



Gawler Business Development Group Inc.

GBDG

# Annual Report 2012/13

Gawler Business Development Group Inc.

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This year has been a very exciting and interesting year for the Gawler Business Development Group with the Board initiating some new strategies to assist businesses in Gawler to grow and prosper.

## Objective 1- Increasing Sales & Business Activities by Marketing Gawler

### I. Website

Our website has been improved and extended with most of the businesses in Gawler now represented. In conjunction with Facebook and a regular blog, we have been extending our social media reach and providing greater accessibility for an on-line presence that many businesses did not have. In order to drive people to the website we have run a monthly competition with a \$500 prize which could only be entered by going to the website. This was advertised in 2 local papers with a reach throughout the Barossa and Adelaide Plains in addition to the Gawler area. In the last few months we have extended the condition of entry to include a question, the answer of which can be sourced by searching the business listings. As a result of the data based gathered through these competitions we are now able to email information to a broad cross-section of the community and promote the Gawler businesses direct to consumers. Businesses also receive a monthly newsletter from the Board via email although at this stage only about 35% of businesses open them. We are hoping to increase that in the coming year and are looking at strategies that might help us do that.



### II. Events

Organising events which brought visitors to Gawler and promoted the town and businesses to a wider audience was also an important aspect of our marketing push this year.

The first event was the SALA Art Trail which was organised in conjunction with the Gawler Art Society and a number of venues. The Town of Gawler was an important supporter for this event by providing the Institute free of charge for the month of

August for a large exhibition of paintings and other art work. Six other venues were part of the trail which led people through Gawler as they appreciated the work of a wide variety of artists. In conjunction with this we had our monthly competition on the website which people could enter, the winner of which was to provide proof of having visited a minimum of 4 art displays by presenting the stamped brochure and map. In addition one of the artists provided a prize for the visitors' choice of picture which was further incentive to consider the range of exhibitors.

The inaugural Gawler Jazz Festival was the largest undertaking by the Board and provided a weekend of Jazz at 11 venues throughout the town. The event received wide social media coverage and brought visitors to the town who stayed the weekend and visited many of the venues. It was very successful for the participating venues and it is anticipated that next year there will be many more involved.

### III. Hero Building/ Renew

We have also been working with a local business owner to develop our first "Hero Building" as a showcase for the heritage buildings in Gawler. We facilitated the application for a Heritage Grant towards the refurbishment of the building and we are in the final stages of arranging the work to be undertaken. It is hoped this will encourage other building owners to improve the appearance of the buildings. We have put together an information kit to assist other building owners to apply for grants available to them to update heritage buildings.



One of the speakers the April MainstreetSA Conference was the founder of Renew Newcastle, who gave a good insight into how Newcastle revived an ailing city centre. We had already undertaken our own Renew project which saw us put art works in the windows of vacant shops so that colour and interest were maintained. The displays were changed on a monthly basis and provided the opportunity for work by local artists to be seen by a wider audience. A side effect of this was less vandalism of vacant buildings which was an unexpected bonus.

## Objective 2- Providing Marketing Support & Training Opportunities for Gawler Business People

In line with the goal of helping businesses grow through relevant and up to date information we have held a number of training programs.

### I. **Martin Grunstein**

Our first guest speaker was Martin Grunstein, a marketing expert from Sydney who was very well received by those attending the evening. He offered a free 12 month mentorship via email to any business which attended and had a 35% uptake which was very encouraging. He said he usually only gets about 6% uptake of the offer. Martin has continued to assist by supplying copy for our business newsletter and blog on a monthly basis.



Martin Gruntsein addressed Gawler businesses in May 2013

### II. **Michael Kies Sales Training**

A sales and customer service training course was provided for any business and their staff to attend a 6 session course over 12 weeks. It was conducted by Michael Kies and again was well received by those attending.

