



## **ANNUAL REPORT 2018/19**

**“Your success in business matters to us ”**

## Overview

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 operates under a funding agreement developed in consultation with the Town of Gawler, the GBDG Board and key business leaders in the region.

Under this new agreement the GBDG delivers services and provides assistance to achieve its objectives. The primary objective is to support the members of the GBDG and to promote and market the businesses and economic development of Gawler.

In order to do this GBDG defined key areas and developed initiatives that focus on projects that are beyond the scope of individual business with the aim of:

- providing more marketing opportunities for the businesses
- increasing customer numbers and foot traffic in the region
- enhancing sustainability of local businesses via business development opportunities
- promoting Gawler as a place to conduct business
- growing the awareness of Gawler as a major shopping/business hub
- promoting the ease of access to the Gawler business districts for customers/clients
- whilst also creating synergies with the vision of the Town of Gawler

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

The addition of more business development opportunities via workshops, events and forums along with tailored business advice, (provided by Industry experts and RDA Barossa B2B with a verbal agreement whereby GBDG will supplement financially for additional advisory sessions for businesses where required on a case by case basis), has added value to the range of services and events offered in previous years with demonstrable improvements and benefits to businesses.

## 2018/19 Activities

### Major new initiatives achieved:

#### Television Commercial and Television Segment

The production and editing of the GBDG initiative, “Live, work, play and do business in Gawler” television commercial, was completed May 2019 and airings of the commercial commenced in July with very positive feedback. Businesses reported new customers and visitors to Gawler from areas including Unley, Clare, western suburbs and north eastern suburbs. The Gawler Showcase Television segment aired in June and will air again in 2020.



#### GBDG Welcome Pack

Each new business that comes to the Gawler Council region now receives a welcome pack that provides them with;

- Welcome letter advising the business owner that they have automatic membership as they operate the business from a commercial rate paying premises
- A membership/business details form (to ensure we have the correct details to add the GBDG website business directory and the CRM file)
- Membership benefits
- GBDG services, events, activities and opportunities
- GBDG business card

#### SA Business Conference

The SA Business Conference was another new event for Gawler and an opportunity for business owners, managers, staff and business intenders to hear presentations by entrepreneurs and business leaders from throughout Australia, sharing their journeys to success, discussing best practice and imparting valuable information for attendees to apply in their workplaces. This new event occurred in May with very positive feedback and requests for it to continue each year.

Opportunities were provided throughout the day for attendees to share their own experiences and network with peers in addition to speaking with business support providers, including the ATO, Office of the Small Business Commissioner, BEC Australia, ANZ Bank, Australian Government Departments as well as having advisors present to discuss business loans, employment incentives, commercial tenancy information and business development opportunities.



### Gawler Business Awards

The introduction of the Gawler Business Awards was positively received with customers and clients of local businesses nominating a business for an award. The recipients of the awards were determined by public vote in the following categories:

**Customer Service** – for providing excellence in customer service and amazing experiences had by customers.

**Quality of Products or Services** – for providing products and/or services of a consistently high quality.

**Community Spirit** – for a business that demonstrates a sense of community spirit by its involvement with community



## Activities

GBDG has a schedule of business development and information sharing activities/events planned each month and some of those are planned and delivered in partnership with the Gawler Innovation Hub and/or RDA Barossa. The experience and skills of facilitators who are experts in their fields are used to deliver valuable information to the business owners, managers and staff in the Gawler region.

