



Gawler Business Development Group Inc.

2 Year Report

2016/17

2017/18

Gawler Business Development Group Inc.
PO Box 402, Gawler, SA 5118 | www.gawler.org.au | caren@gawler.org.au | ABN: 60 986 486 821
Phone : 0488 440 588

ANNUAL REPORTS AND BUSINESS CASE

This business case has been prepared for the Elected Members and Senior Management of the Town of Gawler in support of the following request to ensure the continuity of the Gawler Business Development Group (GBDG).

- A request for funding in the amount of \$170,600.00 plus GST per annum, increased annually by CPI for a preferred minimum period of 3 years (2019/20, 2020/21, 2021/22)
- Distribution of flyer in with rates notices sent in quarter 1 of each financial year to assist with making residents aware of services available in the Gawler Council region

The Gawler Business Development Group Inc. (GBDG) is an incorporated body duly constituted in accordance with the provisions of the Associations Incorporation Act 1985. The primary objective of the GBDG is to help our constituent business community compete in an increasingly competitive market.

GBDG is committed to improving the viability of current Gawler businesses, promoting the economic benefits of conducting business in Gawler to potential new businesses and assisting all current and intending business to grow through providing services tailored to meet the individual needs of each business.

The GBDG is currently contracted under a funding agreement by the Town of Gawler to deliver services to the business community until 30 June 2019. The listed objectives under that agreement are:

1. To establish and support a structure that assists with raising ongoing funds for the purpose of supporting Town of Gawler business promotions and marketing
2. To promote and market the businesses within the Town of Gawler
3. To develop and adopt strategies to develop, manage, co-ordinate and fund marketing initiatives
4. To support and encourage the economic viability of businesses generally within the Town of Gawler
5. To represent the interests of the business community

In order to achieve these objectives, the GBDG defined key areas and developed initiatives that focussed on projects that are beyond the scope of individual business with the aim of improving repeat loyal customers, increasing customer numbers and enhancing sustainability of local businesses whilst also creating synergies with the vision of the Town of Gawler. *“A liveable, cohesive, active, innovative and sustainable community”*.

The GBDG’s value to its members has been defined around:

1. Business Engagement, Attraction, Marketing, Promotion, Development and Events
2. Business Relations
3. Corporate Responsibilities
4. Promotion of the Gawler region to new businesses and residents
5. Economic Development

The GBDG practices a continuous improvement policy and with continual review of services provided keeps abreast of current trends and promote the benefits of innovative new ideas to its member base.

The addition of new business development workshops and forums along with tailored business advice, (provided by RDA Barossa with a verbal agreement whereby GBDG will supplement financially for additional advisory sessions for businesses where required on a case by case method), plus coaching and mentoring services by GBDG, has added value to the range of services and events offered in previous years with demonstrable improvements and benefits to businesses.

Note* The funding for some of these new business development workshops was derived from an external source leaving the levied funds to be applied to the objectives under the current funding agreement with the Town of Gawler.

1 July 2016 – 30 June 2018 in Review

The GBDG has had a very productive year with numerous new initiatives being implemented and some completed during that period, however, there remain a number of projects to finalise in 2018/19 contributing to a larger than expected carry over figure in the current financials.

New Initiatives completed/implemented and ongoing:

Gawler Business Expo

- Build or grow business networks
- Engage with and learn from highly regarded guest speakers from a variety of business speciality backgrounds
- Showcase their products and/or services
- Showcase the region
- Engage with and learn from representatives from Government Departments and Financial Institutions

Plus, also provided businesses with a marketing tool to add to websites and social media platforms (expo video and interviews)

The Gawler Business Expo also informed the residents of the local region of businesses that they may not have previously known existed in the region. The benefits of the expo are numerous, and the high volume of marketing platforms used to showcase the event gave businesses exposure that they could not have afforded to do as individual business.

Successful build and launch of the new GBDG website. The previous website had a high number of hits of up to 500 a day, with people looking for information about both businesses and events in Gawler but the sight was not “attractive” and was outdated using tools that did not deliver what today's tech savvy consumer demands.

The new GBDG website features more detail about each business the GBDG represents, and the ability for any business to include much more information and gallery images on their page, effectively giving every business a “mini site”, which is particularly helpful for those with little to no web presence presently. The site shows where visitors to the town can park for easy access to the businesses they want to visit and provides clear information on the products and services offered plus the trading hours. Events throughout the area, from entertainment to business education and community information, are showcased in more detail and venues hosting such events are also highlighted.

