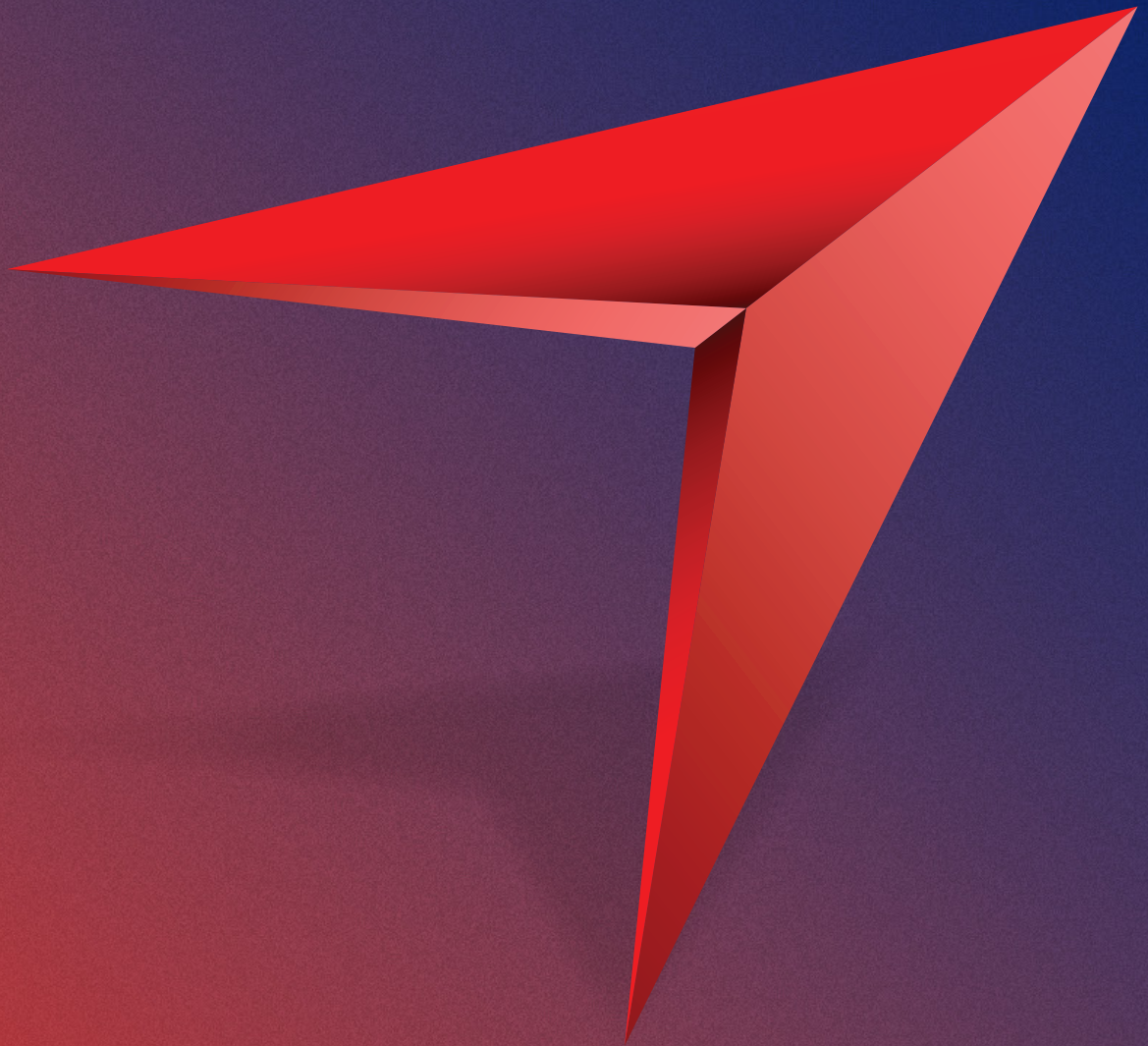


Business SA

2021/2022 Highlights



Your success is our business.



From our Chair

It has been a year of reinvention for Australia's oldest chamber of commerce and industry. At the end of the 2021/2022 financial year, we farewelled a CEO and Executive Team that had worked diligently to support our members and clients with effective advocacy and informed professional services. Our deepest thanks to Martin Haese, Jenny Briggs, David Slama and Sean Pearce.

We welcomed Andrew Kay to the CEO 'hot seat'. Andrew has the building blocks in place for a new phase. He will continue the legacy of Martin Haese with his own style and ensure Business SA continues to stand up for the economic growth and prosperity of South Australia. He will lead the organisation to advocate for South Australia's business and employer communities for a more productive and competitive environment to engage in trade, commerce, export, and innovation. His team will provide advice, products, and services relevant to the needs of members and the business community.

On reflection, I will start with the impact of COVID-19 as it continued to be a significant factor across the business community in 2021/2022. The South Australian business community was relatively shielded from the impacts that many of our counterparts in the eastern states experienced. However, our Lockdown in July 2021 report informed us in no uncertain terms of the mental health impact this had on owners, employers and staff alike. As a small business owner myself, I appreciate these hurdles. Our analysis of the economic loss to the state was up to \$446m of the Gross State Product. Indeed, it has been a challenging period.

In November 2021, the South Australian borders were re-opened. Our Business SA William Buck Survey of Business Expectations told us that this is what the South Australian business community wanted. However, it was still a difficult time when it did happen. We sincerely thank the former Premier, the Hon Steven Marshall, and former Treasurer, the Hon Rob Lucas, for their support and assistance to the South Australian business community. It kept us busy for sure, working closely with the City of Adelaide and the Adelaide Economic Development Agency to deliver a tailored support package for city traders impacted by a lack of foot traffic in the city.

2021/2022 included the launch of a new premium membership category: 1839. This invitation-only category brings the leaders of South Australian commerce and industry together in rooms with decision-makers for the highest levels of interaction to enliven South Australia. These CEOs, company directors, investors, entrepreneurs, influential individuals, philanthropists, change makers and risk takers want to give back to South Australia, and 1839 helps them to do so.

Our events calendar returned with much gusto this year after too many COVID-driven virtual options. We hosted thousands of South Australian business leaders at election events with the former Premier and now Premier Malinauskas. Our annual International Women's Day and SA's Biggest Mentally Healthy Breakfasts were a success, and we partnered with leading venues, including the Adelaide Oval, SkyCity, and the Adelaide Convention Centre.

Across 2021/2022, we continued to maintain stringent cost control and overhead management. Long-term organisational sustainability will ensure Business SA's confidence and ability to reinvest in products, services and technologies that better support members and clients today and in the future.



Business SA has worked tirelessly on behalf of members to advocate across federal, state and local government jurisdictions in some of the most challenging trading conditions since the Great Depression. On your behalf, we have advocated for:

- * A reasonable return to work premiums as part of the 'Summerfield' legislative amendment;
- * Financial support for businesses suffering due to the impacts of COVID-19; and
- * SA adopting the national standard definition of a 'close contact'.

