



Gawler Business Development Group Inc.

Annual Report 2011-12

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1. The First Year

The Gawler Business Development Group Inc. (GBDG) has made the transition from a Section 42 of the Town of Gawler to an Incorporated Body (under The Associations Incorporations Act 1985). The first year of operation as an Incorporated Body has been a very successful and progressive one.

The GBDG continues to be financed by businesses (operating from commercial premises) paying the **Marketing Levy**, which is collected by the Town of Gawler and paid to the GBDG on a quarterly basis. Expenditure of funds is determined by the **GBDG Annual Business Plan** comprising;

- i. Marketing including 'Shop Local' campaigns and www.gawler.org.au Online Gawler Business Directory, to increase sales and business activity in Gawler
- ii. Providing marketing support and training opportunities for Gawler business people
- iii. Effective communication with businesses including opportunities for proprietors to provide feedback
- iv. Administration/ Managing our corporate responsibilities

The primary objectives of the GBDG remain consistent and are;

- i. Promote the Gawler business precinct beyond the scope of any individual business
- ii. To support and encourage the economic viability of Gawler businesses by increasing customer numbers, sales and profitability
- iii. To represent the interests of the Gawler business community



2. Challenges & Achievements

With the experienced guidance of Chair, Tony Harnett of the Kingsford Hotel and nine (9) new Board members the GBDG has undertaken;

- i. The appointment of a CEO/ Business Liaison Officer to undertake the administration and co-ordination of activities of the Group. Sigrid Murljacic was appointed to the position of Business Liaison Officer in February 2012 after the former Chief Executive Officer, Colin Cameron resigned.
- ii. Opposing the introduction of Commercial Differential Rates which replaced the town centre Car Park Levy (and has resulted in increases of approximately 30% to businesses outside the CBD, despite a drop in valuations). A 350 signature business petition was presented to council in opposition to the differential rating strategy and a special town meeting to inform businesses was held on the 15th February 2012.
- iii. Father's Day, Mother's Day and Christmas campaigns were conducted with the assistance of marketing consultants Baker Marketing. The campaigns saw banners in Murray St., newspaper advertisements, competitions and prizes to encourage the target market **Sarah** (local female, 35-55yrs, works part time and has children) to 'Shop Locally'.
- iv. A re-assessment of the marketing strategy, from a retail focus to one more inclusive of service providers. This has been primarily achieved by creating the 'On-line Gawler Business Directory' www.gawler.org.au, which will list some 400 local Gawler businesses (paying the Marketing Levy) and their contact details, location, hours of trade and products and services. The promotion of all GDBG members will enhance the ability of **Sarah** to find what she needs.
- v. Rebranding of 'Gawler Gold' occurred in conjunction with the Incorporation of the GBDG to support the new identity of the Group. The new brand **Gawler** and the Gawler Online Business Directory was launched in April 2012. The symbol of the three (3) shopping bags accompanied by 'Gawler' illustrates the concept of **Shop Gawler**, shop locally.



- vi. Relationships with Regional Development Australia Barossa (RDAB) has enabled the promotion of educational courses to businesses via email and the business blog www.gawler.org.au/gbdg
- vii. With the appointment of Business Liaison Officer Sigrid Murljadic communication to GBDG members has greatly improved with regular visits, emails, business blogs, and Facebook posts.

The GBDG's focus on providing a platform for Gawler businesses to be found on the web or via Google is seen as priority in an ever changing and evolving world of technology. This year the GBDG Board has embraced web technology, producing new consumer and business websites (linked), Facebook, blogging and Mail Chimp as methods of communicating with **Sarah** and businesses. Businesses details are listed on the consumer website for **Sarah** to access, while GBDG news and information are posted to blogs on the business site www.gawler.org.au/gbdg.

While the establishment of the new consumer and business websites have been costly, in the long term, promoting Gawler businesses to consumers and communicating with the Gawler business community will become more instantaneous and cost effective. Utilising web related features such as blogs, Facebook and databases have already resulted in more frequent and improved communication with both consumers and Gawler businesses and their ability to provide feedback.