All this being delivered with an ability for the user to search in any number of ways, depending on how they are used to accessing their information. There is much to discover about the businesses and services available in the region. Locals will be assured of finding something on the new site they had no idea existed in the area. For those outside the district, presenting what Gawler has to offer in more detail and in a modern, clean and image rich way will attract them to visit, discover the richness of diversity and heritage Gawler has to offer and maybe encourage visitors to consider making it their home. By using the Facebook pages in conjunction with the website to promote the town and businesses we have achieved a significant increase in providing information to both the Business and Resident Community.

ACT Customer Relationship Management System

Successful implementation of a CRM that enables GBDG to clearly list all businesses in the region whether they be based in commercial spaces, home based or mobile and record useful data and statistics which can be used for producing reports for the region. ACT records business details including business name, address, owner, contact details, business structure, council region, ABN/ACN, ANZIC, Number of staff and employment status, ages and gender of staff and employers, annual turnover, establishment date, and notes on engagements e.g. which events, workshops or forums they attend and areas of assistance given e.g. business advisory sessions with RDA, liaison with Council.

This system enables us to capture vital information on how local business are tracking and potential areas for further assistance and soon this system will enable us to develop reports on all aspects of the region's businesses, assist with validating claims made in future funding applications, and report on the trends in business in the region for past periods which will give valuable insights for engaging and attracting new business.

Increasing Number of Businesses with Websites

Successful implementation and completion of “Build Your Own Website” programs. Discussions with local business owners identified that a large number had little or no online/digital presence and in a world where online transactions and engagement is growing at a rapid rate it is vital that every business has some form of online presence. This program not only taught business owners how to build their websites but how to manage and maintain them and in most cases introduced them to the world of e-commerce by adding an online shop to their business. As a result, 13 new businesses have increased their customer base, grown income and increased their reach.

Increasing Number of Businesses with Social Media Presence –

- Build a Business Facebook Page,
- Understand “insights” and how to apply improvement strategies.

15 Businesses attended and built their own business facebook pages during the program and developed skills to add posts designed to make “scrollers” stop and read. The importance of regular, relevant posting was discussed and how to interpret the insights and make amendments to increase insights.

Increase Marketing Potential of Businesses

Successful delivery of a 5-week marketing program that provided business owners with useful and easy to implement options to successfully market their business services via sound marketing campaigns/plans that were not cost prohibitive. The new marketing skills gained will be able to be applied to social media platforms, websites and other platforms.

Increase Networking Opportunities for Businesses

A number of opportunities were provided for local businesses to grow their business network, increase customer base and broaden their brands during 2017/18 via Business Breakfasts, Business Lunches and Evening Networking Sessions. The number of business owners and managers attending these events is steadily increasing and feedback has identified that all businesses have noted positive outcomes.

Increase viability of local businesses

By providing business development and networking opportunities we can demonstrate an increase in the viability of businesses who have engaged in the opportunities provided.

There are a number of businesses that have increased their viability during this report period by either attending and completing the Profitability Improvement Program or via mentoring and coaching. Improvement to the viability of every business within the region is equally as important as the attraction of new business, hence the reason that GBDG is continually engaging with business owners to identify their needs and issues.

Business Development

In addition to the projects/new initiatives detailed previously, the GBDG has delivered a range of workshops/programs designed to build on the current strengths of the business owners and managers and to provide information to assist them in building more stable and viable businesses.

EVENT	HOST	# OF BUSINESSES
Start Your Own Business	ATO/GBDG	10
Record Keeping Essentials	ATO/GBDG	20
Taxation Essentials	ATO/GBDG	44
Introduction to Supervision	GBDG	20
Employer Essentials	ATO/GBDG	23
Selling Skills for Retailers	GBDG	11
Family Business 101	FBA/GBDG	7
Team Development	GBDG	8
Employing Staff – the practical	GBDG	9
Build Your Own Website – 6-week program	GBDG	8
Facebook for Business	GBDG	35
The 4 P's of Marketing - 5-week program	GBDG	25
Profit Improvement – 6-month program	GBDG	9
Business Fundamentals – 5-week program	GBDG	11
Business Fundamentals Plus – 5-week program	GBDG	5
Make Christmas Count	GBDG	4
Safety for Small Business	GBDG	10
NBN	GBDG	10
Policies and Procedures	GBDG	4
Total Businesses Engaged		273

In addition to the abovementioned workshops/programs GBDG also facilitated 2 forums based on Branding Gawler, what is it that Gawler businesses want the region to be known for and what do they want Gawler to look like in 1, 5 and 10 years' time.