As we emerged from the 'emergency' phase of the pandemic in the final months of 2021/2022, conditions did not quite turnaround as we had all hoped. The 'new normal' includes rising inflation, strict monetary policy, supply chain issues, and significant skills shortages and labour availability. Even as Business SA finalises this annual report, these issues are not resolved. They motivate us to double down on our work for our members and the broader South Australian business community.

Yours sincerely,

Nikki Govan

Chair of the Board

Business SA | Chamber of Commerce and Industry South Australia



Highlights in 2021/2022



Advocating for a reasonable legislative fix to the Summerfield return to work ruling

Publicly and privately, the Business SA Policy and Advocacy team argued against the 30 per cent increase to ReturnToWork premiums that would occur without a legislative fix. Together with nine peak industry bodies, we collectively called for the Government to pass legislation to ensure South Australia did not return to the 'dark days' of high WorkCover premiums.



Extending vaccine mandates

This is another example of collaboration across South Australian industry groups. Although the State Government did not extend the vaccination mandates beyond the high-risk settings, this public and private advocacy effort gave Business SA positive coverage as South Australia's most prominent peak employer body.



New website and branding

For the first time in nearly eight years, Business SA undertook a complete rebuild of its website – www.business-sa.com – and a brand refresh. How we represent our brand, products and services to the market was reviewed and refreshed. Our new brand creative showcases our members and represents the diversity of people and businesses that belong to the Business SA community.



Support for CBD traders

With public servants and corporates alike issued work-from-home orders, the Adelaide CBD became like a ghost town, with hospitality, events and tourism businesses hit the hardest. Following crucial support from the former Liberal Premier and Treasurer, Business SA provided a tailored CBD support package in partnership with the City of Adelaide and the Adelaide Economic Development Agency.



Charter22: pre-election recommendations

The release of Charter22 early in the 2021/2022 financial year was the culmination of several months of work to understand the current policy priorities for South Australian businesses and the most effective options to improve the State's business environment. This work is undertaken before every state election to provide the political parties with recommendations to implement to create the best conditions for the South Australian business community.



Business SA supports businesses to get to net-zero

In a first for the organisation, Business SA successfully secured funding from Green Industries SA to deliver the Accelerating Net Zero Emissions for Business pilot program in partnership with Business SA corporate member 2XE. With the first round completed between March and May, businesses now understand what it means to develop their emissions baseline, how to engage stakeholders, and determine project opportunities with the most impact.

Your success
is our business.



Together we can create a stronger South Australia and
make this the best place to live and do business in the world.



Policy and Advocacy

Our team of experts obtains feedback from businesses on critical issues, then conducts research, analyses, and consults to determine our policy positions. Once we identify a policy beneficial for the state's business environment, we commence an advocacy campaign. Our advocacy efforts are tailored to each policy issue, ensuring that we adopt a targeted approach to influence the outcome effectively.

The 2021/2022 Business SA policy priorities were as follows:

ReturnToWorkSA legislation amendment (Summerfield)

ReturnToWorkSA provides injury insurance for workers in South Australia through premiums paid by businesses. These premiums were set to skyrocket because of the Supreme Court of SA's decision in the Summerfield vs ReturnToWorkSA case in March 2021 (the appeal refused to be heard in the High Court in November 2021). To pay for the additional claims liabilities, the average Return to Work premium rate would increase to at least 2.2 per cent for 2023/2024 – an enormous 30 per cent hike over 2021/2022 rates (1.7 per cent).

On 2 June 2022, the State Government introduced a Bill (the first of two) that would have limited premium increases to 1.8 per cent for 2023/2024, saving our members thousands of dollars. To ensure this Bill was passed, Business SA ran an advocacy campaign aimed at key political players and the media, including:

- ★ meetings with politicians;
- ★ radio interviews;
- ★ working with other industry bodies;
- ★ calculating cost implications for businesses;
- ★ conducting a survey for our members and publicly disseminating its results; and
- ★ writing to all 22 Upper House members.

Following an emotive campaign by the Unions, the first Bill was withdrawn and replaced by the Return to Work (Scheme Sustainability) Amendment Bill. The first Bill sought to amend the legislation to 'fix' the problem brought about by the Summerfield ruling. The second Bill left the ruling alone yet sought to mitigate the impact of Summerfield by increasing the threshold for an injured worker to be considered seriously injured – and therefore eligible for wages until retirement age and medical coverage for life. The Return to Work (Scheme Sustainability) Amendment Bill (2022) passed in early July. Business SA has been advised that the average premium rate will be 1.9 per cent for 2023/2024 – far better than the 2.2 per cent increase had the Bill not passed. We commended the passing of this Bill because it provided certainty for our members and limited premium increases.



New State Government

Following the State Government election on 19 March 2022, Business SA prioritised contacting all new Cabinet Ministers to congratulate them and request meetings. We presented our vision for the business environment in South Australia and key policy recommendations to the State Cabinet on 2 May.

Support for business

Throughout the COVID-19 pandemic, Business SA worked closely with the State Government to ensure that businesses were supported. We specifically engaged with the government to ensure the \$100m business support package was adequately tailored to cover as many impacted businesses as possible. Many of our recommendations were adopted, including:

- ★ not having support linked to ANZSIC codes;
- ★ an upper limit of \$10m payrolls; and
- ★ support for micro businesses.

We also led a group of industry organisations to advocate for targeted support for businesses impacted by having 25 per cent capacity limits or less. We continued to bring attention to additional needs of the tourism sector, including CBD hotels, which required further support. We were pleased that the State Government responded with a \$15m package for hospitality and tourism businesses, established an additional fund to support businesses that had previously missed out on cash grants, and increased event cancellation support from \$25,000 to \$100,000.





