



Business SA
Chamber of Commerce
and Industry South Australia

HIGHLIGHTS

2022 / 2023



CONTENTS

FROM THE CEO	4
2022/2023 KEY HIGHLIGHTS	6
POLICY & ADVOCACY	9
MEMBERSHIPS POST-COVID RECOVERY	16
MEMBER SUCCESS STORIES	18
INTERNATIONAL SERVICES	23
SERVICES SUPPORTING BUSINESS	25
HELPING BUSINESSES GROW	26
KEY PROGRAMS ON THE 2022/2023 CALENDAR	28
INTRODUCING SOUTH AUSTRALIA'S YOUNG ENTREPRENEUR OF THE YEAR 2022	29
TRAINING	30
EVENTS NEWS	32
A GROWING AUDIENCE	34
PEOPLE & CULTURE	36
FINANCIAL PERFORMANCE	38

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.



FROM THE CEO

Looking back on the past financial year, it's clear that South Australia's business community has had quite a ride. The fact that as a state we achieved such strong economic performance, speaks volumes for the ingenuity, resilience and resolve of our local operators, for it seemed that for every opportunity that presented itself, a fresh challenge was waiting just over the horizon.

The year commenced against a backdrop of new governments at a federal and state level and a trading environment free from pandemic interruption.

In a world without restrictions, businesses soon bore the brunt of geopolitical tensions and global economic uncertainty. High inflation, rising energy costs and a global shortage of skilled workers were some of the resulting challenges.

The state government backed in major events to renew the local economy post-Covid and the impact of AFL Gather Round and LIV Golf following another successful festival season brought in strong tourist visitation and set the cash registers ringing across the hospitality, accommodation and retail sectors.

As our new governments settled in, their pre-election promises took centre stage and drove both federal and state agendas. So began a period of industrial relations reform – primarily at federal level - that will roll out over the next few years, adding complexity, cost and unnecessary distractions to business. Sadly, this reform ignores the need for productivity growth, which remains a fundamental failure in the Australian economy.

While the impact of climate change can be felt through rising energy costs as we transition to renewable energy, our regions have experienced it more directly in the wake of natural disasters in recent years. This year, it was the Riverland that battled through record flood conditions during what should have been a bumper tourist season. With government support such as the tourism voucher programme, and a healthy dose of local grit and endeavour, we hope they are well placed for the season ahead.

Throughout the year, Business SA worked tirelessly for its members, ensuring that decisions made at all levels of government were scrutinised from a business perspective. Our advocacy work echoed our commitment to creating an optimal trading environment for South Australian businesses. In many cases, we are the sole voice representing the business community when changes are being proposed.





Your
succes
is our
busines

business-sa.com

Within Business SA itself, change was in the air. With fresh voices on the executive, we launched a strategic review to ensure our Chamber of Commerce delivers on the needs of business in a changing landscape. Our 3 Year Strategic Plan contains a revised Purpose and set of Traits designed to ensure we are operating to enable and assist business while building our own culture of resilience and teamwork.

Our purpose is to **Remove Complexity and Create Opportunity**.

Our guiding traits are simple:

- ✦ **Think like a customer:** Understand the pressures that businesses are under and act in a way that considers the customer's needs and situation to deliver a result that works for them.
- ✦ **Integrity is everything:** We behave ethically, with honesty and fairness with each other and our customers.
- ✦ **Strength in collaboration:** As a not-for-profit with limited resources, we can achieve much more by working with others both internally and externally.
- ✦ **Knowledge defines us:** As the font of knowledge for business in SA, we ensure our staff are educated and resourced to solves problems for business and inform policy in this state.
- ✦ **Share our success:** We are working as one team to achieve the same goal and take pride in recognising and celebrating each other's achievements.

For 184 years, Business SA has supported South Australia's business community and we look forward to continuing to provide advocacy, advice, connections, and a commitment to learning and growth into the future.

Warm regards,

Andrew Kay

CEO, Business SA

2022 / 2023 **KEY HIGHLIGHTS**

NEW LEADERSHIP TEAM

The start of the financial year saw a new CEO at the helm of Business SA. Andrew Kay established a revised leadership team representing all key departments within the Chamber, elevating some long-serving staff to executive positions and bringing in other experienced industry professionals to complement the group.

CHANGING OF THE CHAIR

Sascha Detmold Cox (Group Executive General Manager, Business Enablement & Detmold Medical CEO) of Detmold Group was announced as Chair of Business SA's board of directors, following the retirement of Nikki Govan.

Sascha joined the Chamber of Commerce and Industries leadership in November 2019 and was elevated to the top position by the board governance committee during its February 2023 meeting.

PARTNERSHIP WITH THE AFL

Business SA partnered with the AFL to present the official business lunch of the inaugural AFL Gather Round.

The first-of-its-kind event for The Chamber was held at Adelaide Convention Centre on Friday 14 April, with more than 600 attendees including the Premier and the AFL Board and Executive in attendance.

SHOP TRADING HOURS LEGISLATION AMENDED

Business SA worked closely with the Attorney-General's office on changes to the *Shop Trading Hours Amendment Bill*, and engaged with the Hon David Speirs MP, Leader of the Opposition, to discuss Business SA's position on the Bill. Amendments to the Shop Trading Hours Act were passed in parliament on 20 October, with the first Sunday of 9am trading on 6 November. During the final parliamentary debate, Business SA's work was acknowledged by both the Government and the Opposition.





INDUSTRY PARTNERSHIP TO OPPOSE FEDERAL INDUSTRIAL RELATIONS CHANGES

South Australia's leading business organisations called for the Australian Senate to reject controversial parts of the Federal Industrial Relations Bill.

Business SA in partnership with Ai Group, Master Builders SA, MTA SA, SA Wine Industry Association Inc and AHA SA insisted the Bill be rejected in its entirety or have the most contentious sections, including the unjustified expansion of the multi-employer bargaining stream, split off to be examined in a more consultative manner.

LAUNCH OF NEW TRAINING PARTNERSHIP TO HELP PLUG THE SKILLS GAP

Business SA partnered with the Institute of Training and Further Education (ITFE) to offer accredited training programs to aid in building a stronger skilled workforce for South Australian businesses.