Date	Event	# Attendees	Comments and Feedback
3 <sup>rd</sup> July 2018	Marketing Workshop	17	Average rating 8/10
9 <sup>th</sup> July 2018	Networking Function	16	Average rating 8/10
Month of August	SALA		n/a
Month of August and September	Build Your Own Website Workshops Series of 5 workshops	WS 1 – 5 WS 2 – 5 WS 3 – 4 WS 4 – 5 WS 5 - 5	Average rating 10/10 Average rating 10/10 Average rating 10/10 Average rating 10/10 Average rating 10/10
26 <sup>th</sup> September	Business Breakfast	38	Average rating 8/10
Month of November	Gawler Music Month	6	
27 <sup>th</sup> November	Tax Essentials Workshop	9	Average rating 8/10
3 <sup>rd</sup> December	Digital Marketing Workshop	13	Average rating 9/10
5 <sup>th</sup> December	Business Breakfast	26	Average rating 7/10
10 <sup>th</sup> December	Christmas Networking	12	Average rating 9/10
15 <sup>th</sup> December	Gawler Christmas Market & Sidewalk Sale	37	33 businesses participated
26 <sup>th</sup> February	Business Breakfast	23	Average rating 8/10
26 <sup>th</sup> March	Email Marketing Workshop	13	Average rating 8/10
30 <sup>th</sup> April	Business Breakfast	29	Average rating 7/10
14 <sup>th</sup> May	Capturing Video & Images with iphone Workshop	9	Average rating 9/10
24 <sup>th</sup> May	SA Business Conference	109	Average rating 8/10
12 <sup>th</sup> June	Pay it Forward Forum	42	Average rating 6/10
17 <sup>th</sup> June	Learning Design with Canva Workshop	9	Average rating 8/10
24 <sup>th</sup> June	Employer Essentials Workshop	14	Average rating 9/10
24 <sup>th</sup> June	Single Touch Payroll	5	Average rating 10/10
25 <sup>th</sup> June	Business Breakfast	35	Average rating 7/10

## Activity Testimonials and Comments

### Gawler Music Month

Event marketing materials: *“Colourful and Concise” “Good”*

Promotion of event: *“Promoted well within the GBDG space (web etc), and street signage” “Good”*

Impact on your business: *“No great change” “Could not identify if increased numbers were as a result of the campaign, but is likely”*

*“Good” “Unknown”*

Should this event continue next year: *"In some form yes. But it needs a stronger identity. There are lots of individual "music events" in Gawler" "Yes"*

#### Suggested Improvements

*"As with all such events, getting people to take notice of any advertisements is hard work. Newspaper ads do not seem to work, yet gig guides, diaries What's On and the like still remain popular, especially among the older set. Social media sometimes works, but seem fleeting and is now so diverse you must cover many platforms"*

*"Radio seems to work, but can be expensive. BBBFM is popular for our nearest full time community radio station"*

*"Perhaps we have reached the stage where only the loudest and boldest attract any attention"*

*"As always the best method is active word-of-mouth referrals"*

*"Persistence is essential to overcoming modern apathy"*

*"I think that as a first event it is difficult to measure its true success. Depending on the cost involved I would suggest doing it again as public awareness of the event may be greater in the second year"*

*"The layout for the brochure was good. Thanks for the opportunity to comment"*

#### **SA Business Conference**

##### Reasons people attended:

Keynote speaker/s	Content of program	Networking opportunities
Business advisors	Gawler Business Awards	Personal development

##### How they heard about event:

GBDG Facebook page,	GBDG website, Facebook ad	Other social media page	Word of mouth referral
GBDG Digital newsletter	Mail out of flyer	Newspaper ad	Banners
Internet ad	Promotion via other organisation	Speaking with Caren from GBDG	
EDMs	Direct email from GBDG		

##### What was most valuable:

Speakers	Networking	Business Advisors	Key Note Speakers
Business Awards	It was all very informative	Opportunity to network and meet others	

*Enjoyed Justin talk*

Will material/info/knowledge be useful in your work/business: Yes

##### WHY?

*"Relocating my business to Gawler I am looking forward to be a part of the 'Pay It Forward' initiative"*

*"Digital Law is so important to know more about"*

*"Pricing for Profit is really interesting"*

*"I hadn't been aware about the necessity of registering trademarks and IP"*

*"Provided overviews in areas that need to be targeted to improve our operations"*

*"Updated my knowledge of current laws"*



Suggest topics would you like to see covered next year:

*"Unsure"      "Customer Service"      "Profit Improvement"      "Cost control measures"      "Marketing tactics"*  
*"Customer service, advertising, marketing your business"      "Due diligence before entering legally binding contracts"*

What presenters/speakers would you like to see next year?

*"Would love to hear Justin Herald speak again but on customer service"      "Steve Davis"*  
*"Philip Arnfield"      "I enjoyed Justin talk very much and would love to hear him talk about customer service"*

What types of business advisors would you like to see at next year's conference?

No comments received

Would you recommend this conference to others?