### III. Visual Merchandising and Business Management

The third training program was a merchandising and retail training course conducted by Sarah Davies and Lorraine Thornton. Sarah then worked with selected main street businesses to prepare for the coming Christmas period. Sarah also offered a one-on-one consultation with any business wanting to get some ideas on presentation and display in readiness for Christmas sales.

### Objective 3- Effective Communication with Businesses including Opportunities for Proprietors to Provide Feedback

In addition to business training and networking functions provided to business owners, members of the Board have attended networking functions and David West has been a guest speaker to the Board to help us develop ideas we can implement in Gawler. We encouraged business owners to attend the Mainstreet SA Conference in April and sent one Board member and one business owner as representatives of the Board. They reported back to the Board on the inspiring speakers and workshops and offered ideas that would benefit Gawler.

### Objective 4- Managing our Corporate Responsibilities

A strong relationship has developed with the Town of Gawler, with a regular monthly meeting with the CEO Henry Inat to discuss issues of import to both the businesses and the council. We are developing a strong collaborative approach to many of the issues facing the town and the region. This includes also being more involved with the work of Regional Development Australia. Workshops, breakfasts and events have been attended by members of the Board and our Business Liaison Officer. Discussions with the CEO Ann Moroney have been useful in defining greater awareness of projects available to Gawler and the opportunities to obtain grant money to further projects we are developing. Our involvement with Mainstreet SA has been of benefit with good advice and opportunities to try different ideas to build a more vibrant business centre in Gawler.

I would like to pay tribute the Board members who have been very involved and, in some cases, quite courageous, in their determination to assist their fellow business owners. Thank you to all who served on the Board this year for their commitment and enthusiasm. It has been a privilege and an honour to serve as your Chair this year and I think we can look back on a year of achievement in promoting this beautiful town and the business community serving the area.

Louise Drummond

Chairperson GBDG

**INCOME AND EXPENSES**  
**Gawler Business Development Group Inc**  
**July 2012 to June 2013**

	<b>2012/13</b>	<b>2011/12</b>
<b>Income</b>		
Council Receipts	\$167,776	\$170,471
Interest Income	\$1,032	\$1,096
Other Revenue	\$1,574	
<b>Total Income</b>	<b>\$170,382</b>	<b>\$171,567</b>
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<b>Less Operating Expenses</b>		
Accountant	\$655	\$114
Advertising		\$8,500
Advertising - Fathers Day	\$2,364	
Bank Fees	\$52	\$21
Conference	\$293	
Executive Officer - Colin		\$22,046
Executive Officer - Sigrid	\$51,344	\$9,968
Fathers Day Promotion - other expenses	\$2,364	\$1,496
Fathers Day Promotion prizes	\$400	\$5,000
General Expenses	\$5,355	
Graphic Design	\$2,796	
Hire of venue	\$761	\$1,322
Speaker	\$5,030	
Insurance	\$2,835	\$2,434
Membership	\$627	
Office Expenses	\$617	\$340
PBM - Fathers Day	\$6,375	\$4,604
PBM - Mothers Day promotion	\$323	\$17,065
PBM - other	\$1,393	\$23,527
PBM - Website	\$4,310	\$24,917
PBM - Xmas promotion		\$5,930
Mothers Day promotion - other		\$3,182
Postage, Printing & Stationery	\$2,818	\$695
Training	\$90	
Xmas Promotion	\$2,336	\$240
Xmas Prize	\$1,000	\$5,000
Monthly Promotion	\$12,209	
Monthly Prize	\$2,500	
Website	\$5,038	
<b>Total Operating Expenses</b>	<b>\$113,883</b>	<b>\$136,401</b>
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<b>Net Operating Surplus</b>	<b>\$56,499</b>	<b>\$35,166</b>
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Bank Account @ 30/6/13	\$106,809.67	
less outstanding cheques	\$935.00 <sup>165</sup>	
<b>Cash Available</b>	<b>\$105,874.67</b>	