EVENT	HOST	# OF BUSINESSES
Gawler Branding	KIHK Start/ GBDG	34
Total Businesses Engaged		34

GBDG is very keen to encourage local business owners to build a strong network of business and business support allies. It is essential for businesses to develop relationships with other business owners, and associations/bodies that can provide them with assistance and also validation that they are already doing the right things to bring about success for their business.

EVENT	# TIMES EVENT HELD	HOST	# OF BUSINESSES
Business Women's Networking Lunch		GBDG	45
Business Networking Evenings	1	GBDG	34
Gawler Business Expo/Big Sale Event	1	GBDG	109
# of visitors to the Expo/Big Sale Event			415
Jazz Festival	1	GBDG	17
# of visitors to the Jazz Festival (average of 39 per venue)			701
SALA	1	GBDG	11
# of visitors to SALA (average of 16 per venue)			200
China Forum	1	GBDG	1
Total Businesses Engaged		217	217

The GBDG provide assistance to a high number of business owners with many attending multiple development, marketing and networking opportunities.

The GBDG averaged 18.5875 hours per week x 52 weeks in of direct business engagement. (this includes workshop/forum time) Not all short visits to businesses were recorded into the CRM and therefore the actual direct hours of engagement would be higher than listed. Considering the amount of time and effort required to plan, develop and facilitate events, forums, workshops, networking and other events/opportunities, the actual engagement hours are very pleasing. In addition to this there is the daily completion of email and phone interactions, liaison with governing bodies, Councils, and Business Groups, general administrative duties, marketing via social media and the website.

2018/19 and Beyond

GBDG and Town of Gawler

Vision of the Town of Gawler.

“A liveable, cohesive, active, innovative and sustainable community”.

The ongoing viability of the GBDG is critical to assisting with the achievement of several the Town of Gawler’s key economic objectives as articulated in the 2017 – 2027 Community Plan. Current and proposed GBDG services, forums, programs, workshops and events address many of the stated objectives and strategies.

GBDG has worked on developing new, and improving current, strategies for moving forward and via the regular meetings with the Mayor of Gawler, CEO Henry Inat and Senior staff is developing a clearer understanding of the assistance the GBDG is able to provide in respect to achievement of those stated objectives.

The GBDG intends to deliver some services from the new Business Innovation Hub utilising the many valuable resources that will be on hand and working with the hub management, to ensure the hub is an agile working space where businesses collaborate and use digital technologies and solutions to work smarter and grow.

GBDG continues to develop a collaborative relationship with the RDA Barossa and is working towards a formal Statement of Understanding between the 2 associations to ensure a stronger collaborative effort to engage, nurture, guide and develop businesses within the region.

GBDG has successfully built strong alliances with a larger business network including with RDA Barossa, Local Government, State and Federal Government Departments and key employer and business groups near the region. These mutually beneficial relationships will assist with driving both employment and spending growth.

The last 2 years have been a period of growth and ventures into new and exciting areas for GBDG and the businesses of Gawler. GBDG has developed and implemented policies and procedures and good governance practices, is currently developing an updated Constitution and planning to embrace more digital technology and resources that will benefit the business community. The Business Expo will continue to occur annually and GBDG has once again sought feedback on the event to ensure we are providing an event that meets the needs and expectations of the businesses.

Engagement with local business owners and networking with other business associations also provides the GBDG with important information on business trends, areas of concern that may impact on Gawler businesses and potential areas for positive growth. A number of new initiatives are being explored and many are almost ready for implementation in the 2018- 2020 period.

Ongoing Annual Initiatives

The GBDG has, as a part of its ongoing continuous improvement policy, reviewed a number of events and services to determine the value to the business community, the local economy and the residential community. As a result, 2 events have had major changes:

Jazz Festival - The low numbers of attendees and reports from participating businesses of the financial losses incurred has determined the cessation of this festival in the current format. 1 business in particular has hosted the event each year and suffered a minimum of \$2000 - \$3000 loss per year. This is not acceptable and the need to reconsider the viability of the events was critical. This event was also marketed the weekend prior on South Aussie with Cosi, still with little positive impact. The replacement of the Gawler Jazz Festival with a month-long promotion of music entertainment in Gawler has the potential to provide a much more positive result. The new event is listed as point 1 under "New Initiatives".