*"Yes absolutely"      "Absolutely"      "Informative"      "Great Speakers"      "Great Venue"*  
*"Excellent Networking"      "Great for Businesses"      "Yes due to the variety of topics and amount of info covered"*  
*"Very valuable to anyone who is serious about growing their business or wanting to improve their business"*  
*"Keep up the Great Work"      "A fabulous first for Gawler. I look forward to seeing this evolve as a must for all local business"*  
*"Would like to see marketing by staff training providers"*



## Business Coaching

The GBDG has an agreement with RDA Barossa to provide coaching and mentoring services to GBDG members via a coaching referral system. This is a value add to the RDA's B2B program which has limits on the accessibility to coaching for our members. The GBDG has set aside funds in the budget to ensure that where a member requires ongoing coaching or support it can be provided at no, or low cost through GBDG. GBDG also has a panel of experts in fields that the RDA B2B program does not include, and these experts are utilized to also provide coaching and business advise to our members. In addition coaching is also provided by Caren Brougham and Philip Arnfield.

## Contacts Reports

The year from July 1 to June 30 saw a total of 1984 business assists/engagements.

A business assist is each contact with a business where the GBDG provide assistance, advice or information on any aspect of the business, operations, management, marketing, and attendance at forums, workshops etc and/or contact with a business where GBDG has contact with the business owner or staff to discuss any progress, potential issues, upcoming events or to identify areas of need.

Area of Assistance	Number of Assists
Accounting Services	1
Analysis of Business Review	16
ATO	5
Building Your Business	7
Business Development	1
Business Issues Other	13
Business Plan Assistance	8
Business Review	16
Business Support (B2B, GBDG coaching)	6
Buying or Selling a Business	3
Cashflow	40
Continuity Planning	4
Financial Analysis	1
Financial Management Other	1
Financial Review	3
Forums/workshops/events	146
Funding Avenues, Loans and Banking	83
General Advice	6
General Information	48
Goal Setting	7
Governance	6
HR	32
IP, Trademarks, Copyright	80
Leasing & Landlords	2
Legal Services	2
Local Government	1
Marketing	188
Marketing Other	17
Marketing Plan	2
Marketing Plan Assistance	8
Membership Enquiries	6
Mentoring for New Business	99
Networking	229
Planning	2
Profitability	122
Record Keeping	21
Risk Management	87
Sales and Service	103
Social Media	117
Staff Development	33
Start Ups	1
Succession Planning	2
Systems (operational)	104
Systems (policies)	126
Taxation and superannuation	2
Technology	137
Website	40
<b>Total Engagements/Assists</b>	<b>1984</b>



## Business Movement

July

<b>New Business Connections/Enquiries</b> M Mangelsdorf – Home based Accountant Plasma Pen Australia	<b>New Voluntary Memberships</b> Adflex Coatings
<b>Businesses in Crisis, Closed, New or Changes</b> Moving - Making Cents Taxation will be sharing building with Pure Podiatry  Closed – Paws and Relax temporarily closed due to unforeseen circumstances, hopes to be back in August  New – Maxima Employment  New – Coming Soon – Fourth St Veterinary Hospital	

August

<b>New Business Connections/Enquiries</b> Gawler Slice Pizza – requesting assistance with parking issues.  Ruediger Constructions – requesting assistance with lease agreement and training courses for Directors and officers.	<b>New Voluntary Memberships</b> No new members, renewals only
<b>Businesses in Crisis, Closed, New or Changes</b> Possible new business in old Cups n Cakes site, Henley Gifts and Accessories, not been able to make a contact yet, no-one on site, but stock in shop.	

September

<b>New Business Connections/Enquiries</b> Sportspower – T Zorich called to discuss initiatives the GBDG was planning in regard to supporting the retail sector, and requested to attend the next Board meeting Open2View – D Grantham requested assistance to find someone to draw up a Bill of Sale for her Business Gawler Fishing and Outdoors – requested information about the CCTV information session and how to register his attendance for it.	<b>New Voluntary Memberships</b> Blackbird Accountants – seventh Avenue
<b>Businesses in Crisis, Closed, New or Changes</b> Blackbird Accountants - the newly formed practice taking over from the previous firm of Robins Harris Gawler. Contacted them to discuss their membership and to welcome them to Gawler. Mojo Constructions- closed business in Willaston New operators of the Prince Albert Hotel	

October

<b>New Business Connections/Enquiries</b> Geeks On Call Adelaide Rd	<b>New Voluntary Memberships</b> Bean There Drank That (mobile coffee vendor)
<b>Businesses in Crisis, Closed, New or Changes</b> Lees Cakes returns to Gawler on Adelaide Rd	