NEW VOICE FOR YOUNGER BUSINESS

In March we launched the ThirtyNiners, creating an exclusive and dynamic community of forward-thinking South Australian business leaders aged 40 and under. The group will get access to heads of government and industry, global thought leaders and educators and be given a platform to influence and create change in our state. They complement the 1839 cohort of senior business figures, which was established the previous year.

COMPLETION OF THE ENTREPRENEUR'S PROGRAMME

After 8 years, we wrapped up our delivery of the National Entrepreneur's Programme, when the Federal Government ceased funding on June 30. Our team of experienced facilitators excelled in taking more than 175 businesses through this programme, with outstanding growth outcomes including an average 113% increase in EBIT and 9% increase in employee numbers.

EXPORTS RETURN WITH A VENGEANCE

As the global pandemic restrictions eased, our International Services team saw a boost in demand for document stamping and certificates of origin with export documents increasing by 10% over the prior year. India was the beneficiary of a new trade agreement from January 1 which saw demand for our services for India grow by 260% during the last six months of the financial year.



Image: Sascha Detmold Cox – Chair, Business SA

POLICY & ADVOCACY

Our team of experts obtain feedback from businesses on critical issues, then conduct research, analyse, and consult 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 effectively influence the outcome.

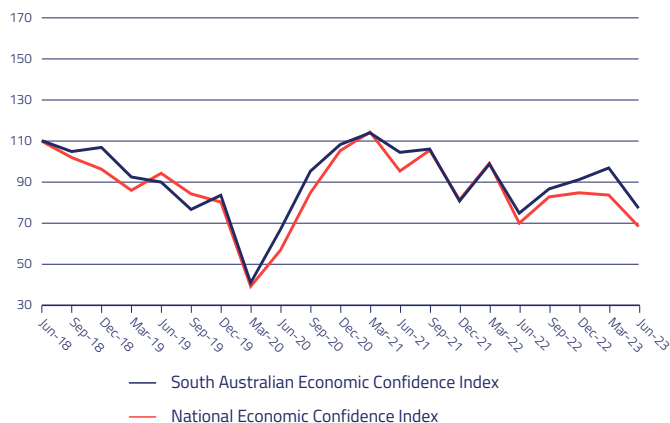
Business SA’s research is conducted in partnership with William Buck through the quarterly Survey of Business Expectations and reported in the publication, Business Now.

Business Now, powered by William Buck, is our flagship quarterly publication highlighting the results of our Survey of Business Expectations. The data we receive enables us to track the South Australian and national economies from a business perspective and accurately represent the views of the business community. In the past year, our survey reports have received significant attention in the media, including at the national level. ABC Adelaide, Mix 102.3 FM, InDaily, The Advertiser, The Australian and many regional publications regularly cover our findings. They have also been referenced by the government in parliament.

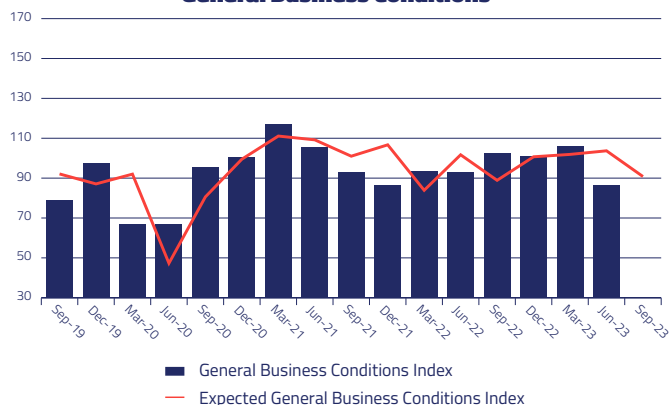
In 2023 the media focused on the business community’s increased confidence in the state economy as attributed to major sporting events being held in South Australia. The State Budget 2023-2024 documents also quoted SOBE findings.

To further increase our engagement with SOBE respondents, after each survey we randomly choose 12 winners from those who completed the survey, who each receive a visit and a bottle of wine from the Policy and Advocacy team members. The team appreciates this opportunity to hold a more in-depth discussion with business owners about their needs and challenges.

SA & National Economic Confidence Indices



General Business Conditions





Business SA's quarterly Survey of Business Expectations is powered by William Buck; keeping a finger on the pulse of SA business community sentiment for over 40 years.



Powered by
WilliamBuck
ACCOUNTANTS & ADVISORS





POLICY & ADVOCACY 2022/2023 AGENDA

SHOP TRADING HOURS

Business SA worked closely with the Attorney-General's office on changes to the Shop Trading Hours Amendment Bill, and engaged with the Hon David Speirs MP, Leader of the Opposition, to discuss Business SA's position on the Bill. Amendments to the Shop Trading Hours Act were passed in parliament on 20 October, with the first Sunday of 9am trading on 6 November. During the final parliamentary debate, Business SA's work was acknowledged by both the Government and the Opposition.

MIGRATION REVIEW

On 5 December 2022, Business SA made a submission to the Federal Migration review, '*A Migration System for Australia's Future*'. The Chamber also met with Dr Joanna Howe, Professor of Law - University of Adelaide, one of three people leading the review, providing her with findings from the September and December 2022 Survey of Business Expectations and the experiences of members. Business SA was pleased that the review report found in accordance with our view that international competition for highly skilled migrants is paramount, and Australia's migration program must address this to maximise economic outcomes and future prosperity.

PUBLIC HOLIDAYS

The State Government sought The Chamber's position on a proposed exemption to the Shop Trading Hours Act for the public holiday following the Queen's death. Business SA supported the exemption giving business owners the power to decide to trade on the day.

TRADE AGREEMENTS

Business SA attended a key meeting with Matthew Duckworth, Deputy Chief Negotiator for the Australia – EU FTA from the Department of Foreign Affairs and Trade (DFAT). A potential free trade agreement between Australia and the EU would be worth around \$100 billion. However, Geographical Indications (GIs) are a point of contention, as they would prevent Australian businesses from using names such as 'feta', 'parmesan', 'kalamata' and 'kransky', and we raised concerns about this on behalf of our members. Negotiations between Australia and the EU are currently at a standstill, due to GIs and market access for Australian agricultural products.