SALA – This event has been revamped with GBDG now providing marketing services for the venues who are registering as a SALA participant. The lack of a large available space to host an exhibition has meant there is little "traffic" into venues listed on the "Art Trail" and with some of these venues not actually displaying new art, rather they have been leaving the artwork that has been in the venues for many years up on the walls and leaving visitors very disappointed.

Those businesses who did align themselves with an artist and display new artworks then had to deal with complaints from customers that "art trail participants" stood beside their tables to look at art work whilst customers were dining. Once the Institute is once again up and running the SALA event will be revisited and an exhibition organised, however, for 2018 marketing of the registered venues will be the only involvement.

New Initiatives Currently Underway

A raft of new initiatives has been developed, some of which were planned for 2017/18 implementation but now carried over to 2018/19.

Gawler Music Month – replacing the Jazz Festival which has proven to be attractive to only a very small number of people and therefore not delivering the expected results – "attracting new customers to the region and assisting in boosting the local economy". Feedback from businesses participating in the festival has shown that every business either lost money by hosting the festival or at best broke even.

It is for this reason GBDG has decided an approach whereby the entertainment planned by every venue is marketed monthly via the new GBDG website with the addition of a new event "Gawler Music Month". The event will occur throughout the month of November with all businesses offered the opportunity to have their events marketed via the GBDG. This means that no matter what the genre of music, the range of opportunities for exposure is now spread throughout the entire Gawler region rather than focussing on 6 – 8 venues as with the Jazz Festival. The owners/managers of each venue know their clientele and the entertainment they prefer so by participating in the new event they have a much higher potential of attracting new customers to their venue on a regular basis. Some venues may still opt to have a Jazz night during the event period whilst others will be able to market their preferred genre of music, movies, poetry nights, comedy, family fun etc.

Sidewalk Sales – GBDG held discussions with Council staff to identify any WHS and compliance issues to be overcome to enable the Murray Street Traders to participate in 2 sidewalk sale events per year. It is anticipated that these events should coincide with current major events 1. Carols night and 2. Gawler Fringe weekend. All traders in Murray St, and all sides streets connecting to Murray St will be asked to participate in the sidewalk sale events.

GBDG will provide, where required, trestle tables, signage and portable lighting. Traders will offer specially discounted items for sale during the event and GBDG will engage street performers and spruikers to assist in attracting customers to each and every traders stall. GBDG will market via local newspapers, local radio, facebook, websites and letterbox dropping of flyers.

The Permit application have been completed and submitted and upon approval, GBDG will commence engaging businesses to participate in the first event to be held on Saturday 15th December 2018 to coincide with the Gawler Carols event capitalising on the expected large attendance for that event.

Christmas Market – GBDG has completed a Permit application to host a Christmas Market in Apex Park, on Saturday 15th December 2018 coinciding with the Sidewalk Sale and Gawler Carols. The event will attract mostly home based craft businesses to participate and provide another reason for people to come into Gawler early on the Carols Day and do some shopping.

Volunteers from Service Clubs, sporting clubs and community clubs will be engaged to assist with coordination and managing both of these event and also providing these clubs with an opportunity to raise funds through their own market stalls.

Television Commercial – Planning for this project has progressed well and GBDG are now in discussions regarding production, scripting, content and airings. Television is the most successful form of advertising and a commercial provides an opportunity to shine a spotlight on Gawler, what it has to offer on all fronts. The local business community has been approached to advise us of what it feels should be highlighted eg ease of access, family orientated. A grant application is being prepared to assist with funding this campaign and to enable GBDG to engage community and local unemployed to assist with the project. It is the aim of the GBDG to have a group of local unemployed people learn how to write scripts and produce a commercial giving them new skills and confidence as well as adding a local flair to the project.

Social Media and Website Support Program – A number of local businesses now have new websites and social media pages after completing programs with GBDG over the last 12 months and though they have also been shown how to manage those new marketing tools there is still a need for ongoing support and advice. GBDG has engaged 2 contractors to provide assistance to our businesses at no cost to the business for a period of 12 months initially with an option to extend the program if need be. It is expected that as more businesses complete digital workshops around websites and social media marketing the need for support will increase and we envisage this is an area that the Gawler Innovation Hub will contribute to once open.

The GBDG has completed a review and update of the original Constitution which was 7 years old and included outdated information. As such, GBDG now has, “The Rules of the Association” in place and this document provides a clear set of rules for to work within.

New Initiatives in research and planning stage

Gawler Triathlon – Gawler has a very large number of younger families living in the region and as such many of the children and parents are engaging in sporting activities. This is certainly a key area of growth and it is imperative that Gawler is able to provide not only business services but also community activities that will keep people living, working and playing in Gawler. With this in mind GBDG is in discussions with sporting associations and sports related businesses to identify areas whereby GBDG can ensure this sector of business can continue to thrive in the region.