November

<b>New Business Connections/Enquiries</b> PT Nails Vinnies Thai Massage Brand Outlet Beauty Attractions – Nail Bar	<b>New Voluntary Memberships</b> Nil
<b>Businesses in Crisis, Closed, New or Changes</b> Beauty Attractions – Nail Bar opening December in Gawler Arcade	

December

<b>New Business Connections/Enquiries</b> Guerilla Fight Club – Cowan St Springwood – Euston Rd Beauty Attractions- Gawler Arcade	<b>New Voluntary Memberships</b> Beauty Attractions
<b>Businesses in Crisis, Closed, New or Changes</b> Nil	

January

<b>New Business Connections/Enquiries</b> Adelaide Business Hub – Pt Adelaide Torahod Maui Thai – Gale Rd	<b>New Voluntary Memberships</b> Guerilla Fight Club Torahod Maui Thai – Gale Rd
<b>Businesses in Crisis, Closed, New or Changes</b> Nil	

February

<b>New Business Connections/Enquiries</b> AJ Thai Massage	<b>New Voluntary Memberships</b> Nil
<b>Businesses in Crisis, Closed, New or Changes</b> Play Therapy SA has now taken a role as contractor to Brain Change and no longer in a commercial space.	

March

<b>New Business Connections/Enquiries</b> J Cufone – Startup Shelley - Startup	<b>New Voluntary Memberships</b> Boss Plumbing – Andrews Farm Konnect Heart to Heart and Latvian Décor – Evanston
<b>Businesses in Crisis, Closed, New or Changes</b> Barossa Land Conveyancers moving to Paxton St	

April

<b>New Business Connections/Enquiries</b> Dr N Rutten Cuttin it Loose Hair Off The Couch with Ethan Enchanting Hands Professional Reflexology All in the Buff Nails Gawler and Barossa Technical Services Leading Building and Pest Inspections Gawler	<b>New Voluntary Memberships</b> Dr N Rutten Cuttin it Loose Hair
<b>Businesses in Crisis, Closed, New or Changes</b> Creative Outdoors closed shop front AlTorque Motors Closed Gold Star Hair and Beauty Closed Essence of hair and Beauty – new management and name change Hair on Jacobs	

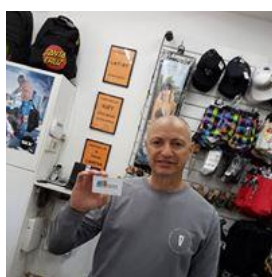
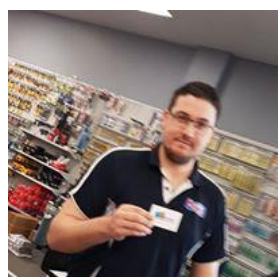
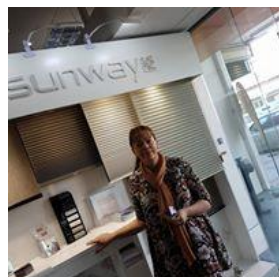
May

<b>New Business Connections/Enquiries</b> Alchemy Café sold, new owner Bernie Bernies Blooms opened next to Alchemy Jims Drones Your Wealthy Life Meghan Made Discovery Holiday Parks Tanunda HL Migration	<b>New Voluntary Memberships</b> Jims Drones Your Wealthy Life Meghan Made Discovery Holiday Parks Tanunda HL Migration
<b>Businesses in Crisis, Closed, New or Changes</b> Nil	

June

<b>New Business Connections/Enquiries</b> Aesthetic Bliss opened Mug Shot Coffee House (Todd St) The Wholesome Living Store (Willaston)	<b>New Voluntary Memberships</b> Kevin Fischer
<b>Businesses in Crisis, Closed, New or Changes</b> The Edit Super Salon closed Prices Bakery closed	

## Out and About with Gawler Businesses



## Marketing

In addition to the facebook marketing activity listed below, the GBDG has made strong headway with the new website. Engagement with each of the different segments within the webpage have increased each month with actual “click rates” growing well. The intent of the GBDG website business directory component is not to grow the engagement but rather to direct the traffic to the websites of the individual businesses that the site visitor has searched for.

In 2018/19 GBDG marketed 25 of its own events plus a large number of member marketing requests for various activities they were holding eg sale events, business news and diversification and achievements/awards. GBDB also provided marketing for the Business Innovation Hub, Town of Gawler and RDA Barossa, service clubs and community events.