On 2 September 2022, Business SA attended a lunch with Australia's and the UK's Trade Ministers, Don Farrell and Anne-Marie Trevelyan. This event aimed to build stronger business and industry links, as well as promote trade and investment opportunities as both countries move towards finalising the UK-Australia Free Trade Agreement.

STATE BUDGET

Business SA submitted recommendations to Treasurer Stephen Mullighan ahead of the State Budget. Our 15 suggestions spanned six themes: Global promotion, Skills, Energy, Sovereign capability, Health & Safety, and Payroll Tax. This gained extensive media attention. After the State Budget, our detailed critique highlighted inadequate backing for businesses driving the state economy amid challenges like costs, wages, rates, and inflation.

ENERGY

Business SA actively engaged in SA Power Network's Regulatory Proposal Reset 2025-2030 and Energy Transition sessions. Discussions with Energy and Mining Minister Tom Koutsantonis included curbing business energy costs. The Chamber learnt about the business community's energy challenges via surveys and our Energy, Water, and Sustainability reference group. Following a \$650 small business electricity rebate announced in the Federal Budget, we defined eligibility, informed members, and offered aid for rebate acquisition if not received automatically.

RETURN TO WORK SA

After the passing of the Return to Work (Scheme Sustainability) Amendment Bill 2022 Business SA continued monitoring developments and engaging with the State Government, ReturnToWorkSA and the business community to ensure premiums do not increase.





Image: Andrew Kay – CEO & Kendall Crowe – General Manager, Policy, Advocacy and International Services, Business SA

INDUSTRIAL RELATIONS CHANGES AT THE FOREFRONT OF POLICY AND ADVOCACY

FEDERAL INDUSTRIAL RELATIONS

The Federal Labor Party made a range of pre-election industrial relations policy commitments which have been introduced in tranches since the end of 2022. Following The Chamber's analysis of *The Fair Work Legislation Amendment (Secure Jobs, Better Pay) Bill 2022* - the most significant industrial relations change in nearly 20 years - on 2 December 2022 Business SA circulated a press release calling the Federal Government's industrial relations legislation a threat to South Australian businesses, expressing concerns of it being rushed through parliament with only five weeks allocated for consultation.

Specific concerns with the Bill included multi-employer bargaining, restrictions on rolling fixed-term contracts, access to arbitration for refused flexible work arrangement requests and prohibition of pay secrecy clauses.

The Chamber worked closely with the Australian Chamber of Commerce and Industry (ACCI) to influence amendments and a whole-of-business campaign was developed to advocate for change and realise the commercial benefits of keeping the business community informed of the IR reform measures.

When this legislation passed, Business SA focused on informing members about its implications.

Since passing, The Chamber has provided feedback on the second and third tranches of Industrial Relations legislation through ACCI, and on 10 March 2023 met with The Hon Tony Burke MP, Federal Minister for Employment and Workplace Relations, to discuss issues for the business community.

STATE INDUSTRIAL RELATIONS

Business SA has scrutinised industrial relations legislative changes initiated by the State Government, including industrial manslaughter, wage theft, and portable long service leave.

In late 2022 The Chamber was invited to a roundtable discussion on Industrial Manslaughter and Wage Theft after attending an early one-on-one discussion with the Minister. On behalf of the business community, feedback to a draft Industrial Manslaughter bill was provided to the State Government, requesting multiple changes, and urging the Attorney General to release a second draft bill. Most of The Chamber's concerns were addressed in the second draft, including setting the highest possible bar for Industrial Manslaughter—reckless negligence.

After a robust advocacy drive, responding to the Labor Party's pre-election vow to criminalise deliberate wage underpayment, Business SA successfully argued against the imposition of dual state and federal regulations on South Australian businesses. The State Government has suspended its work, pending the Federal third tranche of Industrial Relations legislative changes.

A pending matter is the potential introduction of portable Long Service Leave for employees under the Social, Community, Home Care, and Disability Services Industry Award. Business SA opposes this, though some other states have implemented it. Key points to address include coverage definitions, award linkage, and operational details, necessitating thorough industry discussions.

Business SA participates in the Industrial Relations Consultative Committee led by Attorney General/Industrial Relations Minister Kyam Maher. While election promises have been tackled, workplace health and safety remain pivotal. Focus lies in updating construction sector codes, new regulations, and Psychosocial Risks and Silica-related injury codes (both pending). Collaborative efforts with industry and unions aim to resolve these.

Additionally, Business SA contributes to the SafeWork SA Advisory Committee formed post the SafeWork SA Review. The Committee currently addresses WHS training provisions, particularly for Health Safety Reps (HSRs) and departmental data. Despite recent resource availability confirmation, a skills shortage persists, impacting SafeWork SA inspectors and educators.

Business SA's advocacy involves various SA employer groups, including AI Group, Motor Traders, Master Builders, Australian Hotels Association, TICSA, HIA, and SA Wine Association.



MEMBERSHIPS POST-COVID RECOVERY

The 2022/2023 financial year marked The Chamber's return to regular operations following the pandemic. Throughout this period, the customer engagement team crafted a strategy aimed at enhancing the customer experience and implemented this across our membership base.

The Customer Engagement team has successfully undergone a strategic restructure, resulting in key appointments that will allow us to better serve the businesses of South Australia.

To gain a better understanding of the needs of South Australian businesses, we have undergone a comprehensive analysis of our membership base to analyse which of our services are being used. This information is fundamental in tailoring events programs, curating support initiatives and providing additional benefits to members in order to provide a supreme experience for businesses who engage with The Chamber.

