

Win a share of \$1 million in marketing to boost your business

NEWS Corp is giving away \$1 million worth of marketing support to help South Australian small businesses grow their brands and reach new customers.

The \$1 Million Business Booster competition includes five prize packages worth \$100,000 each, as well as 10

\$50,000 packages. The competition is open to businesses with up to 50 full-time employees.

Ish Davies, managing director of News Corp South Australia, said the campaign would allow businesses to make an impression through the breadth and depth of News

Corp assets, including *The Advertiser*, *Sunday Mail*, *Messenger* and *Advertiser.com.au*, in addition to accessing News Corp's wider capability in delivering search, social, video, marketing services, creative and data solutions.

"This initiative will help business owners reach more of

their customers, to boost brand engagement, increase sales and achieve their marketing goals," he said.

The competition is open until Sunday, July 8, and winners will be announced in *The Advertiser* on Thursday, July 12. News Corp has partnered with Brand SA, Business SA,

Motor Traders Association, BNI Adelaide, and Hub 39, with each organisation having a guaranteed \$50,000 minor prize available to be won by one of their members.

BUSINESSES CAN ENTER AT ADVERTISER.COM.AU/MILLIONBUSINESSBOOSTER



Wages stall and power costs rock Bay trade

MICHELLE ETHERIDGE

GLENELG traders are calling for subsidies to help businesses cover skyrocketing power bills, along with more incentives to employ new staff.

The extra cash, they say, would help small businesses struggling to cope with rising costs and poor consumer confidence.

Retailers also want the State Government to abandon a move to deregulate shopping hours, which they say will eat away at their bottom lines as shoppers move away from the precinct.



Rocco Carruso, a co-owner of Caruso's Fresh Foods in Jetty Rd, said his electricity bills had increased by about 30 per cent in 12 months.

He called for the State Government to subsidise power to help keep businesses afloat.

"It hurts every quarter when the bill comes in," Mr Carruso said. "It also affects customers' confidence to spend money. All the bills are up and nothing comes down — everything just snowballs."

Mr Carruso (pictured) said many other small businesses share the same frustrations.

Jetty Road Mainstreet committee chair Mark Faulkner said there needed to be more incentives to employ staff — such as a recent scheme that offered about \$1500 if new apprentices stayed at a business for at least three months.

"We're already losing a lot of money to the Westfield Marions of this world and if the hours are deregulated, it will take more money from our area," Mr Faulkner said.

As a tourist spot Glenelg enjoys flexible trading hours.



Vibrant mix of retailers pumps life into suburbs

RECIPE FOR SUCCESS: Prospect Rd cafe owner Jimmy Parris says the inner-city shopping strip is thriving.

DAN JERVIS-BARDY URBAN AFFAIRS

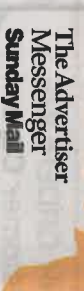
UPGRADING shop fronts, hosting more events and a mix of retailers are key elements to breathing new life into suburban shopping strips, say traders.

Prospect Rd has a 15 per cent vacancy rate — the lowest in Adelaide — after attracting a wave of fresh investment in the past five years.

Property developer Steve Maras tapers the success by saying Prospect Rd "still has a long way to go".

"Prospect Rd has been waiting to happen for a long time and it certainly has improved ... but it needs to keep evolving.

WE'RE FOR SMALL BUSINESS



They include the Maras Group's \$20 million cinema complex and a \$17.8 million community centre and library. Muratti Cakes & Gateaux owner Jimmy Parris said Pros-

pect Rd traders and shoppers would benefit from extra parking and more frequent public transport.

On Magill Rd, businesses want more alfresco dining, street art and a live music venue to attract more people.

Joel Adams, who has run Mexican food store Chile Mojo for 15 years, said Magill Rd needed to be more pedestrian friendly.

"We want to get people to walk along here, not just drive past at 60km an hour," he said. "It would create a community feel as well."

Away from the city, traders on Beach Rd, Christies Beach, are enjoying a mini boom. At least 14 new businesses

Hayne to face rape trial

RUGBY League star Jarryd Hayne, right, is set to face a headline-grabbing jury trial in California after mediation with the woman who has accused him of rape broke down.

The Parramatta Eels full-back has been accused by the woman known as Ms V, of sexually assaulting her while playing American football for the San Francisco 49ers in 2015.



San Jose police investigated the woman's claims in 2016, but did not find

enough evidence to lay criminal charges. Last December she launched civil action. She is fighting for at least US\$75,000 damages from Hayne.

Wearable epilepsy device

EPILEPTIC seizures strike with little warning and nearly one third of people living with epilepsy are resistant to treatment that controls the attacks.

But researchers at the University of Sydney have developed a wearable device to predict when a seizure may strike. A study published this week showed the small electronic chip alerted epilepsy sufferers within 30 minutes of the likelihood of a seizure. The device uses a predictive algorithm to sound the alert.

While more testing is needed, it's development was welcomed by Epilepsy Action Australia. "Any progress toward reliable seizure prediction will significantly impact the quality of life for people with epilepsy," said CEO Carol Ireland.

Nuke waste set for export

A DECADE worth of spent nuclear fuel assemblies weighing 24 tonnes is due to be moved out of Sydney's Lucas Heights facility and sent to France for reprocessing.

The radioactive cargo is set to be shipped to La Hague but details about the port, routes and specific timing of the operation remain classified.

An Australian Nuclear Sci-