

**Revitalisation of the Edwardstown Precinct  
Business Community Meeting**

Monday, 12 October 2020 between 5:00 PM – 7:00 PM  
Address: Edwardstown Club, East Terrace, South Plympton

Purpose: To work together to revitalise the Edwardstown Employment Precinct. Provision of an on-going industry / business voice.

**Agenda**

Item	Time	Agenda Item	Responsible Officer
1.	5:00 PM	Welcome and Introductions	Donna Griffiths
2.	5:05 PM	<b><u>Discussion – Branding of Edwardstown</u></b> <ul style="list-style-type: none"><li>• Developing a Creative Brief for Edwardstown</li><li>• What is the Edwardstown story?</li><li>• What makes Edwardstown special?</li><li>• What does success look like?</li><li>• Who is the brand representing?</li><li>• Who are our competitors and how can we complement each other?</li><li>• What is the brand personality? Likes and dislikes</li><li>• Placement of the brand</li></ul>	Donna Griffiths Kate Silkstone
3.	6:10 PM	<b><u>Southern Business Mentor Program (SBMP)</u></b> <p>The SBMP is available to businesses, including start-ups, operating within the City of Marion. The program provides one-on-one consultations with a specialist mentor.</p> <p>Martin Pike – Mentor General Business and Strategic Marketing</p> <p>Mentors are available to discuss general business advice and business planning, retail business support, strategic marketing, digital marketing, COVID-19 information, recovery and funding finder, mental health and wellbeing.</p> <p>The service is free until 30 October 2020.</p>	Martin Pike
4.		<b><u>Clean-up Edwardstown – for noting</u></b> <p>Wouldn't it be great to visually improve the Edwardstown Precinct? Report graffiti, weeds, damaged trees and any other issues to Council:</p> <p>App - Snap, Send, Solve Call - 8375 6600 Email - council@marion.sa.gov.au</p>	

Item	Time	Agenda Item	Responsible Officer
5.	6:20 PM	<b><u>Date, time of next meeting</u></b> – Monday, 2 November at 5PM <b>Focus - Understanding the value / supply chain of manufacturing</b>	All
6.	6:22 PM	<b><u>Networking</u></b> <ul style="list-style-type: none"><li>• Close of Meeting 7:00 PM</li></ul>	All

#### Key Contacts at City of Marion

Role	Email Address
Donna Griffiths Unit Manager, Economic and Cultural Development 8375 6897	<a href="mailto:Donna.griffiths@marion.sa.gov.au">Donna.griffiths@marion.sa.gov.au</a>
Kate Silkstone, Economic and Cultural Development Coordinator	<a href="mailto:Kate.silkstone@marion.sa.gov.au">Kate.silkstone@marion.sa.gov.au</a>