The majority of events in the past have mostly assisted hospitality, accommodation/venue hire based businesses and general retail. It is important that all business sectors are considered when planning events and the inclusion of a sports/activity-based event will ensure that some of the specialty retailers benefit. A triathlon incorporates swimming, cycling and running and thus opens up opportunities for retailers of equipment and clothing for these activities to be involved at some level. A triathlon would also attract participants and spectators from numerous regions bringing foot traffic and income to the town. Local sporting clubs/associations and the Gawler Swimming Centre would also benefit from the event. As this event would need to be supported by a major association, discussion has commenced with Triathlon SA with the view to the event being able to be supported by that association and listed as a Triathlon SA event. An event such as this will require thorough planning and GBDG will work with Tom and Michael Zorich, local cycling associations and Council to determine the viability of an event being held in Gawler early 2019 or 2020.

Ongoing Services

The GBDG will continue providing the following services:

1. Establish and support a structure that assists with raising ongoing funds for the purpose of supporting Town of Gawler business promotions and marketing
2. Promote and market the businesses within the Town of Gawler
3. Develop and adopt strategies to develop, manage, co-ordinate and fund marketing initiatives
4. Support and encourage the economic viability of businesses generally within the Town of Gawler
5. Represent the interests of the business community
6. Continue engaging with and assisting intending, new and established businesses whether they be home based, mobile or bricks and mortar based
7. Engage more with home based and mobile businesses with a view to assisting growth and stability and potentially increasing employment opportunities within the region
8. Provide business advisory services, (RDA B2B program to be supplemented with funding for GBDG members), business development and networking
9. Promoting Gawler as a Business Centre
10. Supporting the Gawler Fringe Festival Event, and numerous Community events including: Gawler Carols, Change Music Festival, Festival of Words, Sporting Club Special Events, Services Clubs Events and more.

With the addition of the following:

1. New initiatives previously listed
2. Partner with Council, Innovation Hub Management, RDA Barossa and State/Federal Government bodies on specified projects to drive a strong local economy
3. Collaborate with Council and Inabox to deliver some relevant services from the Business Innovation Hub and promote the benefits of the facility to the business community
4. Seek external funding to support further programs, exhibitions and events that will drive increased foot traffic into the region
5. Increased collaboration and engagement of services from Community and Sporting Groups (e.g. Gawler Broadcasting, Barossa Radio)

Operations Management**Financial Review**

Since April 2018 GBDG has been undergoing a complete Financial Review after it identified that Financial Audits it was advised had been completed, had in fact, not been completed. This led to a complete review of financial record keeping and reporting processes.

The results of this review are that:

1. The carry over figures and therefore the Profit and Loss Statements prepared, were inaccurate.
2. The payment of GST and submission of Business Activity Statements were overdue

Therefore a large proportion of the funds carried over are in fact not funds of the GBDG, but liabilities to the ATO, and cannot be categorised as GBDG funds and have been recorded as liabilities in the Balance Sheet for 2018/19.

All financials have now been fully reviewed and processes implemented to prevent this reoccurring. The GBDG now has expenses and income entered into Accounting software by the Executive Officer, accounts are checked monthly by the Treasurer (a registered bookkeeper) and checked again quarterly by an Accountant who then submits the Business Activity Statements. Annual reports are audited by a Registered Auditor and these reports will be forwarded to Council.

Whilst the cash at bank for 30th June 2018 was \$136,784.36 these funds in addition to the Annual Levied Funds will be expended during 2018/19. Please refer to the Financial Commitment document.

The GBDG Board

A number of new Business representatives nominated as Board Members at the Nov 2017 Annual General Meeting and vacancies that were current after the AGM have now all been filled. It is pleasing to see interest from people, and business sectors, that there has previously not been a representation from, now volunteering their time and energy to be members of the Board of the Gawler Business Development Group Board.

The Board is a group of people all working together towards achieving the common goals with each contributing valuable insight and recommendations to the current and future operations of the group to ensure the continued growth and economic stability of the region.

Gawler is quickly growing a reputation as the place to live, work and play and is one of few local government regions with a vast space of land around it to enable continued population growth and within easy access to the Adelaide CBD and beautiful regional areas. Gawler is not so much a gateway these days, it is becoming a destination and the GBDG looks forward to working with the Town of Gawler for many years to come.