The customer experience team has also been busy

- ★ Supporting all major events
- ★ Hosting intimate boardroom-style lunches for curated networking
- ★ Participating in organisation-wide systems and processes reviews
- ★ Informing a redesign of our customer experience procedures

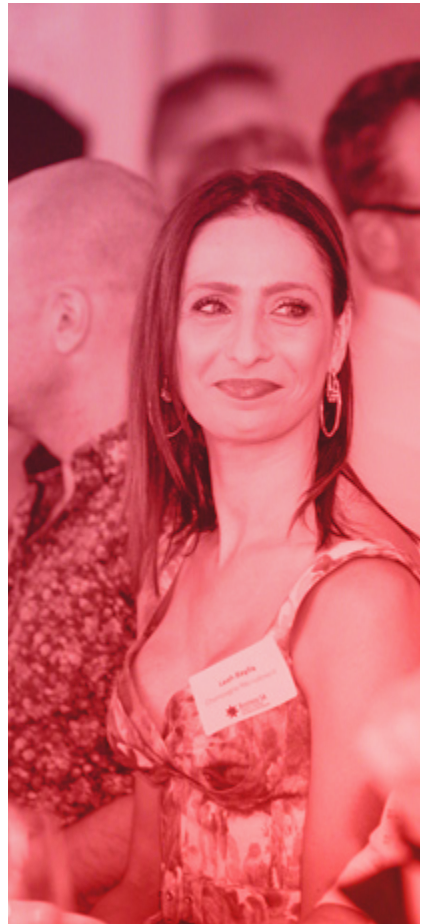
INTRODUCING THIRTYNINERS

The ThirtyNiners is an exciting new initiative for forward-thinking South Australian business leaders aged 40 years and under, providing an important vehicle for young entrepreneurs to learn from one another, and find a collective voice that inspires, creates opportunity, and shapes the future of our state.

The innovative new program was officially launched at Light Adelaide on Tuesday 28 March 2023 attended by eighty people where they enjoyed an opportunity to network with the Business SA team and find out how they can be involved in this exclusive membership to help drive change in South Australia.

ThirtyNiners has received outstanding support from Business SA's membership base, with partnerships between Maras Group, Credit Union SA, Resource Co and Bailey Abbott who are invested in the long-term prosperity of South Australia.





INTERVIEW

**WHY PROPERTY
TYCOON THEO
MARAS IS
NOW FOCUSED
ON THE NEXT
GENERATION OF
BUSINESSPEOPLE**



Theo Maras – Chairman, Maras Group

With a legacy as one of Australia's most prominent businesspeople, Theo Maras has reached a stage in his life where giving back is his primary focus.

In a conversation with Business SA CEO Andrew Kay, Maras shared his life experiences, career journey, and commitment to empowering the next generation of business leaders.

"You know when you do enough, have enough, and have looked after your family and friends? That's when I started to think about how I could give back. That's very important to me," said Mr Maras.

Theo, warmly regarded as the Emperor of the East End, is an official partner of ThirtyNiners, a bespoke membership segment of Business SA designed to bring together future-focused leaders under the age of 40 to collaborate, shape, share, and learn.

"Today, I still mentor younger people, mind you, they think I'm a bit old hat now," Theo said with a chuckle and a grin.

You can see his eyes widen and sense his enthusiasm when Theo talks about young entrepreneurs. It is clear he feels South Australia's future is in good hands.

"You know, giving back gives me a lot of pleasure. It's not one way. I get pleasure out of helping and seeing somebody prosper.

"You might say I'm too busy to help others, but what am I busy doing? Making another dollar? What does that mean to me now? What does that mean to anybody after you've made enough?

"I am very grateful to those who brought me up because they said when you have enough, give back," said Mr Maras.

Theo's life started with humble beginnings. He was born in Ikaria, Greece in 1948 and migrated to Australia with his family in 1952 at the age of four. Like many, they sought a better life and made the journey with little more than the clothes on their backs.

Theo attended public school, worked from the age of 14, and began to shape his career as a property developer at the young age of 23. It was a nudge in the right direction from Theo's employer, Ian Hannaford, that kicked his career into gear.

"Do you want to go out on your own?" Ian asked.

"I would love to, but I haven't got any money," Theo replied.

"Find a premises and I'll supply you with work," Ian responded.

"But I don't have any money. I can't buy paper or drawing boards or anything," Theo responded.

"You just go and open up," Ian said.

With no money in the bank, young Theo found an office on Ward Street in North Adelaide, and T Maras and Associates was born.

"It was Hannaford that gave me a hand up. He was my mate up until he died last year," Maras added.

His personal experience all those years ago has clearly influenced Theo's desire to help guide the next generation of business leaders in South Australia.

When asked about the future of South Australia and what he wants to see, he responded with three important endeavours.

"We need to go forward with modern technology and create new employment opportunities.

"We need housing. If you don't have suitable accommodation for people to live, near their employment, you won't grow your population and you won't grow your economy.

"Then, when you have jobs and places for people to live, you need all the other facilities to complement, like education, health, and lifestyle."

When asked why Theo wanted to partner with ThirtyNiners, he described the decision as simple.

"Of course, I was going to become a partner with ThirtyNiners. I want the opportunities I had to be translated to the next generation. I love what I've done, and I want our children and their children to have the same opportunities I have enjoyed."

MEMBER SUCCESS STORIES

A fresh-faced family member joins the Coopers team

June 2023 – Coopers Brewing

A Sixth-generation Cooper has joined the family business as Technical Brewer at Australia's largest independent family-owned brewery.

Iain Cooper recently returned from overseas to take up the position following a three-and-a-half-year stint with Carlsberg in Copenhagen, perfecting his craft brewing skills and researching malt.

"It's great to be back in Australia working alongside such familiar faces," Iain said.

"The brewery has been such a big part of my life for as long as I can remember.

"Growing up I watched and listened intently to my dad and grandfather as they worked at the brewery and discussed the business at the family table.

"I worked in the school holidays assembling home-brew kits and helping with Christmas deliveries, but I wasn't always sure I'd end up joining the family business."

Iain, who has a strong interest in film, initially completed a degree in media and economics at the University of NSW, before later deciding to formally pursue his passion for brewing.



Iain Cooper, Coopers Brewing



Sam Ackland, BuildClean

Cleaning up despite inflationary pinch

May 2023 – BuildClean

Sam Ackland, owner of BuildClean, has found the quintessential level of steady growth following three years on the fast track.

“We have been analysing our operation and discovered a steady incline following a fast-paced growth period”.

BuildClean is a construction cleaning company servicing builders in Adelaide, Brisbane, Gold Coast, Sunshine Coast, and Melbourne.

Starting in 2018, Sam and his team of five, with no money in the bank for marketing, took a grassroots approach to establishing their new venture. They found work on digital classified services like Gumtree, Hi-Pages, and Facebook Marketplace, while letterbox dropping, door knocking, and exploring any means to gain a client.