COVID-19 rules

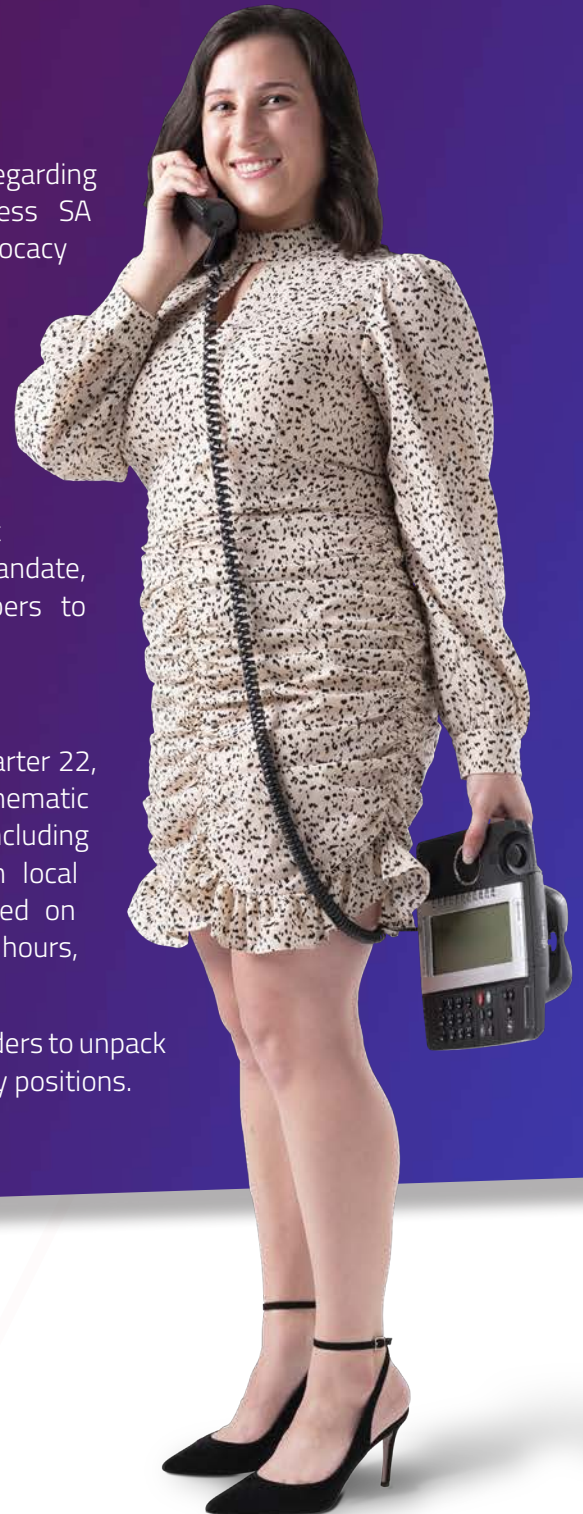
As the State Government's pandemic response evolved regarding vaccinations, close contacts and isolation periods, Business SA continued to consult with our members and adjust our advocacy efforts accordingly.

In April 2022, we were particularly pleased when the State Government, in line with Business SA's advocacy, adopted the national standard of determining a close contact as someone who had spent four hours or more with a person with COVID-19. We also worked with SA Health to facilitate business vaccinations through vaccination hubs and onsite at business premises. We also advocated for a broader vaccine mandate, providing decision-makers with feedback from our members to support this.

Charter22 release

In September 2021, Business SA released our pre-election Charter 22, which included 26 policy recommendations across seven thematic areas. This publication received significant media attention, including a front-page story in The Advertiser and other articles in local newspapers and online publications. Media coverage focused on Business SA's River Torrens natural pool proposal, shop-trading hours, and support for SMEs in government tenders.

Business SA also met with decision-makers and other stakeholders to unpack these recommendations further and advocate for specific policy positions.





Membership

The 2021/2022 financial year proved challenging for membership sales and retention as the COVID-19 situation weighed on the business community and economic conditions tightened.

At the commencement of the financial year, Business SA had a membership base of just under 3,600 members. On 30 June 2022, the membership tally stood at 3,612.

During the financial year, Business SA has continued transitioning its members to the 'new membership model', progressively retiring 'grandfathered' membership packages. The new packages provide a more logical and accessible offering for our members.

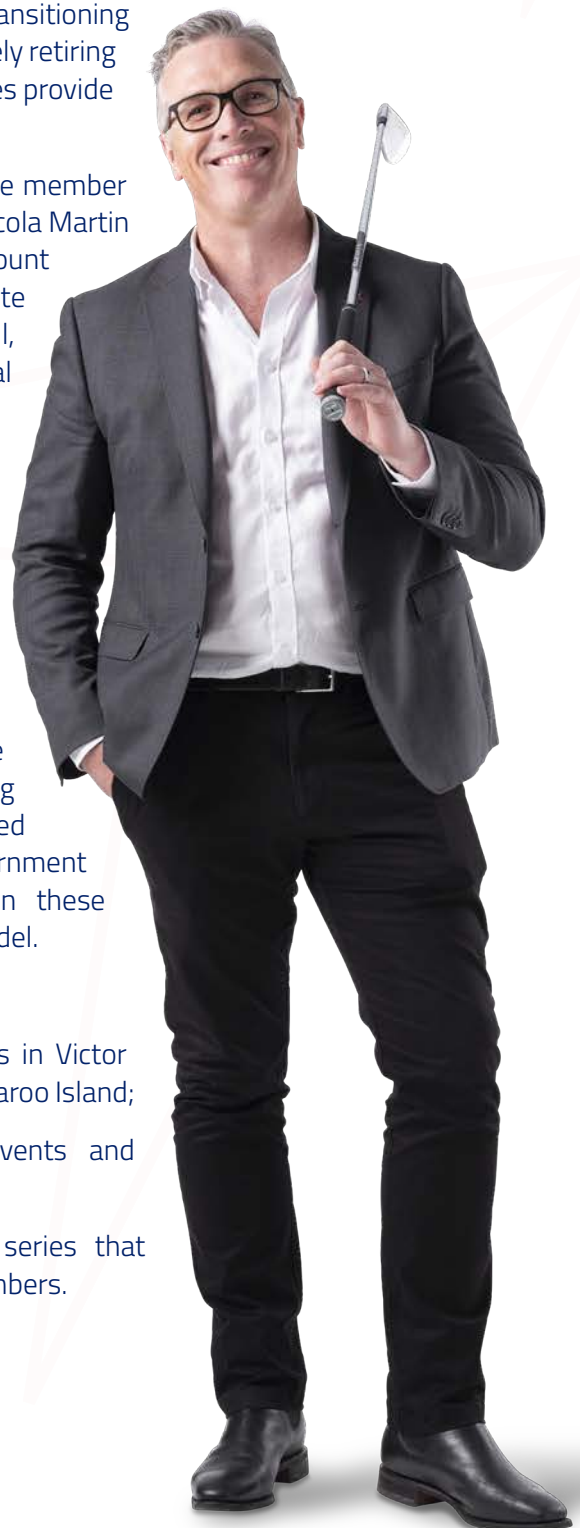
There has also been a shift in our approach to corporate member engagement with the appointment of Matt Lowe and Nicola Martin as dedicated Corporate Directors responsible for account management and business development of the corporate membership tier. This approach has proven fruitful, providing our members with more intimate, personal support and assisting with acquisition and retention.

During the financial year, the Membership Engagement team devoted significant resources to delivering local government agreements with the City of Adelaide, City of Unley, City of Playford and the City of Whyalla.

Of these agreements, the support provided to the City of Adelaide has been the most profound, with a significant contribution made to the post-COVID-19 economic recovery in the Adelaide CBD through the provision of business advice, training, growth consulting and networking. These complimentary membership-based agreements were born mainly out of COVID-19 government support funding. We are now seeking to transition these arrangements to a more sustainable services-based model.