GBDG has engaged a consultant to develop a digital marketing strategy to further improve the engagement, size of audience and effectiveness of its marketing campaigns and hopes to have the strategy finalised in the first half of 2020.

**Marketing platforms/mediums used during the period:**

The Bunyip – print media

The Leader – print media

Facebook – digital

You Tube – digital

Twitter – digital

Linkedin – digital

Instagram – digital

GBDG website – digital

Television

Letterbox Drops

**Marketing Activities – GBDG Facebook Page**

<b>Date Range</b>	<b>New Likes</b>	<b>Video Views</b>	<b>Post Reach</b>	<b>Post Engagement</b>
July 2018	19	2035	6202	5310
August 2018	56	2541	13282	5110
September 2018	50	1353	26283	4489
October 2018	40	1522	22158	4754
November 2018	28	866	10729	3191
December 2018	10	754	6216	5121
January 2019	12	698	2450	4767
February 2019	6	1415	11,559	5586
March 2019	17	708	16442	4897
April 2019	3	995	6285	4114
May 2019	15	1206	4734	4617
June 2019	20	2080	5378	4406

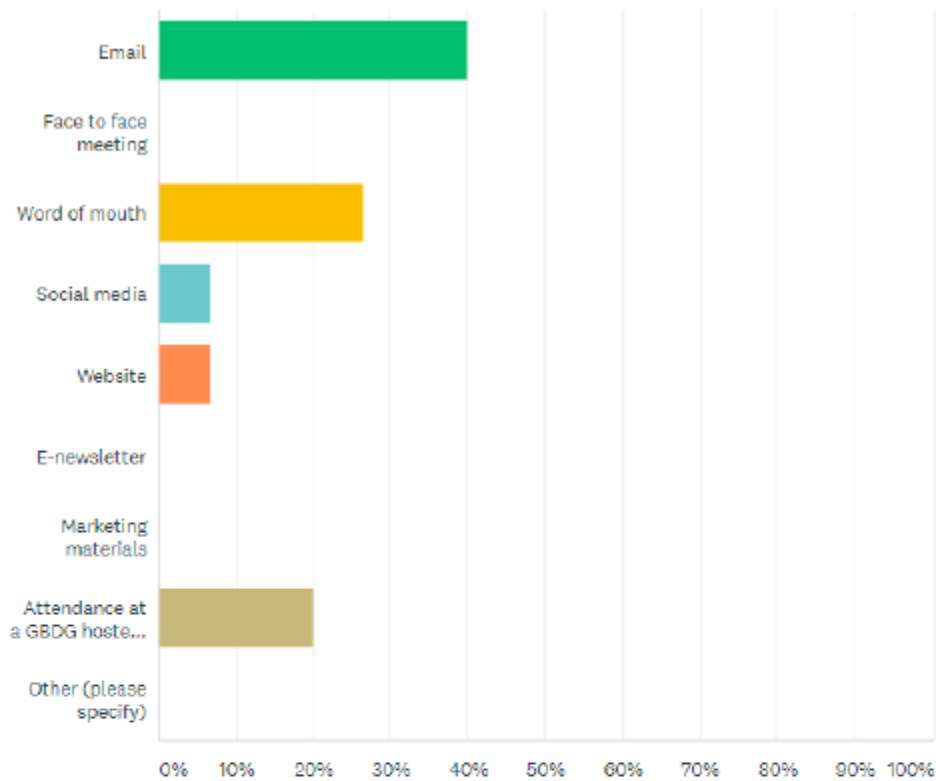
**Annual Member Survey**

Each year GBDG surveys the member base to determine if the Board is delivering what the members are looking for and the effectiveness of what is delivered. As the majority of the members are owner operators who are time poor the response rate to surveys is lower than the Board would like to see with an average of 30% of the 500+ members taking the time to respond.