Steadily growing to around 30 staff at the beginning of 2020, Sam attributes the business’s significant expansion to the COVID-19 pandemic.

“The perfect storm of operating as a cleaning company and working with the construction industry during a period of low interest rates and the announcement of the home builder scheme, allowed us to grow when many businesses were shut down or heavily restricted.”

Now in 2023, Build Clean has expanded across three states and employs over 100 staff.

From chopping trees to global enviro-tech powerhouse

May 2023 – Project Green Group



Project Green Group Image Supplied

For more than thirty years, Project Green Group owners Craig and Deb Hosking have had a strong passion for the environment and creating a better future for our planet.

At the establishment of their first business in 1993, Austral Tree Services provided tree maintenance and stump removal services to domestic and commercial clients across Adelaide.

Today, their business model is vastly different.

Project Green Group has evolved to be a unique, full-service arboriculture collective offering, incorporating four interdependent entities carrying the highest level of quality, safety, and environmental accreditation.

PGG collaborates with like-minded tech companies, working together using Software as a Service (SaaS) to tackle climate change through the proprietary green asset management platform EDEN4, collecting, collating, and reporting on green assets for businesses with pinpoint accuracy.

VAILO named in Australia and New Zealand's leading best places to work

April 2023 – VAILO

South Australian-based advanced lighting technology company VAILO has been named one of Australia and New Zealand's leading places to work in the 2023 AFR BOSS Best Places to Work List.

VAILO was ranked 4th in the Manufacturing & Consumer Goods list, having been selected from more than 700 nominated organisations across Australia and New Zealand.

The 2023 AFR BOSS Best Places to Work List is created from an assessment of a staff survey and a written submission relating to policies, practices and programs that exist within VAILO to support and get the best out of its employees.

The award recognises the positive values-driven culture that has been created at VAILO and the company's recognition that diversity fuels innovation.

VAILO's culture is only matched by their employee benefits which include a fleet of Tesla's, state-of-the-art facilities, additional annual leave for employees over the festive season, and an industry-leading health and wellbeing program.

The award comes after a year in which VAILO experienced its largest annual growth with the team growing from 10 to 30, and the expansion of the company into the Eastern states.



VAILO Image Supplied

GROWTH IN INTERNATIONAL SERVICES

In a positive sign for South Australia’s economy, Business SA International Services issued an impressive 26,751 export documents — a notable 10% increase on the previous financial year.

The agriculture sector remained a dominant force in the export landscape, with products such as almonds (15%), grains (16%), meat (20%) and fruits (8%) maintaining their status as leading sectors.

Notably, China continued as the largest trading partner, though continued trade tensions affected exports such as lobster and wine. Many Australian exporters responded by exploring new markets in Southeast Asian countries, demonstrating their commitment to market diversification.

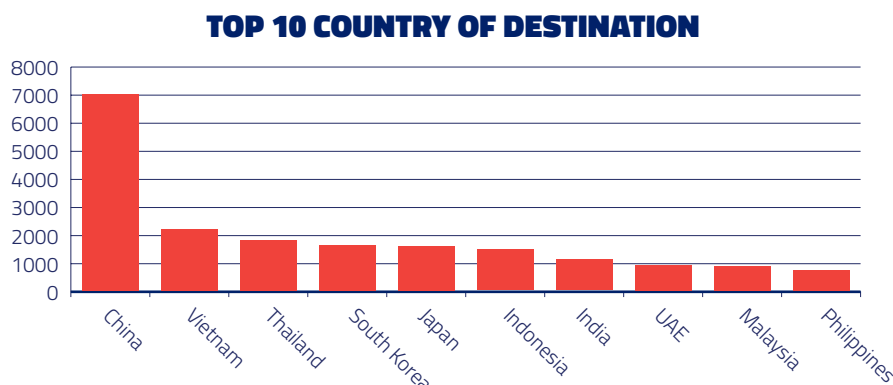
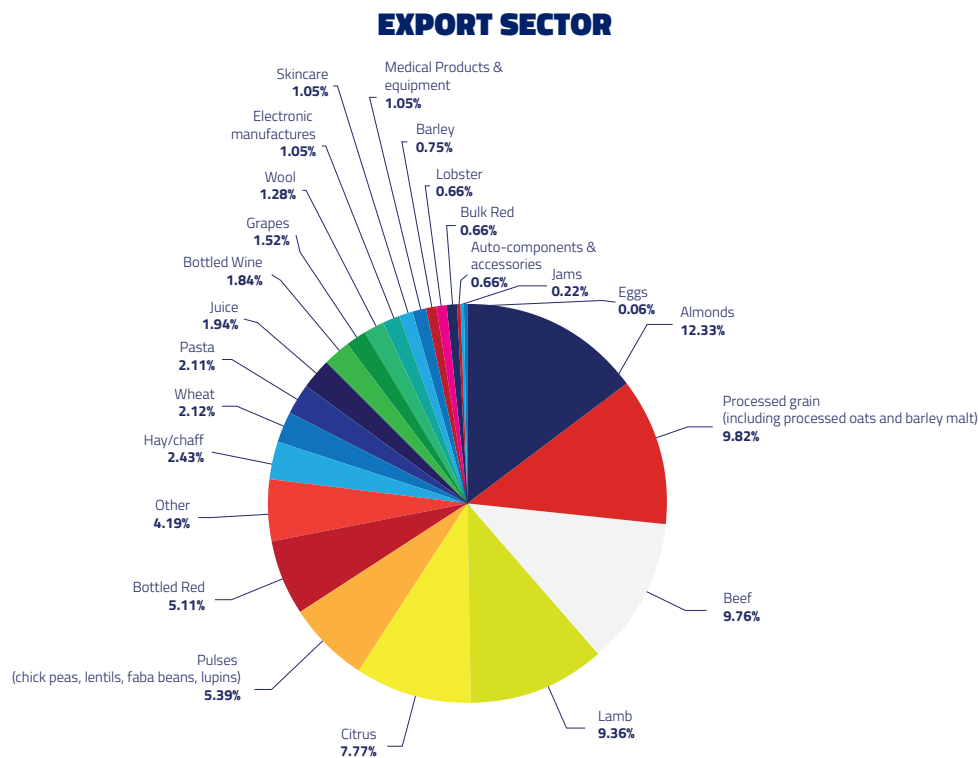




Image: International Women's Day Luncheon 2023

SERVICES SUPPORTING BUSINESS

THE BUSINESS ADVICE HOTLINE RANG HOT

The Business Advice Hotline is an essential service for many businesses and provides practical workplace advice regarding industrial relations and human resources to members. The hotline responded to more than 11,500 requests for information and advice during the year, with many of the queries regarding contracts of employment, disciplinary/warning procedures, classification and interpretation of Modern Awards and general advice regarding industrial relations changes to the Fair Work Act.

