

**From:** [REDACTED]  
**Sent:** Tuesday, 26 May 2020 5:31 PM  
**To:** Tim Hoggan <[Tim.Hoggan@marion.sa.gov.au](mailto:Tim.Hoggan@marion.sa.gov.au)>  
**Subject:** Re: RFP CC202009 Edwardstown Creative Industries Co-working Hub - Clarifications

Hi Tim,

Please see below further information as requested:

**Given the unknowns facing the business and creative sector due to Covid-19, would you in anyway change anything in your original response?**

This tender response was created after Covid-19 restrictions were in place and as such, we were very conservative with both rental of spaces and event revenue. This was noted in the Risk Assessment section of the Return Schedule.

With restrictions now easing we have greater confidence in the potential revenue from workshops and events. Should we be successful, we would make sure that the meeting space and hot desk areas would have a safety management plan in terms of cleaning and social distancing. Artist areas would be less affected as these spaces have more than 4m<sup>2</sup> per person.

**Please provide an audited statement or statement from an accredited practitioner on the profit and loss statement provided.**

Our accountant has advised that the YTD P&L can not be audited and as such we have approached last financial year's accounting report for you. Please note there is a level of complexity to how we present these figures as a technology business with a large inventory of rental assets, and the Accountant has made the following note:

"Please show that the add back items of Depreciation and Director's Fee in the P&L are noted, which will show your profit as \$33,881".

- **Provide more information on your business attraction approach including:**
- **any affiliations with industry and professional groups in the Creative Industries;**
- **Interaction with businesses in and associated with the Edwardstown Employment precinct.**
- **Community attraction plan and management independent of the City of Marion;**
- **Business vision after the 3-year subsidy i.e. what does success look like at 5 years and 10 years.**

The collective has a wide range of affiliations and memberships within the creative services industry already, as we believe these are integral for furthering our own businesses:

Membership with the Adelaide Convention Bureau ([REDACTED])

Partnership with Adelaide Fringe – preferred supplier ([REDACTED])

Membership in the Australia Bridal Industry Association and founding member of Unbridely (Minty Mary Pea)

Further professional groups will be assessed and joined if they demonstrate the ability to grow the reach and standing of the Co-Hub in the Creative Services Industry.

The Collective has already identified businesses with which to align in the Edwardstown precinct:

Delway (Edwardstown) - powder coating services

Ten22Boutique (Edwardstown) – external catering

Bunnings (Edwardstown) - paint / timber / tools / hardware etc.

Members of the Collective currently repurpose construction waste from trades in Hindmarsh and will look to start doing this with businesses in Edwardstown.

Further to this, [REDACTED] already exists within Edwardstown and looks to grow its footprint and reach within the Creative Services Industry through the management of the Co-Hub.

Our community attraction plan will be fostered through affiliation networking and a strong online presence to build local knowledge of the space. The Collective will also provide significant creative exterior lighting upgrades to ensure that the Co-Hub is a beacon in the area after dark.

From here, it is our view that a strong focus on creative workshops and community engagement events will be key to the facility becoming a key part of the Edwardstown precinct.

After the three-year subsidy, the business vision is to have a healthy and sustainable model that is regarded highly in the community. While outside benefaction will always be welcomed, the Co-Hub must self-generate revenue, creative works and entrepreneurship.

The Co-Hub should be profitable at five and ten years to be reinvesting back into the Creative Services Industry through its own grants scheme. This will demonstrate our true belief in collaboration as opposed to merely providing a space for creatives to rent.

### **Your response to the Key Performance Indicators listed on page 3 & 4 of the Project Brief (Part B).**

This and the number of tenants will be determined by the size of the space. Based on the modelling of a 400m<sup>2</sup> facility, we have allowed for 10x artist spaces and 8x office spaces. Meeting and event space will be made available on a casual hire basis as well. This will be determined by the final choice of facility.

The diversity of tenants will be ensured by the sole qualifying criteria that they must be creative, as we will be agnostic of industry if this requirement is met. We anticipate that the space will be shared by artists, start-ups and small innovative businesses.

Our focus will be getting products, ideas and content to the marketplace. It is important that there is a gallery space provided as well as event space for workshops. Start-ups will need meeting areas to be able to engage with clients and industry partners. We would also encourage group and one on one mentoring sessions to ensure that tenants are positively productive. Social media channels will be used to champion what is produced within the Hub.

As per the modelling provided, we look to turn a small profit in the first year that will grow to sustainability after the third year of funding ceases. Profits will be kept in the business as retained earnings to roll over into following years.

We are keenly aware of the benefits of a solid social media strategy, and a key element of our marketing will be through a base of regular posting on different platforms along with campaigns based around the event schedules of the Hub. Live streaming will also be a key differentiator in promoting workshops within the space (much like at Marion Cultural Centre, where [REDACTED] AV streaming equipment is currently deployed).

To ensure we meet the KPI of 80% customer satisfaction, positive experience will be assessed through surveys and Net Promotor Score (NPS) campaigns.

It is the aim of the Collective to have, in the very least, a workshop conducted in the space on a daily basis through tenants and casual users of the space. The regular use of the event space is critical to community engagement and maximising the number of people through the space. Further to this, the Collective has a keen interest in creating activate spaces in Edwardstown, such as placemaking art and Christmas lighting.

We will lean heavily on the business mentoring provided by the City of Marion through providing a conduit between tenants and mentors in both one on one and group information sessions / workshops.

Please let me know if you require anything further.

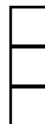
Kind regards,

[REDACTED]

Director

[REDACTED]

Conferencing | Activations | Events |  
Weddings



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