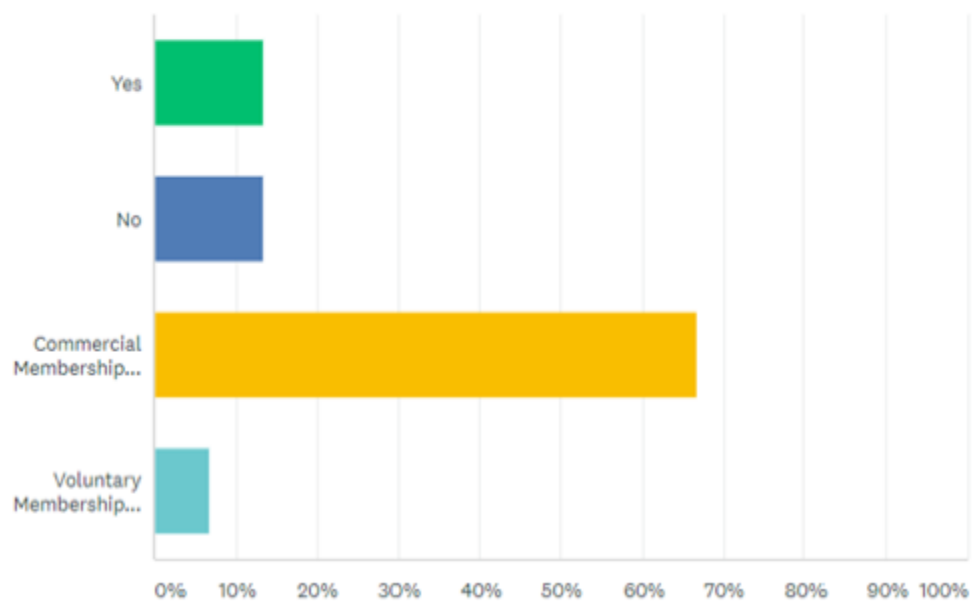
Of those who did respond not all respondents answered every question and therefore this is a critical component of the to be developed, digital marketing strategy.

### Results from member survey 2019

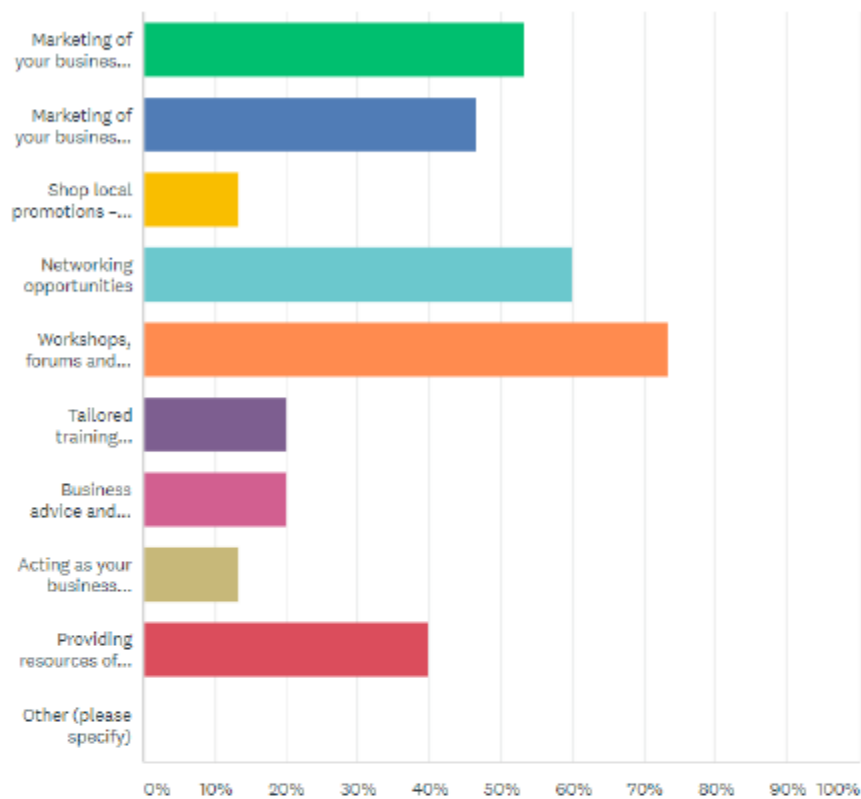
How did you hear about the GBDG?



Are you a member of the Gawler Business Development Group?