Following important changes to the Fair Work Act, callers to the hotline received education and advice including:

- ★ Job security and flexible work: New workplace rights on disclosing pay and workplace conditions, prohibiting pay secrecy, unlawful job ads and changes to flexible work.
- ★ Gender equality measures: New protected attributes in the Fair Work Act including breastfeeding; gender identity and intersex status, new objects of the Fair Work Act, modern awards and minimum wages, equal remuneration principles and orders, prohibition of sexual harassment in connection with work and unpaid parental leave changes.
- ★ Enterprise agreements and enterprise bargaining: termination of enterprise agreements after their nominal expiry date, sunseting of 'zombie' agreements, initiating bargaining and dealing with errors in enterprise agreements and other changes.

Changes to legislation saw an increase in demand for industrial relations and work health safety consultancy services, with approximately 230 new client files.

Most of the client work was focussed on industrial relations changes and undertaking work health safety legislative audits, development and review of work health safety systems.

NEW INFORMATION ADDED TO BUSINESS BOOKSHOP

- ★ Additional measures during the COVID-19 pandemic, across multiple awards
- ★ Four yearly reviews of Modern Awards: continued plain language redrafting
- ★ Annual Wage Review increases to minimum wage and Awards
- ★ Updates to Awards regarding part-day public holidays
- ★ Family and Domestic Violence Leave
- ★ Shutdown provisions
- ★ 15% wage increase to Aged Care sector.



HELPING BUSINESSES GROW

Business Growth Consulting continues to demonstrate it is a vital service that is needed by Business SA members.

New members have been invited to take advantage of a complimentary business growth consultation, with many developing deep relationships and trust resulting in an appetite to continue into long term engagements.

THE TEAM HAS FOCUSED ON THE FOLLOWING AREAS OF BUSINESS

- ★ Building strategies to win in the market
- ★ Identifying key business activities for growth
- ★ Creating sales discipline and activities to drive revenue
- ★ Utilisation of key resources to maximise return
- ★ Leadership development
- ★ Business modelling to ensure financial sustainability

Adjacent to growth consulting, the Business Accelerator Program, established in 2020 has continued to provide practical, actionable insights into growth levers for business owners across all industry sectors.

KEY SESSIONS INCLUDE

- ★ How to manage high-payoff and low-payoff activities
- ★ How female entrepreneurs and business leaders succeed in business
- ★ Accelerating sales growth
- ★ How to be a better leader
- ★ How to accelerate business growth
- ★ How to accelerate sales.

ENTREPRENEUR AND BUSINESS PROGRAMS

Business SA received notification that the Australian Government had decided to close the Entrepreneurs' Programme (the Programme) effective from 9 May 2023 and Delivery Partners including Business SA's contract ended on 30 June 2023.

In the May Budget, the Government announced a \$392.4 million Industry Growth Programme for SMEs and startups. This will launch in late 2023. It will provide advice and matched grant funding for SMEs and startups to commercialise their ideas and grow their businesses. The new Programme builds on the successful elements of the Accelerating Commercialisation component of the Entrepreneurs' Programme.

Business SA successfully delivered this Programme over the last eight years and through its talented team of Facilitators, delivered over 600 services and supported businesses to secure over \$9.2M in grant funding.

Business SA made a significant impact on businesses who have participated in the Programme and on average contributed to key growth outcomes including:

- ★ 113% increase businesses EBIT
- ★ 9% increase in employee numbers
- ★ 65% increase in exporting revenue
- ★ 29% increase in revenue.



Image: Discover Export Opportunities with India Luncheon 2022

KEY PROGRAMS ON THE 2022/2023 CALENDAR

sayes



South Australian Young Entrepreneur Scheme

(**SAYES**) Working in partnership with the Department for Industry, Innovation and Science, Business SA delivered workshops for young entrepreneurs wanting to establish or grow their businesses.

Encore Entrepreneur Program

Specifically for entrepreneurs over 35 years old, Business SA guided two mid-sized groups through the program, designed to assist entrepreneurs grow their businesses.

encore



We would not be able to deliver these programs without the contribution from our Mentors and Facilitators and we sincerely thank them for their exceptional contribution in delivering and improving upon our Programs.

INTRODUCING SOUTH AUSTRALIA'S YOUNG ENTREPRENEUR OF THE YEAR 2022



Emilia Pirone has been recognised as the coveted South Australian Young Entrepreneur of the Year at a ceremony held at the National Wine Centre in October 2022.

Emilia is the General Manager of Goodies and Grains. The business started from humble beginnings with a few bulk products in a small shop in the Adelaide Central Market in the early nineties.

Since taking over the business, the range expanded to cater for more personalised requirements, and their products are sold in independent supermarkets and health food stores Australia-wide.

Goodies and Grains is an artisan producer drawing on carefully selected ingredients to make diverse and beneficial foods. Goodies and Grains prides itself on accommodating specific dietary needs with integrity.

After graduating from Business SA's South Australian Young Entrepreneur Scheme 'SAYES' program, Emilia was thrilled to receive the award recognising her hard work and achievements over the last 12 months.

Business SA Chief Executive Andrew Kay acknowledges the incredible effort Emilia and all graduates have put into their entrepreneurial journey.

"These young entrepreneurs from across metropolitan Adelaide and regional South Australia are setting the bar high for the future of South Australia.

"We are proud to present the SAYES program and our work with budding young entrepreneurs to help them realise their business goals.

"I can confidently say that the future is bright for everyone who graduated."

TRAINING

Business SA's training team continued to demonstrate agility and resilience throughout 2022/2023 balancing the logistics of last-minute cancellations and transfers.

