. Ahlam runs Introduction to Middle Eastern Dance sessions on most week nights and some daytime sessions as well. For your **FREE TRIAL** please ring 0413 037 926 or log on to www.ahlabellydance.com.au

Belly Dance on Glen Osmond Road.

Recently featured on ABC television for bridging the cultural divide between East and West, Ahlam is a genuine Middle Eastern dance centre, authentically linked to the culture through Hanan Abboud who migrated to Australia in the early 90's.

Hanan says this dance trend is here to stay! Shakira, Beyonce and a host of television programmes, including Big Brother and One versus One Hundred are bringing belly dance into everyone's lounge room lifting the veil of mystery that once shrouded this art form.

Originating in the Middle East, the correct cultural term for bellydancing is Dance of the East or Raqs Sharqui. Anyone who has actually tried bellydancing will confirm how it transcends age, race and even gender.

Hanan's aim is to pass on and preserve the authentic *cultural* Dances of the East as well as the more *modern and fusion* styles of bellydancing.

This dance utilizes the muscle groups in the abdomen, pelvis, torso, spine, and neck. Working with the body instead of against it, the movements are low impact and come naturally to the female form minimising any risk of injuries.

Some of the benefits ladies experience include, **muscle toning and better posture** because Middle Eastern dance strengthens the spine and maintains its flexibility by working the muscle groups attached to the vertebrae.

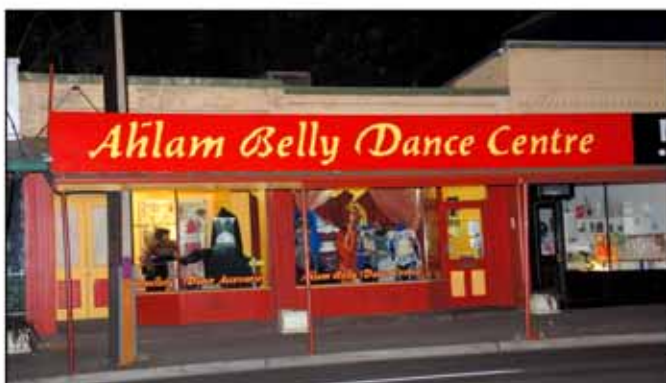
Shoes! Shoes! Shoes!

Must see: Sync Shoes Clearance has just opened near the pedestrian crossing in the main shopping hub.



Crystal Rose Moves to No 94

Marita proudly displays her hand made Onkaparinga Woollen baby blankets, part of the extended range of baby wear including baby's first Christmas gifts. Call into the new location at number 94. Tuesday to Saturday open 10 till 4.30pm



WELL BEING WORKSHOPS— HIGHLIGHTS

Adult Learners' Week

A festival of adult and community learning



Australian Government
Department of Education,
Science and Training



Government of South Australia
Department of Further Education,
Employment, Science and Technology

What they are saying

"I thoroughly enjoyed the well-being session. Lots of new information for me. Extremely well presented. Thanks to the traders." Jan



"I have really enjoyed the afternoon and certainly will be doing some workshops." Karen

"Really enjoyed the day, learn't lots and will definitely try many of the things we were taught." Elizabeth

"Very informative—liked the practical activity." Lynn

"Really enjoyed it! Having walked past the shops many times, I'll now go in!" Deb



Saturday afternoon on Go Road.

Thanks to our participating traders and sponsors for the goodie bags and for making our free well-being workshops such a success. The sessions were held on Saturday 8th September as part of Adult Learner's Week.

Pictured: left : Pilates Proactive session.

Below: the group at Botanica Medica Herbal Centre and crossing at the pedestrian crossing.



"Thanks for today. Learnt lots. Great idea." Asimina

