



Glen Osmond Road Newsletter

Issue 11

September 2006

www.goroad.com.au

GORPA Meetings

- September 6th
Wednesday evening
6.15pm Arkaba
- October 4th
Wednesday breakfast
8.30am Community Centre
- November 1st
Wednesday evening
6.15pm Arkaba
- December 6th
Breakfast ECC 8.30



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ATTEND THE GOROAD WEB LAUNCH
AND YOU COULD WIN A FABULOUS PRIZE!
 (See back page for details).

MEET YOUR NEW EXECUTIVE COMMITTEE
AT THE ARKABA
WEDNESDAY 6TH SEPTEMBER, 6.15
 (Find out what 's planned for 2007).

TRADER TIPS FROM DAVID WEST SEMINAR

- Light up your shop, not only at night time but day time too.
- Co-promote with your shop next door, for example if you were a jeweler next door to a florist give a \$20 voucher with flowers for Mother's day or Valentine's Day.
- Hold a 'Welcome Back evening for customers and ask them to bring a friend. (It costs 3 times as much to get a new customer as it does to keep existing customers).
- Give 'add ons' instead of discounts.
- Be different.
- Give 'store currency' ie. \$5 to send on next visit.
- Have a competition. The most unlikely prize works best. It doesn't have to be a big prize!
- Wear a name badge in store.

September 1-8 is Adult Learner's Week

A festival of adult and community learning.

The Glen Osmond Road Precinct is proud to be involved. For more information about a learning activity visit www.adultlearnersweek.org



FOUNTAIN INN NEW EXTENTION

With the warmer weather fast approaching, the Fountain Inn has recently added on an outside entertainment area for patrons to enjoy Glen Osmond Road. A great place to network!



Glen Osmond Road Precinct Coordinator receives her certificate of attendance from David West and Michele Bonnici, Unley City Council.

Christmas Dinner and Show 2006

Live music by 'Smarty Boys'

- Three Course Meal with choices
- Bottled Red, White & Sparkling wines, beer and soft drink
- Christmas Novelties & visit by Father Christmas

Book now! Ph: (08) 8338 1100



\$93 Per person Saturday night
\$85 Per person Friday night



150 Glen Osmond Road Fullarton

BUSINESS BREAKFAST INVITE

The Eastside BEC invites you to attend a networking business breakfast with business writer, commentator, humorist, Colin Pearce on Wed 6th September at 7.15am-8.45am at the Royal Coach Motor Inn, 24 Dequetterville Terrace, Kent Town.

Cost is \$40.

Phone 81 320377 today to reserve your ticket.

FIRST IMPRESSIONS = SALES and PROFIT

How important is the presentation of your storefront to the customer?

Why should you decorate the windows and paint the front door?

We are in business for the customers, and they must be attracted to our store to purchase our goods and services with confidence. Our storefront tells the customer about the quality of our product, our staff and customer service.

Our building, shopfront, signage, window display, staff uniforms, shop layout and presentation send a very strong message even before we talk to the customer. First impressions are critical in the very competitive retail market. If our storefront is poorly presented then maybe our products are poor quality also.

How often do you stand on the footpath and look at the front of your shop as if you were a customer? How often do you drive past the shop and see what the customer sees from their car?

A recent retail survey revealed that 50-60% of customers interviewed had made up their mind about the shop they were about to enter, just from looking at the outside of the shop.

In reality we could be losing 50% of our customers without even seeing them. Imagine the potential sales and profits lost!

When my wife and I are travelling through a country town or main street in Australia we are usually looking for a nice place for lunch, a drink and possibly a bun. As we drive along the street we look at storefronts, signs and where the local people are sitting. We have lunch in the shop that catches our attention and looks nicely presented. They are rewarded with our tourist dollar.

Signage, location and presentation of the toilets is also a critical factor.

Please drop everything and walk out on the footpath and look at your building, signage and windows and be a customer for your own store. Would you feel confident walking into your store as a potential customer?

David West - Premier Retail Marketing



NEW GORPA COMMITTEE ELECTED

The 2005-2006 AGM was held at the Arkaba on the 16th August. In attendance was His Worship the Mayor of Unley, Mayor Michael Keenan, representatives from both Unley and Burnside Councils, guest speaker David West and traders and business operators on Glen Osmond Road.

The outgoing Chair Tracey Cook gave a brief History of the Association and after 7 years has vacated the position. Tracey said she would hate GOR to become another South Road. "We are positioned as the main route to the hills surrounded by affluent suburbs. We need to cater for the Air Apartments on Greenhill Road" said Tracey. Ms Cook also mentioned that business owners can vote for Council Elections and encouraged them to do so. GORPA would like to sincerely thank Tracey for her outstanding role and list of achievements.

Your new executive committee is as follows:

Chairperson	vacant
Deputy Chairperson-	Mairi Spedding- Eastwood C/E
Secretary	Dora Maio - Bank SA
Treasurer	John Koumi Property owner

Tracey Cook – Botanica Medica -
 Peter Skravan – WYD4U-
 Damian Cappo – Cappo Brothers-
 Deidre Delaney – Arkaba Village S/C-
 Danielle Hage – Lily Shoes
 Julianne Pearson – AbFab Eyewear
 Diana Long – Terrace Carpet Co



Adult Learners' Week

An Open Invitation

for your business, friends & families
to join the Glen Osmond Road Precinct Association (GORPA)

to officially celebrate the

launch of

www.goroad.com.au

at the

Eastwood Community Centre

(<http://www.goroad.com.au/eastwood-community-centre-shop-291.html>)

95 Glen Osmond Road, Eastwood

**Monday 4th September
6.30pm**

(<http://www.goroad.com.au/latest-news-detail.asp?iNewsID=58>)

Nibbles & Drinks will be provided with thanks to
Jenny's Gourmet Bakery & Catering Services



(<http://www.goroad.com.au/jennys-gourmet-bakery-shop-161.html>)

We'll have computers to demonstrate LIVE online:

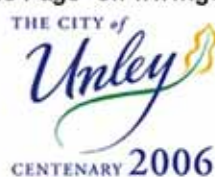
the marketing strategies behind the website

how we ensure www.goroad.com.au ranks in the major Search Engines

- The technology behind the website's construction
- How we track visitors to and within the website
- How we are able to show you accurate visitor statistics
- Why businesses are receiving **new customers & business** through GoRoad.com.au
 - Some secrets behind the most powerful Search Engines in the World

DOOR PRIZE

Each Precinct Business attending on the night will go into the draw to win a powerful Profile Page* on www.goroad.com.au courtesy of



* conditions apply