The business community also presented challenges with staff availability and the rising costs of doing business all impacting the uptake of training. The experience of operating during the pandemic created the foundation of solid processes that enabled us to work around these constraints and successfully deliver our programs..

The introduction of facilitated online learning continued to prove an asset, as Health and Safety Representatives programs were redeveloped to a more conducive online learning experience resulting in huge growth across this medium.

The 2021-2022 strategy to include qualifications to the training mix was finally realised late in the financial year, partnering with the Institute of Training and Further Education ("ITFE") to offer the qualifications including:

- ★ Certificate IV in Work Health Safety
- ★ Certificate III, IV and Diploma in Business
- ★ Certificate IV and Diploma in Leadership & Management

CONSTRUCTION SUBSIDIES REMAIN POPULAR

Business SA's partnership with CITB continues to prove beneficial to the construction industry. The successful inclusion of Certificate IV in Work Health and Safety to their funding model will prove a game-changer, being one of only two providers in the state having access to this.



I wanted to take a moment to express my sincere gratitude for the training you provided. The insights, knowledge, and skills I gained during the training have been truly invaluable to me.

The expertise and dedication that Jodie showed have now helped me learn how to be a better manager and person and have made a significant impact on my understanding and abilities.

The way Jodie facilitated the event really resonated with me and made the learning process both engaging and effective.

I am already beginning to apply what I have learned in the sessions, and I am excited about the positive changes it is bringing. I am confident that the skills I acquired will continue to benefit me in the future.

Jennifer Bourne,
EQUALS International



IN 2022/2023, BUSINESS SA DELIVERED

224 COURSES **TO** **2234** ATTENDEES

89 SESSIONS
PUBLIC COURSES

758 ATTENDEES

TOP COURSE GROUP
WORK HEALTH AND SAFETY

75%
OF TOTAL BUSINESS

135 SESSIONS

ONSITE TRAINING

1476 ATTENDEES

CUSTOMER SATISFACTION
92%

FACILITATOR SATISFACTION
97%



EVENTS NEWS

MAJOR EVENTS DOMINATE THE CALENDAR

The majority of the 2022/2023 financial year was free from COVID restrictions. South Australia's business community saw this as an opportunity to get out and network. The bigger the event, the better opportunities arose.

Business SA hosted five significant major events, welcoming businesspeople from across the state to hear from politicians, subject matter experts and industry leaders.

All major events received significant media attention, across major newspapers and news services and appearing on news channels.

FINANCIAL YEAR OUTLOOK WITH PREMIER MALINAUSKAS

July 2022

700 guests turned out for lunch with South Australia's premier to hear the leader of our new government's vision for the year ahead.

THE FUTURE OF COMMERCIAL AND RESIDENTIAL PROPERTY

August 2022

280 guests attended a sold-out lunch to hear Dan White, Managing Director of Ray White Group share his thoughts on the future of Australia's commercial and residential property markets.

SOUTH AUSTRALIA'S BIGGEST MENTALLY HEALTHY BUSINESS BREAKFAST

October 2022

The annual event welcomed 440 guests to hear from an entourage of expert speakers sharing their expert knowledge of issues surrounding mental health in the workplace and sharing strategies businesses can implement to make positive improvements for themselves and their teams.

FREE TRADE AGREEMENT WITH INDIA

December 2022

The first event of its kind outlined opportunities provided by the Economic Cooperation and Trade Agreement (ECTA) with India, which entered into force on 29 December. Speakers included Frances Lisson, DFAT Chief Negotiator for the ECTA, and representatives of South Australian businesses already trading with this fast-growing market of almost 1.4 billion people.





INTERNATIONAL WOMEN'S DAY

March 2023

The annual event celebrated its largest turnout ever, with more than 700 people attending an incredible and inspiring luncheon at Adelaide Oval where keynote speakers and an inspiring panel shared their journeys as women in business.

OFFICIAL AFL GATHER ROUND LUNCHEON

April 2023

Business SA partnered with the AFL to celebrate the business behind football at the Adelaide Convention Centre, with a sold-out crowd of 700 people engrossed by a live conversation between Premier Peter Malinauskas and the then AFL CEO Gillon McLachlan, negotiating the next four years of Gather Round.

A successful sideline investor event was curated in collaboration with Morgan Stanley and Invest SA where SA businesses pitched to private equity providers during Gather Round.

TAILORED EVENTS MEET DEMAND

Outside of major events, Business SA hosted 98 smaller member networking and learning events at venues across South Australia and online.

IT'S ALL ABOUT OUR MEMBERS

The pinnacle of networking opportunities comes from our Chamber Networking Events. Across the financial year, all our members were invited to attend 10 monthly events located throughout greater metropolitan Adelaide. The high point of the Chamber program was a special member showcase located at the SA Aquatic and Leisure Centre.

Members were invited to apply for stall space, and 20 were chosen to present their goods and services to more than 200 attendees, where members could experience what each other had to offer.

REGIONAL ROADSHOW

The Business SA Strength and Success series toured regional South Australia providing small-town business owners with a toolbox of knowledge facilitated by our in-house team of experts.

The full-day programs consisted of workshops on:

- ✦ Getting known online – Facilitated by Anthony Caldwell, Business SA Marketing
- ✦ Improving workplace wellbeing – Facilitated by Rebecca Weatherall, Founder of Workplace Wellbeing SA
- ✦ Discover the efforts of policy and advocacy – Facilitated by Business SA's policy and advocacy team
- ✦ How to harness opportunities and grow your business – Facilitated by Business SA's Entrepreneurs Programme

The Chamber visited: Bordertown, Whyalla, Victor Harbour, Kangaroo Island, Mount Gambier, Waikerie and Port Lincoln

WELCOMING CATHY D'ALOIA

The calendar year began with a fresh face at the head of Business SA's busy events program.

Cathy D'Aloia is an experienced major event professional with more than 17 years in conference and event management.

With an eye for the bigger picture, Cathy's skills and knowledge have been transformative for the organisation's major event calendar, particularly in the delivery of flagship occasions like International Women's Day and AFL Gather Round.

A GROWING AUDIENCE AND A FRESH NEW LOOK ENGAGED THE BUSINESS COMMUNITY

The evolution of Business SA's brand has seen strategic innovation in the way it communicates with South Australia's business community.