NAME	TERM EXPIRES	BUSINESS	REPRESENTING	TEL	MOB	EMAIL
Louise Drummond (Chair)	Nov 2019	Personal Touch Home Cleaning	Listed Position no region		0427 604 703	chair@gawler.org.au louise@personaltouchhomecleaning.com.au
Gary Iremonger (Deputy)	Nov 2018	Eagle Foundry B&B	Listed Position no region	8522 3808	0408 844 964	deputy@gawler.org.au eaglefoundry@hotmail.com
Tina Robson (Treasurer)	Nov 2018	AMPURTA	Listed Position no region		0418 849 319	treasurer@gawler.org.au trobson@ampurta.com.au
Brittany Beattie (Secretary/Public Officer)	Nov 2019	Gawler & Barossa Jockey Club	Evanston	8522 1801	0417 557 732	secretary@gawler.org.au Brittany.Beattie@gawlerjockeyclub.com.au
Jude McColough	Nov 2019	Back to Beauty	Other		0438 323 949	backtobeauty@bigpond.com
Tania George	Nov 2018	The Kingsford Hotel	Town Centre	8523 5186	0434 814 747	tania@kingsfordhotel.com.au
Alison Eberhard	Nov 2019	Gawler Caravan Park	Other	8522 3805		simonandali@adam.com.au
Gabi Haidar	Nov 2019	Café Sia	Evanston	8522 6990		gaby@cafesia.com.au
Tony Piccolo	Nov 2018	Tony Piccolo MP	Town Centre	8522 2878	0418 846 795	light@parliament.sa.gov.au
Kim Peake	Nov 2019	Kornacraft Sewing Centre	Town Centre	8522 3246	0410 469 044	sales@kornacraft.com.au
Peter Meznar	Nov 2018	P Meznar Consulting	Willaston		0448 023 159	petermeznar@outlook.com
Cr. Kevin Fischer	Nov 2018	Town of Gawler	Council (1yr term) Town Centre		0407 472 373	kevin@kcfischer.com.au
PROXIES		BUSINESS	REPRESENTING			
Dr. Tom Counce		Tony Piccolo MP	Tony Piccolo			Thomas.counce@parliament.sa.gov.au
NON VOTING MEMBERS						
Caren Brougham		Business Liaison & Marketing Coordinator			0488 770 138	caren@gawler.org.au
Shane Bailey		Website Maintenance		8523 1018		shane@bmusic.com.au
Adele Stoakes		Administrative Support				adele@gawler.org.au

GBDG - DRAFT FINANCIAL COMMITMENT 2018/19 (subject to change)

Item	Amount
Carry over June 30, 2018	\$136,784.00
Business Development Levy 2018/19	\$172,591.00
Memberships (Voluntary)	\$ 900.00
Event Income	\$ 2,500.00
Total Funds Available	\$312,775.00
Business Plan Expenditure 2018/19	
Marketing	
- Print media (newspapers, letterbox distribution)	\$ 7,000.00
- Event marketing (radio, digital)	\$ 3,000.00
- Contractor fees	\$ 70,460.00
- Business Expo/Gawler Big Sale Event	\$ 7,000.00
- New Business Attraction	\$ 4,000.00
New Initiatives & Incomplete Projects	
Website & Social Media Support for Business Community	\$ 3,000.00
Television Commercial	\$ 30,000.00
Projects – Xmas Campaigns, Business attraction, Gawler Triathlon, Sidewalk Sales	\$ 20,000.00
Events	
Business Expo/Gawler Big Sale Event	\$ 25,000.00
Networking events	\$ 1,500.00
B2B services (value add to RDA B2B)	\$ 4,000.00
Business Development	
Start Your Own Business Initiatives	\$ 1,000.00
Profit Improvement Program	\$ 24,000.00
Digital Marketing Programs (build your own website, social media, market your business)	\$ 5,000.00
Workshops /activity consultants	\$ 6,000.00
Administration	
Contractor fees	\$ 49,400.00
Insurance	\$ 5,000.00
Audit/Bookkeeper and Accounting fees	\$ 12,000.00
Postage, printing, licences, memberships, admin costs	\$ 5,000.00
Website/IT Maintenance	\$ 4,000.00
Other	
Community Grants /SALA/Music Month	\$ 10,000.00
Business Development Admin, Conferences & Forums	\$ 5,000.00
Total Planned 2018/19 Cash Expenditure	\$ 301,360.00
Estimated surplus at June 30, 2019	\$ 11,415.00