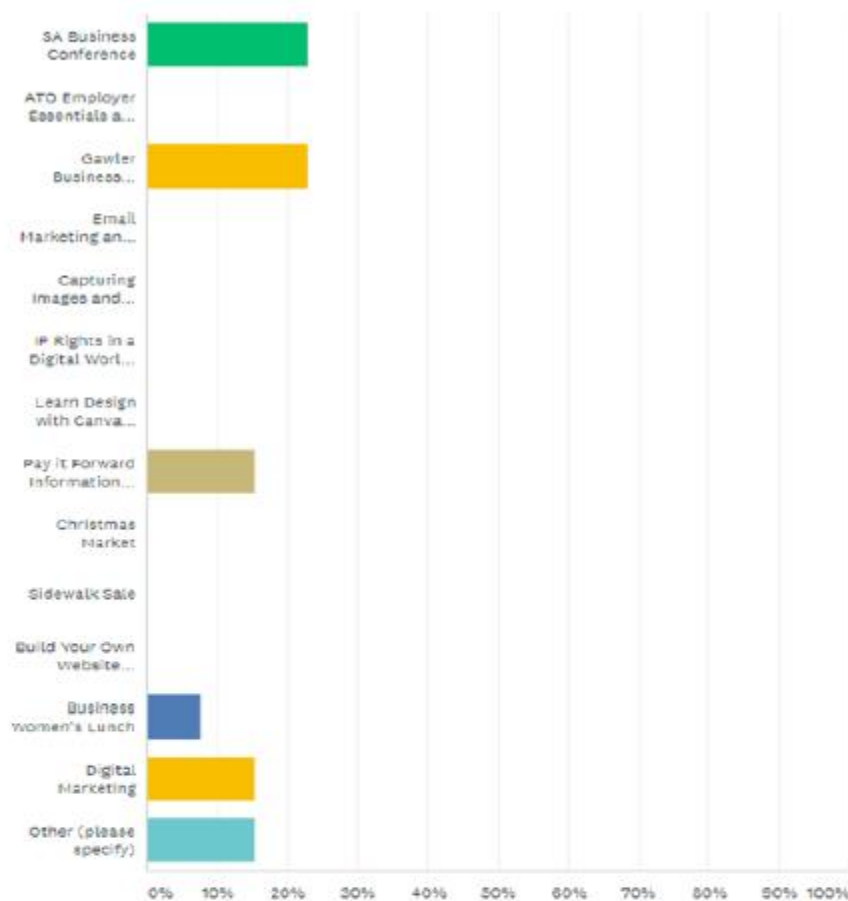


The Gawler Business Development Group provides various marketing and business development opportunities to it's members.What member benefits do you find most valuable?Please tick all that apply





Have you participated in any of our events in the past year? If you have attended more than one listed below, please write all of those you attended in the other section



Other:

Showing 2 responses

☐ Business breakfasts, SA Business Conference, Pay it Forward, Business Women' Lunch

9/19/2019 6:27 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ SA Business conference, Business Breakfasts, Capturing images & videos with your iPhone workshop, IP Rights Workshop, Design with Canva workshop, pay it forward info session, Build your own website workshops, Business Womens lunch, Digital Marketing

8/27/2019 1:27 PM

[View respondent's answers](#)

[Add tags](#) ▼

## What types of events or workshops would you like to see us host in the future?

☐ Self development, Team development, Better business management systems

11/8/2019 3:09 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Keep up the variety of workshops - I don't go to all, but everyone has different priorities.

9/19/2019 6:27 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ A full Community Businesses forum so we can all ask one another why we don't buy from each other. Why do we buy elsewhere, what can we do about it, can we commit to being a community of doing business together instead of just talking about it, what is the future for our business community from the impacts by not buying from one another.

8/28/2019 12:22 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Further networking

8/26/2019 11:20 AM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Similar as in the past

8/28/2019 10:56 AM

[View respondent's answers](#)

[Add tags](#) ▼

☐ I think you have done a great job thus far well done ! No suggestions

8/27/2019 6:14 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Marketing setting up visual display in retail shop

8/27/2019 1:29 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ More digital based workshops around advertising, promotion and how best to utilise which digital space that suits you best.

8/27/2019 1:27 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Retail skills: phone, body language, listening, ticketing

8/27/2019 12:43 PM

[View respondent's answers](#)