The Membership Engagement Team has also been busy:

- ★ supporting regional Strength and Success Summits in Victor Harbor, Whyalla, Mount Gambier, Renmark and Kangaroo Island;
- ★ assisting with monthly Chamber networking events and Business Accelerator Program sessions; and
- ★ running a new 'Discover Business SA' webinar series that articulates membership benefits to prospective members.





Member success

Easy stretch to new studio success

Getting people moving is what this Whyalla local is all about. So, when Katrina Spiegel needed to get her business moving, she came to Business SA for flexible business advice and tips for her pilates studio through the South Australian Young Entrepreneur Scheme (SAYES).

Founder and Owner Katrina Spiegel started her pilates journey with Breathe Education in May 2021, graduating with a Certificate IV in Pilates Matwork and Reformer. She began Bloom Pilates six months ago with outdoor classes while working her daytime job.

"It was one thing to know how to teach pilates, but I also needed to know how to run a business. So, I joined the Business SA SAYES regional program.

"I have met some amazing and talented young entrepreneurs in the program with so many great ideas, and I love the support we all provide each other.

Business SA is available to help Whyalla's small business community to expand, generate additional income, employ more people, and help the local economy thrive. With Whyalla Business and Tourism's local knowledge and support networks, and the Whyalla City Council's support and drive, this program puts business owners in an excellent position for growth.



Katrina Spiegel



50 years of supreme kitchen success

This quiet, unassuming man seems to be at odds holding the same name as the infamous 1980's film of boxing fame. But as he speaks, the Balboa traits of strength, perseverance and loyalty become crystal clear.

Rocky Aloisi started Supreme Kitchens 50 years as a young man. While his mates at the time chased higher wages, Rocky completed his cabinetmaking apprenticeship. He played the long game, and look at him now.

Rocky has a clear business mantra: "if you're staying still, you're going backwards". This approach to innovation has seen Supreme Kitchens put a firm foot into the sustainability space. With ongoing investigations into solar and the natural light spilling into the factory, energy reduction remains a priority for the business. Across the factory floor, Supreme Kitchens have multiple collection points for paper and cardboard, for landfills, and plastics.

Rocky's good heart shines in the sustainability space and his ingenuity to save the business in landfill charges. Supreme Kitchens makes their off-cuts and pallets available for the community. Facebook Marketplace comments have welcomed this new approach by business to give back to the community.

Being 50 years in business has seen some challenges for Supreme Kitchens. This has included tumultuous periods of high-interest rates, global recessions, and the COVID-19 health pandemic. Supreme Kitchens has found the winning formula for two-way respect and loyalty during these challenging times. During the height of the pandemic, Rocky focused on keeping the factory open as much as possible because he knew his staff relied on their work to put food on the table. When times get tough, Supreme Kitchen's workers are there to pitch in, with over thirty-five per cent of employees being there for more than ten years, and over 26% more than 15 years.





The business of women's sport

Off the back of Australia's incredible victory in the women's 2022 Cricket World Cup, it is time to focus on the prize that is the business of women's sport. The success of this burgeoning industry is a testament to our talented athletes and to those working off the field. The increase in media coverage of the women's game is a sure sign that popularity is increasing and bringing a new commercial opportunity for all sports codes here in Australia and globally.

Adelaide hosted the AFLW grand final at Adelaide Oval, the second time that the ground has hosted the grand final since the AFLW commenced in 2017. Before the ball even hits the ground, the business of sport has been working hard behind the scenes.

Business SA former Chief Executive Martin Haese says that as exposure for the game increases, so do the partnership options for businesses who realise the viability of investment in the women's game.

"With more Australians watching women's sports than ever before, it is an increasingly attractive decision for corporates with sponsorship funds to invest. These opportunities are about brand and values alignment, to know that the sponsored organisation walks and talks the same.

Professional sporting codes are traditionally male-dominated. On and off the field. So, participation strategies are an essential business growth strategy for the games and the organisations that run them.

Port Adelaide Football Club Chief Executive Matthew Richardson excitedly shares the club's journey to increase women's participation and take the club itself on a diversity and inclusion journey.

"We're a football club with a 150-year history, and women have played an enormous part in the Port Adelaide story. Our 2023 entry into the ALFW makes us whole.

"As an organisation, we see the opportunity that increased women's participation brings, not just on the field but to us as an organisation.

"Our internal focus on women's participation resonates with our corporate sponsors, too, many in traditionally male-dominated industries. They see what we are doing internally, which resonates with their values and brand. It strengthens our partnership with them."

Basketball SA Operations Manager Jacqui McConville highlights that participation rates for girls and women in sport continue to be low.

"We currently have 82,000 people playing basketball across South Australia, 35% of participants are female, and 65% are male. We launched our Female Participation Strategy for 2021-2024 to create change for the community.

"This strategy is a collaborative approach to engaging girls and women in the sport of basketball and through this engagement, increasing confidence, community spirit and leadership skills."

Sport has the power to bring people together and change the world, so it is worth remembering that women's sport is serious business.

SA Young Entrepreneur of the Year

Luke Timmins of Adelaide & Hills Lawns & Gardens has snatched up the 2021 award for 'South Australian Young Entrepreneur of the Year'. Graduating from the Business SA program, Luke was thrilled to receive the award that recognised his hard work and achievements over 12 months.

Adelaide & Hills Lawns & Gardens was launched in 2015 by Luke and business partner Jarrad Tait and they provide garden maintenance, landscaping and tree services to residential and commercial clients.

Defining their purpose as providing the highest standard of service to their customers so they can enjoy their outdoor space, without having to get their hands dirty. They have also focused heavily on building a positive culture and a strong team. It is paying dividends for the business.

During the 12 months while participating in the SAYES program, the business has experienced a 65 per cent growth in revenue, 53 per cent growth in profit and 11 per cent employee growth.



Charity corner

With the support of the Business SA Board, 2021/2022 included a reflection on our role to support both member and non-member charity causes. This has included support for our valued corporate charities the Guide Dogs SA and the RSPCA.



Your generous support will help people with different levels of vision or blindness achieve their goals for greater independence

Donate: sant.guidedogs.com.au/get-involved/donations/



RSPCA is creating a new era of animal care for South Australia with the first purpose built 24/7 wildlife hospital and animal welfare education centre.

Donate: carecampus.rspca.org.au



Staff at Business SA participating in the Push Up Challenge in June 2022 to raise funds and awareness for Lifeline Australia. The 'Chamber Champs' completed 32,872 push-ups during June, raising a grant total of \$1,427 for suicide prevention.



Business advisory services

Business bookshop

Our Business Advisory Services Team communicates important workplace changes to our Business Bookshop publication subscribers. During this reporting year, the Fair Work Commission issued over 52 separate determinations, resulting in Business SA delivering 175 individual Modern Award updates.

