



YORKE PENINSULA BUSINESS E-NEWS

No. 1- JUNE 2022

What's on?

Information session - Grant funding opportunities and assistance

On 4 April 2022, Council, in partnership with Yorke Peninsula Tourism and RDA Yorke and Mid North to host a business information event about grant funding opportunities and assistance. The event attracted 35 businesses attending in person or online.

The event received very positive feedback from participants. As per a participant *"The speakers were well informed, professional and able to pass on information. There was no waffle, once the event started it moved on at a good pace and each speaker gave their talk then the next speaker moved on with theirs. The speakers complemented each other with their level of expertise and ability to pass on information. The information was fantastic. For an individual to find this type of information for their business, would ordinarily be quite arduous."*



Training session - Getting seriously social with Facebook and Instagram

Getting Seriously Social with Facebook and Instagram

The digital landscape continues to change and sometimes it feels like it is almost daily. With the state borders now open, it's time to truly consider which markets and platforms are most relevant in the here and now whilst considering your future markets as well. We have been lucky to secure a training session with Simone Douglas, CEO of Social Media AOK and publican of the Duke of Brunswick Hotel. Simone specialises in providing complete social media solutions for small, medium and large businesses.

In this practical session, we will cover off on:

- Reels for both Instagram and Facebook
- Stories and why they matter
- Organic content tips with a mobile-first design approach
- Building a community that drives visitation and footfall
- How to get cut through and why it matters in 2022
- Using Facebook Creator Studio for scheduling
- What metrics to look at and why?
- Paid promotion in the new era of reduced targeting options.

Where: 26th May Port Vincent Caravan Park

When: 10.30am to 1.30pm

Cost: \$200 per person, lunch provided

The session is limited to 20 participants. If you are interested in securing a spot, **please email me as soon as convenient.**

Email: muriel.scholz@yorke.sa.gov.au

Phone: 08 8832 0000

Mobile: 0427 770 233



On 26 May 2022, Council commissioned Social Media AOK to host a training session on how to better utilise social media targeted exclusively at caravan park managers at Port Vincent Caravan Park. There were 16 participants attending the training, including Caravan Park managers from Edithburgh and Coobowie

All participants thoroughly enjoyed the session that address the latest trends in these constantly evolving platforms and went away with new strategies to benefit their business and promote the Yorke Peninsula.

Business Enhancement Program

About the BEP

The BEP provide both non-financial support and business grant for eligible businesses, spanning from thinking of starting your business on the Yorke Peninsula to existing ventures planning for the next step of success.

Would you like advice from Council employees on development applications? Assistance with your grant funding applications? Some local knowledge for your business? Wonder if you can do business with Council? We are always available to help. Please call 08 88320000 or email to admin@yorke.sa.gov.au and ask to speak to the Economic Development team.

Council also provides annual funding for business grants, capped at a total of \$20,000 per financial year (subject to annual review by Council, as part of the budget formulation process undertaken each year).



CREATING AN ECONOMICALLY PROSPEROUS PENINSULA

Supporting a strong, diverse economy that attracts more businesses and creates employment opportunities



Yorke Peninsula Council
Business Enhancement Program

Business Grant Guidelines

[Learn More](#)

Latest successful business grant applications

Ballara Art & Retreat (Warooka) - Bettong and Buddies Event - \$1,2500

The funding is to financially assist Ballara Art & Lifestyle Retreat to host the event "Bettong & Buddies" in May 2022. The event includes an ecology and native species workshop for children, a professional theatre performance by Dunnart Productions, animal engagement with native species and presentation and project update for the Marna Bangarra project. The event is targeted at families, visitors and local community

Port Vincent Oyster (Port Vincent) - Accessible oyster punt - \$5,000

The funding is to financially assist Port Vincent Oysters with the costs of customising the oyster punt to ensure it is disability accessible. These customisations will include the addition of a landing barge at the front of the boat, which will allow for mobility aids to be wheeled straight onto the punt. In addition to this, there will be side access doors which can be taken out so that there is no need to step over the side of the punt to get on or off. Handrails will be installed to ensure safe movement around the punt and anchor points will be installed to ensure wheelchairs or walkers can be secured if necessary."

Vincent the Providedore (Port Vincent) - Short-term rent assistance - \$2,500

The funding is to financially assist the short-term rent for Vincent the Providedore - an infant business opening their doors on the 31st of December 2021 after ups and downs of the COVID-19 pandemic. The funding will support the business to maintain trading over winter months.

Studio Surf Gallery (Marion Bay) - Point of Sales system and outdoor seating upgrade - \$1,300

The funding is to financially assist Studio Surf Gallery in upgrading the Point of Sale system and providing comfortable outdoor seating. There are some positive benefits for Marion Bay, which has limited resources and businesses, and for local artists through the funding.