3. Financial Report

Profit & Loss
Gawler Business Development Group Inc
 1 July 2011 to 30 June 2012

| | |
|--|---------------------|
| Income | |
| Council Receipts | \$102,750.00 |
| Council Receipts - carry over from 2010/11 | \$67,721.38 |
| Interest Income | \$1,095.47 |
| Total Income | \$171,566.85 |
| <hr/> | |
| Less Operating Expenses | |
| Accountant | \$113.64 |
| Advertising | \$8,500.30 |
| Bank Fees | \$21.00 |
| Executive Officer - Colin | \$22,046.23 |
| Executive Officer - Sigrid | \$9,967.85 |
| Fathers Day Promotion - other expenses | \$1,495.85 |
| Fathers Day Promotion prizes | \$5,000.00 |
| Hire of venue | \$1,322.74 |
| Insurance | \$2,433.64 |
| Mothers Day Promotion - other expenses | \$3,181.82 |
| Office Expenses | \$340.15 |
| PBM - Fathers Day | \$4,603.64 |
| PBM - Mothers Day promotion | \$17,064.96 |
| PBM - other | \$23,526.90 |
| PBM - Website | \$24,916.61 |
| PBM - Xmas promotion | \$5,930.42 |
| Printing & Stationery | \$695.27 |
| Xmas Promotion - other expenses | \$240.00 |
| Xmas Promotion prizes | \$5,000.00 |
| Total Operating Expenses | \$136,401.02 |
| <hr/> | |
| Net Profit | \$35,165.83 |
| <hr/> | |
| GST Movements | |
| GST Inputs | -\$10,433.38 |
| GST Outputs | \$17,047.00 |
| Net GST Payable | \$6,613.62 |
| <hr/> | |
| Net Cash Position | |
| Cash at Bank @ 30 June 2012 | \$58,195.23 |
| less outstanding cheques | \$16,261.80 |
| less GST payable | \$6,613.62 |
| NET CASH AVAILABLE | \$35,319.81 |

4. Audit Report



Established 1977

11 September, 2012

RECEIVED
14/9/12

*Fellow of the Institute of Public Accountants
Fellow of the National Tax Association
Member of Australian Institute of Company Accountants*

~ Recognised Professional Accountant
~ Registered
~ Body Corporate Manager
~ Licensed Real Estate Agents

GAWLER BUSINESS DEVELOPMENT GROUP INC.
PO BOX 402
GAWLER SA 5118

Dear Sir/Madam,

RE: AUDIT OF GAWLER BUSINESS DEVELOPMENT GROUP INC.

You will be pleased to know that we have now completed the audit for the Gawler Business Development Group Inc. to allow for the lodgement of the Annual GST Report for the period ending 30/6/2012.

Subject to qualification, I am satisfied that the accounts are drawn up so as to present fairly:

- a) the results of the Group's activities for the Annual BAS period ended 30 June 2012;
- b) the financial State of the Group as at the end of the Group's financial year; and
- c) are in accordance with applicable Accounting Standards and the Association's Incorporated Act 1985.

I have obtained all information and explanation required from the Gawler Business Development Group Inc.

Please find attached our account for the audit, and if you have any queries or questions, please don't hesitate to contact me.

Regards,

.....
PAULINE R MURRAY.

All correspondence to Head Office: 17 Cowan Street, PO Box 351, Gawler, SA 5118
Telephone (08) 8522 3800 Fax: (08) 8522 3299

www.paulinermurray.com.au

Offices also at Wallaroo, Burra, Whyalla, Port Pirie, Roxby Downs, Murray Bridge,
Mount Gambier and Millicent. Visiting Port Lincoln
ABN 86 050 167 032 ACN 050 167 032

5. Board Members 2011-12

| | | |
|--------------|-------------------|------------------------------|
| Chairperson | Tony Harnett | The Kingsford Hotel |
| Deputy Chair | Stephen Arthur | BDO |
| Secretary | Margie Betts | The Bunyip |
| Treasurer | Peter Caddy | Symes Accountants |
| | Steven Clark | Steven M Clark P/L |
| | Annette Broughton | The Helium House |
| | Mick Tucker | Mick's Motorcycles Gawler |
| | Greg Matz | Mensland |
| | Trevor Gent | Gawler Bearings & I.S |
| | Kate Sutherland | Main North Road Vet Service |
| | Susan Carter | Target |
| | Louise Drummond | Personal Touch Home Cleaning |
| | Scott Fraser | Town of Gawler |

6. Consultants

Marketing-

Patrick Baker & Josie Hodge
Baker Marketing
5/ 26 Stirling St.
Thebarton SA 5031
M: 0419 806 671

Auditor-

Pauline R Murray
Pauline R Murray Accountants
17 Cowan St.
Gawler SA 5118
T: 08 8522 3800

Liaison Officer-

Sigrid Murljacic
Indigenous Dreamings
PO Box 1635
Gawler SA 5118
M: 0402 347 920