



MainstreetSA

Membership



What is a Mainstreet?

A mainstreet is a street or street section that contains mixed-uses (such as shops, services, offices, cafes, restaurants, bars, cinemas, open spaces etc) that enable social interaction and attract custom of the local and wider community.

To qualify as a mainstreet, the street should have three or more uses other than residential and should not be encased within a building structure ie. most parts of it should be open to natural air. Mainstreets may be of local, neighbourhood, district, regional or city significance, attracting custom from immediate or wider catchments. Though mainstreets should aim to attract and promote a unique offering of local South Australian businesses, they are also likely to attract national and international retailers and businesses. Mainstreets are public places that assist in developing community identity, minimise the need to travel long distances for basic goods and services, enable social interaction and be places for staying and social exchange. Mainstreets reflect local sense of place, authenticity, culture, history and tradition.



networking . education . support . direction

www.mainstreetsa.com.au



About Mainstreet SA

Following the impetus of the 8th National Mainstreet Conference in 2011 being awarded to Adelaide, the local organising committee developed Mainstreet SA, a branch of Mainstreet Australia.

Mainstreet SA is a not-for-profit, member-based organisation committed to supporting mainstreets as destinations for local goods, services and shopping. We also assist these streets to promote their local identity and authentic offering.

What was once 'the local shops' has grown into a significant contribution to our economy in terms of trade and employment. In addition our traditional shopping villages are becoming community centres, forming a vital link in our community infrastructure.

Mainstreet SA represents local business groups, centre coordinators, economic development practitioners and individuals who share a commitment to promoting and developing mainstreets across South Australia.

Each year Mainstreet SA holds and participates in many events including national and state conferences, awards dinners, networking and educational events.

Our Vision

Mainstreet SA, a state branch of Mainstreet Australia, is a highly respected and energetic association providing valuable networking, education, support and strategic direction for all stakeholders.

Our Mission

Mainstreet SA aims to reinforce this vision through recognising that our mainstreets are 'living spaces' giving us, their 'custodians', a sense of meaning, reminding us of our past and inspiring us for our future. By promoting our mainstreets as the beating heart of our communities, we will reinforce that most important, quintessential quality of 'place'.

Our Objectives

- To promote and foster the commercial, tourism and placemaking interests of members through recognising mainstreets as the beating heart of their communities.
- To be a forum for information exchange and provide valuable networking, education, support and strategic direction for all stakeholders.
- To act as an advocate by providing guidance and leadership on behalf of traditional mainstreet communities to address the issues of concern to those working in, and sharing, our mainstreets.
- To actively organise and conduct information seminars, workshops, networking events, and other forums relating to mainstreets and the issues faced by businesses, government and community.
- To raise the profile of mainstreets in the media.

Mainstreet SA State Conference Feedback

"I thought it was an excellent day with a large range of speakers that appealed to large audience range."

"Made me a proud South Aussie that this was a conference with such a great result, and especially liked that there was a good handful of regional presenters. Thank you!"

"Overall this was a really excellent conference with appropriate content and well presented. Organisers should be congratulated."

"I thoroughly enjoyed the experience and look forward to the next Conference. Well done."





Membership Benefits

Mainstreet SA is the only dedicated group in South Australia acting in the interest of traditional town centres and mainstreets. Through information nights, newsletters, seminars, conferences and resources we work to assist you and your mainstreet. We are your voice, advocating on your behalf to Government.

We are non-profit and rely on membership to continue the important work of idea sharing, networking, and delivering opportunities for improving our traditional town centres and mainstreets.

Your membership will benefit your trader group, your organisation, your business development and most importantly, your traditional mainstreet and the traders and services that make it so special.

- Free subscription to our regular e-newsletter which addresses the specific interests of Mainstreet SA members and keeps you up to date with seminars, conferences, and networking events.
- Member discounts to Mainstreet Australia Events.
- Advocacy and lobbying of key issues affecting your mainstreet.
- Access to complimentary Mainstreet SA education and networking events.
- Membership rates to Mainstreet SA events.
- Two free networking events annually.
- Access to the Mainstreet SA website, and the member's only knowledge base and resource centre including presentations from Mainstreet SA State Conference, Mainstreet Australia National Conference and other education studies and reports.
- Access to Mainstreet SA's advisory panel for guidance.
- Opportunities to promote your mainstreet and initiatives via Mainstreet SA's website and e-newsletter.
- Support and networking with others working in the same field.

Mainstreet SA is committed to ensuring that our members receive value for money from their membership. One of the major benefits of membership is access to knowledge and information – through our seminars, events and newsletters.



Membership Form

Membership categories – prices include GST

- Individual/Business \$120 per annum (under 10 employees)
- Precinct Group/Traders Association/Business Chamber*/Not-for-Profit \$195 per annum
- Corporate/Government* \$500 per annum
- Pay for two years membership you will receive an immediate 10% discount.

Forward completed form and payment to Mainstreet SA.
PO Box 378, Stirling SA 5152
or email info@mainstreetsa.com.au

Contact Details

Primary contact name

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Position

Organisation

.....

Address

.....

Phone Fax

Email

Website

*Precinct Group/Traders Association/Business Chamber membership allows two members to enjoy membership benefits. Corporate/Government membership allows four members to enjoy membership benefits.

Please note our membership year runs from 1 July to 30 June. 50% pro rata membership is available for members who sign up between 1 January and 30 June.



Payment Details

Please note membership is activated upon receipt of payment.

Option 1

- Please send a Tax Invoice to (organisation)
.....
.....
for the attention of (contact person).
.....

Option 2

- Direct Debit
Deposit directly to the account below – email payment advice to info@mainstreetsa.com.au
Account name: Mainstreet SA Inc.
Bank name: Bendigo Bank
BSB number: 633 000
Account number: 143 466 910

Option 3

- Cheque enclosed
Please make payable to Mainstreet SA Inc.

What would you like to see more of:

- Workshops and seminars
- Study tours
- Resources and templates for running a mainstreet association
- Annual Conference
- Networking opportunities
- Other?
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To find out how Mainstreet SA can help you,
please email info@mainstreetsa.com.au

WWW.MAINSTREETSA.COM.AU



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