Business Grant Opportunities

Tourism Grants for Indigenous Business - Round 2

Agency: National Indigenous Australians Agency

Aim: increase the number of Indigenous-owned tourism products available in the market

Eligible applicants: Indigenous-owned tourism businesses and Indigenous-owned community organisations

Close date: 12 July 2022 11:30 pm (ACT Local Time)

Estimated grant value: From \$1 to \$100,000

Further detail on the guidelines and how to apply can be found [HERE](#)

See it LIVE Grants

Agency: South Australian Department for Innovation and Skills

See it LIVE E-vouchers: 5,000 e-vouchers of \$400 each for live music and hospitality venues to host live music. The vouchers will help music acts get back into pubs, clubs, small bars, restaurants, cafes and other smaller venues.

Venue Registration Period: 19 June – 19 July 2022 via [an online portal](#). No further registrations will be permitted after 19 July 2022

Activity Redemption Period: 19 July – 31 October 2022. Venues will be able to redeem their voucher during the Activity Redemption Period for eligible expenditures incurred during the Activity Redemption Period.

Further detail on the guidelines and how to apply can be found [HERE](#)

Music Event Grants:

- Stream A Music Event (Medium): 100 grants of \$5,000 each for medium-scale music events in regional venues and mid-tier capacity venues (e.g. with a capacity up to 1,000)
- Stream B Music Event (Large): 25 grants of \$20,000 each for larger-scale music events, including in laneways, wineries, higher capacity venues and theatres.
- Stream C Music Festival / Event (Major) 05 grants of \$50,000 each for major festivals and music events at venues like the showgrounds, parklands, arenas etc.

Open date: 19 June 2022

Assessment period: Applications are processed and assessed as they are submitted, in order of submission.

Closing date: Each stream will close for applications as soon as funding capacity for the stream is fully expended.

Further detail on the guidelines and how to apply can be found [HERE](#)

Venue Improvement Grants: 200 grants of \$5,000 each for upgrades to cater for live music performances. Eligible activities such as modifying layouts to allow for a small stage, create better viewing spaces for audiences, improve acoustics or upgrade sound systems.

Open date: 19 June 2022

Assessment period: Applications are processed and assessed as they are submitted, in order of submission.

Closing date: Each stream will close for applications as soon as funding capacity for the stream is fully expended.

Further detail on the guidelines and how to apply can be found [HERE](#)

Digital Launchpad - a FREE 12 months of digital support for small business

Program deliverer: Navii

Funding value: \$1,265

Program highlights:

- Professional Digital Engagement Health Check
- Fortnightly coaching and premium support

Eligibility: the first 500 eligible Australian small businesses

How to apply: Follow [the link](#) to apply for the program.

Upcoming business events

Digital footprint: How visible and findable your business could be on social media platforms?



Yorke Peninsula Council, in partnership with Yorke Peninsula Tourism and Regional Development Australia Yorke and Mid North, invites you to a hands-on workshop that helps your business effectively use social channels to be visible and findable in the digital world.

Date: 25 July 2022

Venue: Minlaton Bowling Club, 16 North Terrace, Minlaton, 5575.

Cost: Free

Am I eligible?

Yes, if your business is located on the Yorke Peninsula LGA.

How do I know if I am workshop-ready?

The registration link will include a self-assessment tool.

There are two sessions, i.e., Basic and Advanced. Based on your self-assessment outcome, you will be arranged into either of the sessions.

What do I prepare for the workshop?

You will bring a laptop and access to your business account on all social media.

We will bring an experienced mentor, WIFI (and locally prepared lunch packs!!!)

Who is the mentor?

Her name is Vanessa Dingle from Vee Supreme Digital Marketing Services.

What do I expect from the workshop?

Must-have: Your business accounts on social media will receive a good touch as you walk out.

Bonus: a 30-minute FREE one-on-one follow-up on-site with the mentor

How can I register?

Please click the Register Now for a registration. Hurry up, only 20 seats are available for both sessions!

[Register Now](#)

I registered. What's next?

Upon registration, the Council's Economic Development team will confirm your suitable session (Basic or Advanced) via email. So, please check your mailbox (including the junk folder) as we will be in contact soon!

I still have questions about this event. How should I reach out?

Please call Tramy, Economic and Tourism Development Advisor, via 0417 816 373 or email her via tramy.ngo@yorke.sa.gov.au

Business stories



YORKE PENINSULA EXERCISE PHYSIOLOGY

Please join us to warmly welcome our newest Yorke Peninsula business - Yorke Peninsula Exercise Physiology and the business owner - Ben Edwards.

"Growing up in Minlaton, it was always a dream of mine to open an Exercise Physiology clinic, so I am really excited to now be able to serve our local community. Through my 5 years of experience in private practice in Adelaide, I have developed a particular interest in treating and managing Department of Veterans Affairs (DVA) clients with a broad range of conditions ranging from, but not limited to; Cardiovascular, Pulmonary, Metabolic, Neurological and Musculoskeletal diseases. And I also see other clients such as Medicare, Return to Work SA, NDIS, Private Health as well as DVA!" Ben Edwards, Accredited Exercise Physiologist.

Please check out what Ben offers at the website at www.yep.com.au or visit his business at 9 South Terrace, Minlaton, SA, 5575.



If you have a new business on the Yorke Peninsula or some business stories to share, let us know about it by emailing admin@yorke.sa.gov.au (attn: Economic Development)

Yorke Peninsula Council

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