During 2021/2022, we communicated changes to Modern Awards to the broader South Australian business community to support them in complying with their legal obligations, including:

- ★ updates to cover COVID-19 measures due to the ongoing pandemic
- ★ changes to superannuation, with compulsory employer contributions increasing to 10.5%
- ★ four yearly re-drafting; and
- ★ family and domestic violence leave.

Pleasingly, our Modern Award PAYpack Service's uptake increased with 2,511 individual subscriptions, including 488 complimentary subscriptions for 12 months for new Business SA members.

The most frequently subscribed PAYpack Awards have remained consistent with earlier reporting years:

- ★ Clerks - Private Sector Award 2020
- ★ Manufacturing and Associated Industries and Occupations Award 2020
- ★ General Retail Industry Award 2020
- ★ Health Professionals and Support Services Award 2020
- ★ Building and Construction General On-site Award 2020.

Business SA has 1,570 subscribers (which is higher than 2019/2020 where we had 1,228 subscribers) to our six subscription-based publications, with 656 complimentary subscriptions for 12 months for new Business SA members.

We continued to provide planned updates and continued to enhance our suite of publications, including:

- ★ The Employer's Handbook (two updates)
- ★ Business Payroll and Salary Packaging Guide (two updates)
- ★ Business Taxation Manual (two updates)
- ★ WHS Legislative Changes Update (monthly updates)

Business SA has continued its arrangement with KJK Legal and William Buck to provide legal and financial accounting updates for publications.



Workplace consulting

Our Workplace Consulting Team has continued to provide high-quality advice and representation to members and clients during 2021/2022, with approximately 250 existing and new clients seeking consultancy support during this reporting year.

Indicative of the demand for the services of the consulting team, we opened 190 new files in 2020/2021:

- ★ 164 workplace relations
- ★ 11 workers compensation files.
- ★ 24 WHS and/or quality files

Business SA continued its WHS consulting work as a panel provider to the City of Tea Tree Gully and provided WHS support to the City of Marion to undertake WHS audit services. The impact of COVID-19 was most pronounced for WHS consulting, particularly concerning event management.

We ran topical information sessions across the year, including the following popular sessions:

- ★ Workplace updates (mainly focussed on COVID-19);
- ★ Annual wage review – All you need to know;
- ★ Fair work changes - What's on the Industrial Relations Horizon?;
- ★ Business support payments explained; South Australia's Covid-19 outbreak;
- ★ The knack of performance management to avoid costly claims;
- ★ WHS Working from heights; and
- ★ Strength-to-success regional series - industrial relations updates to regional members.

Business SA's strategy was to focus on higher-yielding consulting services, including:

- ★ payroll audits;
- ★ enterprise agreement reviews;
- ★ employer representation in Fair Work Commission and SA Employment Tribunal;
- ★ investigations; and
- ★ WHS systems development.

This however was impacted by the COVID-19 pandemic and businesses being very focussed on seeking advice predominantly in relation to COVID-19 associated industrial relations and WHS workplace issues.

Business advice hotline

Throughout 2021/2022, our Business Advice Hotline continued to provide clear, practical workplace advice to businesses about compliance issues relating to industrial relations, workplace relations and human resource management to members.

The Business Advice Hotline responded to over 12,000 requests for information and advice during the year, and the top five call topics were:

- ★ Classification and interpretation of Awards
- ★ COVID-19;
- ★ Contracts of employment;
- ★ Termination of employment; and
- ★ Long Service Leave.



Australian Government Entrepreneurs' Programme

Business SA has entered its second year of a three-year contract with the Australian Government Department of Industry, Science and Resources. We are successfully delivering growth and strengthening business services across South Australia to support businesses to become more resilient, grow and ultimately become more competitive in global markets.

Business SA's team of 13 Facilitators have collectively supported over 280 businesses in the Entrepreneurs' Programme during 2021/2022. Business SA has two Strengthening Business Facilitators that have helped businesses impacted by the Black Summer bushfires or COVID-19 pandemic on Kangaroo Island, Adelaide Hills, and Mount Barker.

Business SA's *High Growth Accelerator* Facilitator is working with businesses to help them become dynamic innovators, achieve cultural change, and grow their business through persistent innovation activities.

Our ten *Growth* Facilitators have worked with businesses across metropolitan Adelaide, the Riverland, Whyalla and surrounds and the Southeast of the state to drive improvement in their business practices, become more competitive, and realise growth opportunities.

The Department of Industry, Science and Resources increased its focus on contract governance and management during 2021/2022 and issued a revised *Performance and Capability Policy, Market and Business Intelligence Framework and Communications and Marketing Guidelines* as well as revised requirements for the annual work and communication plan and quarterly reporting leading into 2022/2023.

Business SA has demonstrated excellent performance in supporting businesses to achieve growth in key areas during 2021/2022 including:

- ★ 11% increase in employee numbers
- ★ 19% increase in export revenue
- ★ 17% increase in revenue.

Business SA has produced many Entrepreneurs' Programme case studies that showcase the value of participating in the program and how our team has worked with businesses to become more resilient, build capability and ultimately transform. These are available on the Business SA website.



Training

Business SA's Training Team has demonstrated significant resilience and seized opportunities to pivot training operations in response to the COVID-19 pandemic during 2021/2022. Due to the ongoing impact of COVID-19 restrictions, including isolation and close contact requirements, the uptake of training remained inconsistent. The business community continued to have challenges with staff availability impacting the release of staff for external training.

In 2021/2022, Business SA delivered 156 courses delivered to 1519 attendees, comprised of:

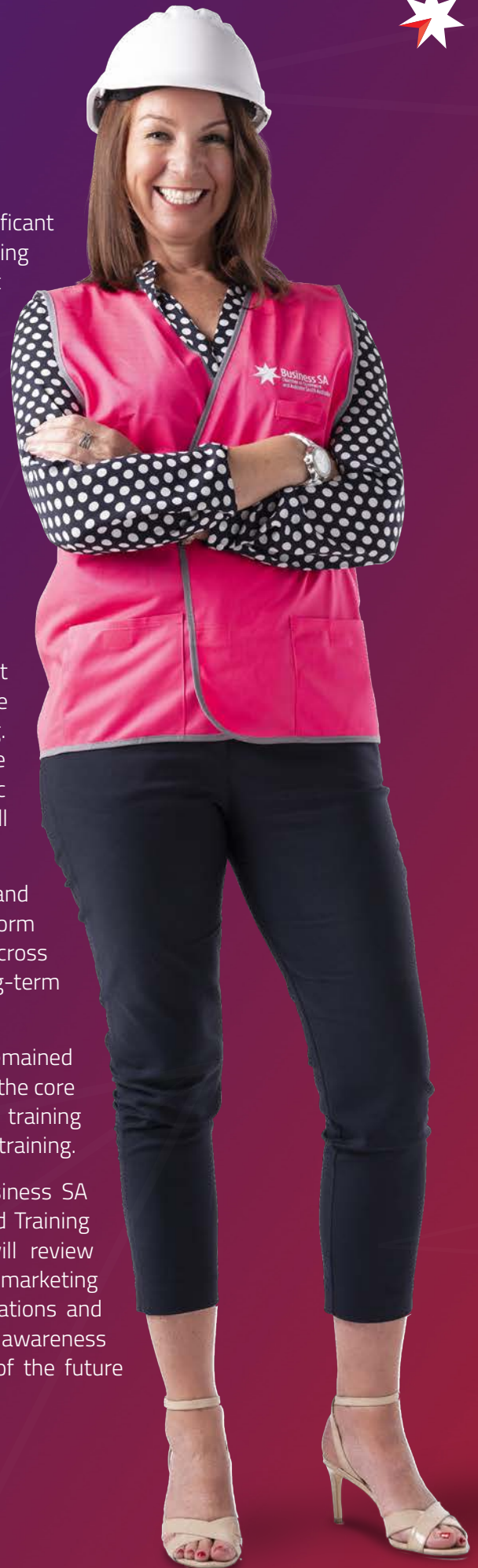
- ★ On-site training (79 sessions, 813 attendees); and
- ★ public courses (77 sessions, 706 attendees)

While COVID-19 impacted the budget and management of resources and logistics, 25 additional courses were delivered, and 406 extra attendees attended the training. This highlights that Business SA's training services are as topical and relevant during the COVID-19 pandemic and provided workable options for businesses to upskill staff during a challenging time.

The introduction of facilitated online learning and introducing Canvas as a user-friendly e-learning platform continued to grow and create opportunities across compliance training that is now recognised as a long-term strategy that clients are seeking.

Training feedback and customer satisfaction remained consistently high this year, with WHS continuing to be the core product. Health and Safety Representative and WHS training made up 75% of total public training and 40% of onsite training.

As part of its Training Strategy for 2021/2022, Business SA considered the opportunity to work with a Registered Training Organisation (RTO). In 2022/2023, Business SA will review opportunities to partner with an RTO as a sales and marketing conduit, providing our clients with access to qualifications and corresponding funding. This will create greater brand awareness and strengthen our product offering as a Chamber of the future while creating another source of revenue.





Business Growth Consulting

Business Growth Consulting is the living embodiment of Business SA's positioning line 'Your success is our business'. The team achieves this by working closely with business owners (members and non-members alike) to help owners and leaders solve the jigsaw puzzle of business by removing barriers to growth.

Business Growth Consulting has worked with many clients and supported them to take their business to the next level. These businesses have provided testimonials of the high-quality consulting services they have received from Business SA (available on our website).

During 2021/2022, our team undertook a review and enhancement of its offerings. We introduced additional customised deeper engagement options for clients, including:

- ★ Foundational business review;
- ★ Strategic plan;
- ★ Organisational culture; and
- ★ Retained services arrangements.

Business Accelerator Program

The *Business Accelerator Program* (BAP) was launched in November 2020 and has gone from strength to strength. It provides practical, actionable insights into the key growth levers for business owners across all industry sectors. The feedback received from attendees is consistently excellent.

Business SA delivers a two-hour workshop from subject matter experts or respected referral partners. During 2021/2022, we held the following BAP topics:

- ★ market-led growth;
- ★ accelerating sales growth;
- ★ growth from marketing;
- ★ growth from government;
- ★ people-led growth;
- ★ systemising growth; and
- ★ growth for a purpose.





Programs

Like our other events and training, COVID-19 impacted Business SA's programs with a high absenteeism of participants. Notwithstanding these challenges, our team pivoted and took specific measures to effectively offer modified program formats and was successfully able to deliver all programs successfully.



Kate Campbell - Playpouch Australia

South Australian Young Entrepreneurs Scheme (SAYES)

Business SA continued to work in partnership with the Department of Industry Innovation and Science to deliver SAYES in 2021/2022, with 35 young entrepreneurs from the 2020 SAYES metro and SAYES regional intake completing the program.

Business SA also commenced another SAYES metro and regional intake in January 2022. Of the 22 SAYES metro and regional participants, 19 participants submitted their business plans.

Business SA has continued to meet contractual requirements with the Department of Industry Innovation and Science, including delivery of progress reporting. This reporting gives us detailed insight into participant experiences and other important qualitative and quantitative data to measure program success.

Encore

The Business SA Encore program gives entrepreneurs aged 35 and older the best possible opportunity to create employment growth and investment for the state. The November 2021 Encore commenced with 20 participants, and most of them completed the program and submitted their business plans.

In June 2022, the next Encore cohort commenced on the regular schedule and in-person delivery model at Business SA. We will continue to work with this cohort throughout 2022.



Luke Timmins
2021 South Australian
Young Entrepreneur of the Year



Cultivate Kangaroo Island and Adelaide Hills

Fifteen local businesses have started the four-month journey of cultivating new skills as part of the pilot Business SA - Cultivate Kangaroo Island program, delivered in partnership with the Kangaroo Island Business Hub, and Department for Innovation and Skills. The program commenced in July 2021 with 15 participants, and 92% of participants completed the program and submitted their business plans.



William Bartholomaeus - Cultivate KI Participant
Martin Haese - Business SA CEO

The Cultivate Hills program was delivered in six full-day workshops over a five-month period, including a one-on-one mentoring session each month. The program commenced in April 2022 with 11 participants, and most participants completed the program and submitted their business plans.

Our Mentors and Mentor Advisory Panel

We sincerely thank all our mentors for their exceptional contribution to all Business SA entrepreneur programs. Founded in 2021, the Mentor Advisory Panel is essential in improving the program experience and mentoring guidelines. We welcomed seven new Business SA mentors to the network, all having participated in a skills assessment, online interview, and induction evening.

Continuation of mentor engagement proved to be relevant and essential. Monthly email updates tailored by the team keep the cohort of almost 70 mentors up to date. To support our engagement and partnership, we continued with:

- * quarterly check-ins for each program intake;
- * the induction event at the start of each program so that they can meet their mentee and the cohort;
- * an invitation to the SAYES graduation for mentors who were actively involved in the program; and
- * an end-of-year thank you event for our mentors.

The Mentor Skills Matrix continued to evolve in 2021/2022 and will be applied later in 2022. This will assist us in identifying individual areas of expertise and the availability of our mentors.





Sustainability

A new entry for 2021/2022 is the work that Business SA has advanced in the sustainability of its own operations and those of its members and the broader business community.

Staff have joined together to create a sustainability working group that focuses on the recycling practices of the organisation and possible improvements that will reduce Business SA's waste. In doing this, there are cost benefits to the organisation as volumes are diverted from the more expensive landfill into other recycling options like organics, soft plastics, cardboard recycling, and 10c bottle collection.