As the peak body representing business, innovation was driven by rethinking the presentation of brand assets, adding new communications methods into the pipeline, and extending these new initiatives to members and stakeholders of the Chamber.

WHAT'S NEW?

MAJOR BRAND CAMPAIGN

Business SA branding was splashed across the state, with the message of 'Your success is our business'.

The campaign slogan demonstrates The Chamber's commitment to the prosperity of South Australian businesses.

Campaign partners

- ★ oOh! Media – Metropolitan outdoor billboard activation
- ★ Australian Community Media – Regional Newspaper Advertising
- ★ ARN Network – Mix 102.3 and Cruise FM radio sponsorships
- ★ InDaily – Digital campaign partners
- ★ The Advertiser – Metropolitan Print Newspaper Advertising
- ★ Owned digital assets – LinkedIn, Facebook, Instagram, GoogleAds

BUSINESS SA STUDIO

Understanding the growth in diverse mediums in which individuals consume media, Business SA constructed a state-of-the-art podcast and video studio on-site, for internal and commercial use.

This upgrade of media infrastructure has allowed the Chamber to reach businesses more effectively through heightened production quality of webinars and video content.

Podcast recording facilities have allowed the Chamber to engage with new audiences, in new places with two new streams of podcast now available via Spotify and Apple music.

- ★ ThirtyNiners Podcast
- ★ Business Now Podcast

ADS & PARTNER OPPORTUNITIES

South Australia's business community seeks meaningful connections and engagements in a business-to-business market.

As the custodian of Australia's largest online audience of any Chamber of Commerce, and the state's largest membership-based business network, we are poised to commercialise our reach, to assist members to advertise to new and engaged audiences.

Services on offer

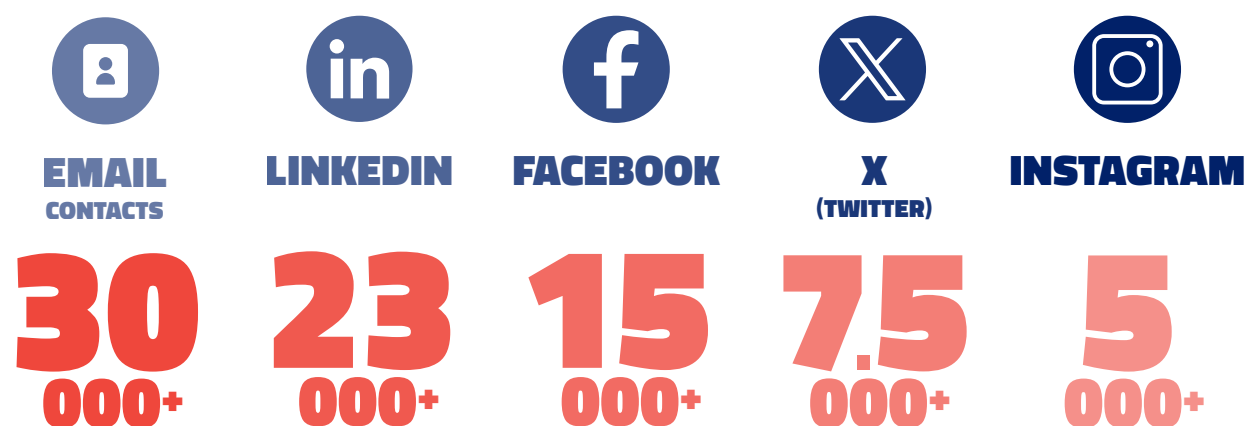
- ★ Website and social media advertising
- ★ Email marketing
- ★ Production of videos and podcasts

Business SA's campaigns engaged with people in 2022/2023

123,000

BUSINESS SA HAS THE LARGEST ONLINE AUDIENCE OF ANY CHAMBER OF COMMERCE IN AUSTRALIA

STATS SPLASH



STOP THE PRESS

The combination of a new CEO, a new General Manager of Policy and Advocacy and a new Chair, as well as a calendar of major events, meant Business SA was hot in the press.

The brand and its representatives were splashed across The Advertiser, InDaily, FiveAA, ABC Radio, 7NEWS, Ten News and Nine.

Business SA was mentioned 3,531 times in the media. This coverage reached a cumulative potential reach of 95,884,614 and an advertising sales revenue (ASR) estimate of more than \$23 million.

WE OWNED THE NEWS... OUR NEWS

Business SA Today, owned publication of The Chamber reached new heights thanks to the launch of new website blog functionality and email integration.

50 editions of the news service delivered across the year, containing around 480 articles to a weekly audience of 30,000 subscribers.

The weekly news service provides deep insights and analysis on political decisions affecting business, creates awareness of legislative changes and highlights positive member achievements and stories.



PEOPLE & CULTURE

Business SA's People and Culture team has continued to demonstrate an unwavering dedication to enhancing staff engagement and fostering a workplace environment where employees are genuinely motivated to come to work.

Central to our efforts was the goal of creating an engaging and inspiring work environment. We firmly believe that a motivated and committed workforce leads to increased productivity and overall organisational success. Through a series of targeted initiatives, we endeavoured to make the workplace an inclusive, supportive, and vibrant space that encourages employees to perform at their best.

INTRODUCING CULTURE CUSTODIANS

Recognising the importance of workplace culture, we established the "Culture Custodians Group." This team was tasked with overseeing and championing our organisation's culture. They played and continue to play a pivotal role in implementing culture-enhancing initiatives and ensuring that our values and traits permeate throughout all aspects of the organisation.

LIVING AND WORKING BY A SET OF NEWLY ESTABLISHED VALUES

Business SA has redefined our organisational values, discovering core traits, which guide our actions and decisions:

Think like a customer

Integrity is everything

Strength in collaboration

Knowledge defines us

Share our success

The integration of these Traits into our organisational fabric is moving us towards a more cohesive and harmonious workplace culture with improved staff retention and attraction. Our employees are working with a shared sense of purpose "Remove complexity, create opportunity" and a renewed commitment to our vision "SA is the best place to do business".







Image: SA's Financial Year Outlook Luncheon with Premier Malinauskas



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

Your success is our business.