

SMA NEWSLETTER – MARCH, 2010

Semaphore Main Street Association – New Committee

The AGM of Semaphore Mainstreet Association held 15 February on the Palais Deck saw a new committee of traders and residents elected. The SMA constitution states the Committee shall consist of, 'not less than six nor more than ten, resident/trader members of the Association elected at the AGM.' Elected unopposed into the office bearers positions are Jo Hemmings from Shoes on Semaphore, Chairperson; Bernard Sullivan from Brocks Harcourt, Vice Chair; Gail Rogers from Xanadu, Secretary; Anna Martin resident, Minutes Secretary; and Bob Karpluk, owner of the Palais Hotel, Treasurer.

Congratulations to the following people who were elected onto the committee by SMA members present at the AGM, overseen by Kath Duncan, Returning Officer from the Port Adelaide Chamber of Commerce. Andrea Murray, resident and owner of Semaphore House; John Privopoulos from Café Indulge; Irene Horel, Manager Bank SA; Marelle Smith, resident and Iain McHale from McHale's Shoe Repairs have joined the new committee.

Many thanks to SMA members who attended and welcome to those who have newly joined the Association. The SMA are about to purchase a new laptop computer to ensure that our data base is regularly updated and our members are informed of upcoming events. Please contact committee members or d.thorsen@optusnet.com.au for further information.

SMA Networking Function

Thank you to Bank SA for sponsoring SMA Networking Function to be held on Tuesday 23rd March, 2010 at Portobello Food Restaurant Bar Wirra Drive New Port Quays from 6.30pm. Speakers will include Greg Parker and Peter Bennett from Bank SA. Email d.thorsen@optusnet.com.au; dine@portobellofoodrestaurantbar.com.au by Friday 19th March to RSVP.

If you are interested in hosting the next SMA Networking Function please let us know by contacting Debra or a Committee member.

Eat Street

Check out the latest additions on 'Eat Street' - Sully's on Semaphore; Swish Sushi and a new venture for Gio and Judyta Musolini called Portobello at New Port Quays. Welcome to new owners of Las Caz Creole and farewell Café Dom who have closed after many years on Semaphore Rd.

New Businesses to Semaphore Road

We welcome new businesses to Semaphore Road including McHale's Shoe Repairs and Specialist Souvenirs, Framed Optical and the Semaphore Information Centre.

Events

The International Kite Festival has been cancelled this year due to the repair of the Semaphore Jetty. Members of the SMA committee met with Event Organiser Anne Marie McConchie in an effort to identify the issues faced by the Kite Festival which include a perceived lack of support by traders and over grown shrubs on the Foreshore sand dunes. The SMA reinforced that we would do what ever possible to ensure that the event stays in Semaphore.

The Fish Head Fringe Event held on 13 March was entertaining and attended by a small but enthusiastic crowd.

Marketing Campaigns

The SMA is in the process of developing a new website that will better market the needs of our members and traders. It is anticipated that this will be up and running within the month.

The SMA will be running an Easter Marketing Campaign with MIX 102.3. The target of this campaign is to let the greater SA and any tourist visiting our state know that Semaphore is open all Easter long weekend. Traders now have the opportunity to take up an advertising offer from MIX in the weeks prior to the campaign and a representative will be around to talk to you shortly about this.

Shuttle Buses

Another new initiative of the SMA was providing two shuttle buses from Port Adelaide Terminal whilst The Queen Victoria and The Queen Mary II were berthed in March. Over 100 passengers could be seen strolling and shopping along Semaphore Road, easily spotted as they were carrying their blue Semaphore shopping bags. Thanks to Andrea Murray, Anna Martin, Jo Hemmings and Helen Wright for volunteering their time for this project.

The Port Adelaide Visitor Information Centre has stylish display stands with the SMA logo to present our Semaphore brochures and postcards. Let Debra know if your business is interested in having these especially designed display units produced to promote Semaphore.

Winter Marketing Campaign

The SMA will develop a new winter campaign over the next few months that will build on the marketing campaign initiated last year. If you have any quirky ideas that embrace Semaphore's sense of place and style email Debra.

The SMA will be working with Council on a new feature article including Semaphore in May to coincide with Heritage Week.

Roadworks

Visit www.portenf.sa.gov.au for updates

TAX INVOICE

ABN: 86 458 375 868

SEMAPHORE SHOPPING BAG ORDER FORM

The SMA has ordered two types of bag to accommodate the varying needs of retailers. One is the same as the last run of Semaphore shopping bags – an **all purpose carry bag** (similar to the supermarket bags), and the other is a **tote bag** which can be carried over the shoulder and is a more everyday use bag. If you would like to see a similar sample, please email Tricia.



Costs	Members
<99 bags	.50c
100-999 bags	.50 c
1000 +	.50c

Name of Business : Contact Person :
 Phone No : Email address :

Type of Bag :	Qty of bags	Price	Gst	Total cost
<input type="checkbox"/> All purpose shopping bag
<input type="checkbox"/> Tote bag

Return this form with your payment asap to :

Via email to: d.thorsen@optusnet.com.au, or mail to PO Box 601, Semaphore, SA 5019, or drop it in to an SMA Committee member. (Make cheques or money orders payable to Semaphore Mainstreet Association)

Or direct payment to:

BSB: 105018, Account No: 076254240, Account Name: Semaphore Mainstreet Association (please send a remittance notice to d.thorsen@optusnet.com.au with your direct debit.)

Signed: Date:

This document forms a Tax Invoice once it has been completed and full payment made.
 Please retain a copy for your financial records

OFFICE USE	RECEIPT NO _____	ORDER PLACED <input type="checkbox"/>	PAYMENT RECEIVED <input type="checkbox"/>	DELIVERY <input type="checkbox"/>
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Membership Application Form

(Membership is open to businesses on or near Semaphore and Residents in Semaphore, Semaphore South, Exeter, Glanville, Birkenhead, Largs Bay, Peterhead, Ethelton and Newport Quays)

Type of Membership:

Membership Year: 2010

- | | | |
|--|------------|-------------------------------------|
| <input type="checkbox"/> Trader | Annual fee | \$44.00 (GST included) |
| <input type="checkbox"/> Corporate/ Special Interest | Annual fee | \$55.00 (GST included) |
| <input type="checkbox"/> Resident | Annual fee | \$15.00 (GST included) |
| <input type="checkbox"/> Concession | Annual fee | \$11.00 (GST included) |
| <input type="checkbox"/> Non Profit organisation | No charge | (subject to SMA Committee approval) |

Applicant contact details: (please print)

Full Name:

Business Name:

Address:

Telephone: (home / mobile) (work)

Email: Fax:

Please nominate type of Website Advertising required:

- | | |
|--|---|
| <input type="checkbox"/> Standard Listing (\$150 annually) | <input type="checkbox"/> Premium Listing (\$250 annually) |
|--|---|

Return this form with your annual fee to: PO Box 601, Semaphore SA 5019

(Make cheques or money orders payable to Semaphore Mainstreet Association)

Or direct payment to: BSB: 105018 Account No: 076254240 **Semaphore Mainstreet Association**

This document forms a Tax Invoice once it has been completed and full payment made.

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