As part of our partnership with Solstice Media, Business SA commenced a sustainable business monthly series in InDaily. This covered topics such as net-zero and SMEs, the 12 days of sustainable business (in the lead-up to Christmas), the IPCC reports, and the emergence of the 'teal independents'.

For our members, we were proud to receive a grant from Green Industries SA to educate and develop proficient and capable South Australian business operators to drive, motivate and create opportunities for their organisations to deliver net-zero emissions.

Accelerating Net Zero for Business (ANZEB) delivered the first round of the two-stage pilot program from March – May 2022. At the start of the program, only 15% of participants were aware of what net-zero emissions meant for their business or had a target, which increased to 86% and 87%, respectively, after the program.

Many thanks to Business SA corporate member 2XE for their incredible work.





Events, Marketing and Communication

Marketing

During the 2021/2022 financial year, Business SA commenced a significant brand and marketing transformation. In efforts to separate itself from the perception of a government department, Business SA engaged a range of members to consult on a journey of reinvention to modernise the 182-year-old chamber of commerce.

A fresh Marketing Team was assembled comprised of digital experts, advertising specialists, storytellers and visual creatives.

Business SA aligned with the Adelaide Fringe Festival as a financial sponsor, demonstrating a commitment to the continued prosperity of the CBD. This new partnership was designed to show support for the arts, tourism and hospitality industries.

With a content-driven, new marketing model, Business SA's digital channels continued to grow, maintaining our position as the highest-reaching chamber of commerce in the country.

Communication and media

Business SA strengthened its partnership with independent media outlet Solstice Media as sponsors of their 40under40, Regional Showcase, and the South Australian Business Index (for the second year). These programs put us in the room with exceptional young and regional entrepreneurs and South Australia's Top 100 companies.

Our support of local media continued through a weekly opinion piece in The Advertiser's Business Journal and a quarterly exclusive to launch the Business SA William Buck Survey of Business Expectations.

COVID-19 media saturation continued in 2021/2022 with regular calls for the voice of the business community amongst border closures, re-openings, lockdowns, isolation periods, vaccine mandates, density restrictions, and financial support.

Other topics that generated coverage was the:

- ★ Federal and State Elections in February and March respectively. We contributed to that discussion with many of our Charter22 recommendations,
- ★ ending of the *Boosting Apprenticeship Commencements* federal subsidy for trainees and apprenticeships
- ★ great work of our members across the city, metropolitan Adelaide and regional South Australia.



	2018/2019	2019/2020	2020/2021	2021/2022
Mentions	2400	3150	5330	4621
Reach	n/a	41.5m	63m	43m
ASR	\$4.3m	\$8.6m	\$29m	\$24.5m

(ASR is a somewhat antiquated measure of what the coverage would have cost if you had spent that in advertising)

Events

The Events Team ran a total of **202** events which attracted **6980** attendees. **61** of the 202 events were virtual or webinar.

During this time period, South Australia had numerous COVID-19 restrictions and shutdowns to deal with. As such, the events team ultimately ended up postponing or cancelling 26 events – some of which took place at a later date.

The Business SA Events Team grew from two team members to three during this period, with the onboarding of Stacey Searle, events trainee and later coordinator.

Event highlights:



30 September 2021, National Wine Centre, 330 people attended the Climate of Opportunity event inspired by COP26.



26 October 2021, Adelaide Oval, 330 people attended SA's Biggest Mentally Healthy Business Breakfast engaging with all of our regional chambers across SA.



19 November 2021– Adelaide Oval, 340 people attended to hear from the then opposition leader Peter Malinauskas

(Adelaide shut down at the end of November for a Covid peak as the borders reopened)



22 Feb 2022 – Adelaide Convention Centre, 190 people attended to hear from Josh Frydenberg.



8 March 2022 – SkyCity, 350 people attended a celebration to mark International Women's Day.



7 June 2022 – Carrick Hill House, 80 Corporate members attended an exclusive lunch and heard from Sascha Detmold Cox and Peter Piliouras about family business and navigating the pandemic.

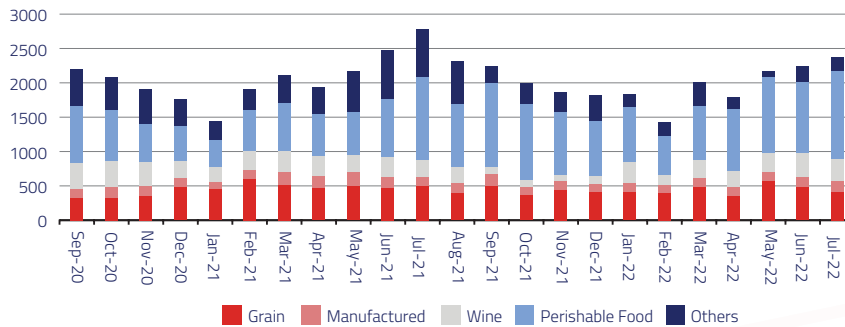


International services

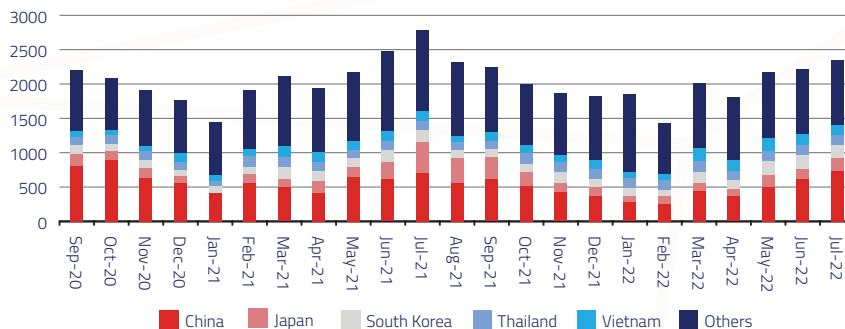
In the 2021/22 financial year, the International Services Team provided quality services to South Australian exporters. Despite the impact of COVID-19, China trade tensions and ship container shortages, we issued 24,235 export documents during the financial year.

China and Japan were the top two recipients of South Australian exported goods. Not surprisingly, agriculture and fresh produce were the top export products, followed by meat, food products and beverages (including wine).

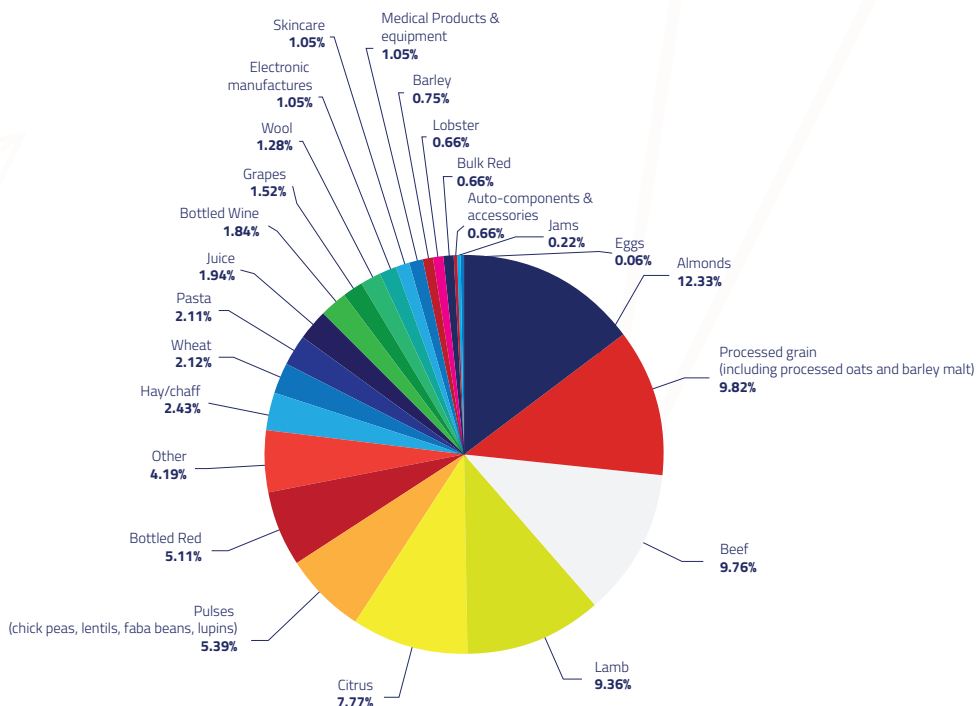
Products (Document count)



Country



Export sector





People and culture

As was the case in most organisations, the COVID-19 period presented a number of challenges for Business SA's workforce and culture. During this period, there was a higher incidence of remote working and this presented unique challenges for team leadership, employee engagement, health and wellbeing. The organisation also experienced higher than average turnover in the past twelve months. Accordingly, the People and Culture devoted significant resources to its recruitment activities to ensure that we sourced the very best candidates with a good cultural fit for the organisation.



Debbie Shearer – Events Manager



**OUR PEOPLE ARE OUR
MOST VALUABLE ASSET FOR
DELIVERING INNOVATION AND
EXCEPTIONAL SERVICE**



Matt Lowe – Director, Corporate Membership
Dave Walker – Manager Business Growth Consulting

In spite of challenging circumstances, the People and Culture team worked hard to put 'culture' at the forefront of our thinking. The team implemented a host of initiatives to make Business SA a professionally engaging and rewarding place to work. These initiatives included resilience training with Workplace Wellbeing SA; Gallup team strengths analysis and training with Star International Consulting; and a pilot health and wellbeing course conducted by Zero Gravity. The wellbeing course used biometric sensors to monitor key metrics associated with human performance, such as heart rate, sleep quality and blood pressure, delivering important insights to the course participants.

In early 2022, Business SA staff participated in the second staff engagement survey. The results of the survey indicated that the organisation should invest more in technology infrastructure and personal development for employees. The technology focus of the People and Culture team included the provision of Microsoft Excel training courses and the introduction of a new Human Resources Information System (HRIS), Employment Hero.

Business SA was involved in numerous charitable pursuits in the past 12 months including the Corporate Cup, The Push-Up Challenge and Walk to Work Day. Business SA also held its inaugural 'bring your dog to work day' with Nugget the Pug and Boomer the Standard Poodle joining us in the workplace. The social committee continued to provide opportunities for staff to meet in a social context and the STAR internal e-newsletter delivered quirky staff news and stories with a humorous twist.



Finance and Strategy

The 2021/2022 financial year also saw the execution of Business SA's three-year strategic plan continue. Key highlights from the plan included the:

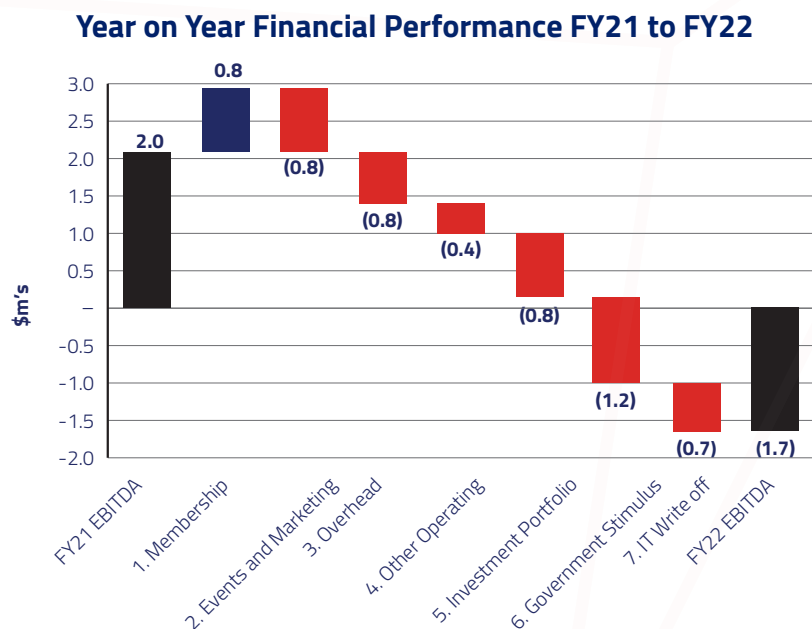
- ★ ongoing rollout of a new membership model;
- ★ digitisation of many services, including an upgraded website;
- ★ continued partnerships with the local government sector; and
- ★ refinement of our branding and advertising imagery.

Each initiative has been implemented with a view toward ensuring that Business SA is the long-term partner of choice for members and clients.

For the financial year ended 30 June 2022, Business SA produced an operating loss of (\$2,278,324) compared to a surplus of \$1,483,126 in the previous financial year. Before depreciation and amortisation, the result for the financial year was a loss of (\$1,666,430).

This result saw a significant change from the previous year's surplus with the removal of all Government stimulus support, the write-off of old IT infrastructure, and a fair value loss on Business SA's investment portfolio.

Analysis of key drivers of the financial result are as follows:



- ★ Membership – 35% growth in membership revenue
- ★ Events and marketing – Increased as COVID restrictions eased around SA
- ★ Overhead – scaling up to support increased productivity and strategic objectives
- ★ Portfolio performance – represents the fair value movement of Business SA's investment portfolio and dividend income.
- ★ Government Stimulus – was removed in the previous financial year
- ★ IT write-off – impairment of old IT infrastructure



Business SA
Chamber of Commerce
and Industry South Australia

Level 1,
136 Greenhill Road
Unley SA 5061

P. (08) 8300 0000

E. customerservice@business-sa.com

business-sa.com

ABN 14 725 309 328