[Add tags](#) ▼

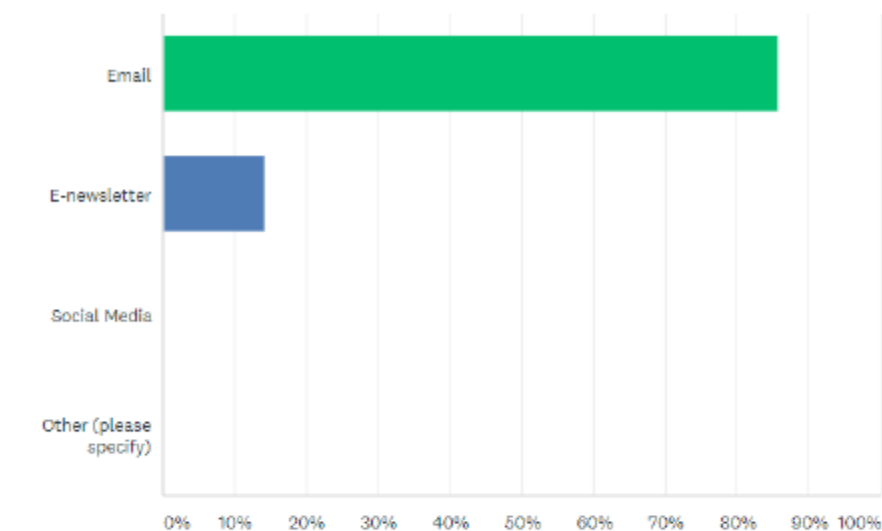
☐ Digital, dealing with government, how to save money

8/19/2019 4:13 PM

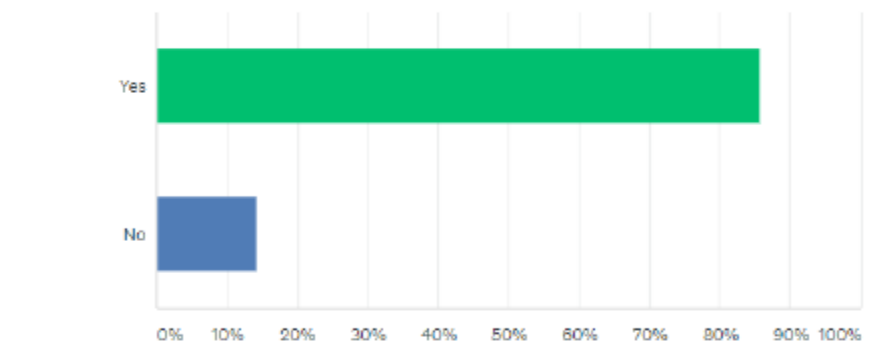
[View respondent's answers](#)

[Add tags](#) ▼

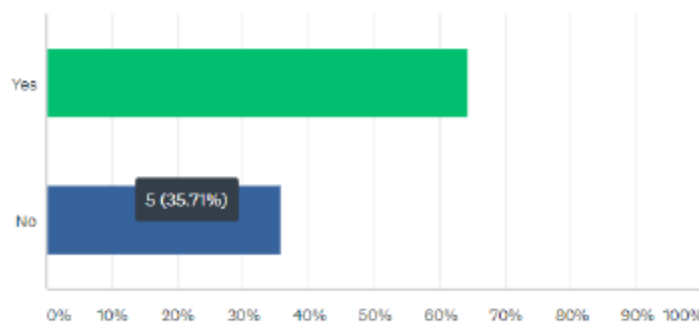
How do you prefer to receive news/announcements from our organisation?



Are you aware that GBDG recently commissioned a television commercial and an episode on South Aussie with Cosi, to showcase the Town of Gawler?



Have you seen the television commercial or the featured episode on South Aussie with Cosi?



Comments:

- ☐ As a general introduction to Gawler it is fine.  
9/19/2019 6:27 PM [View respondent's answers](#) [Add tags](#) ▼
- ☐ It is great to place Gawler on the map by doing these commercials and bring people here, but we still need to look at each other why we do not buy from one another.  
8/28/2019 12:22 PM [View respondent's answers](#) [Add tags](#) ▼
- ☐ Looked great and well organized  
8/28/2019 11:20 AM [View respondent's answers](#) [Add tags](#) ▼
- ☐ Was to focused on the Gawler Main Street  
8/27/2019 6:14 PM [View respondent's answers](#) [Add tags](#) ▼
- ☐ good  
8/27/2019 5:32 PM [View respondent's answers](#) [Add tags](#) ▼
- ☐ Great presentation of Gawler  
8/27/2019 1:29 PM [View respondent's answers](#) [Add tags](#) ▼
- ☐ I think its an amazing space for Gawler to be a part of and it really gives people a fabulous snap shot of what Gawler has to offer these days  
8/27/2019 1:27 PM [View respondent's answers](#) [Add tags](#) ▼

☐ love cosi

8/27/2019 12:17 PM

[View respondent's answers](#)

[Add tags](#) ▼

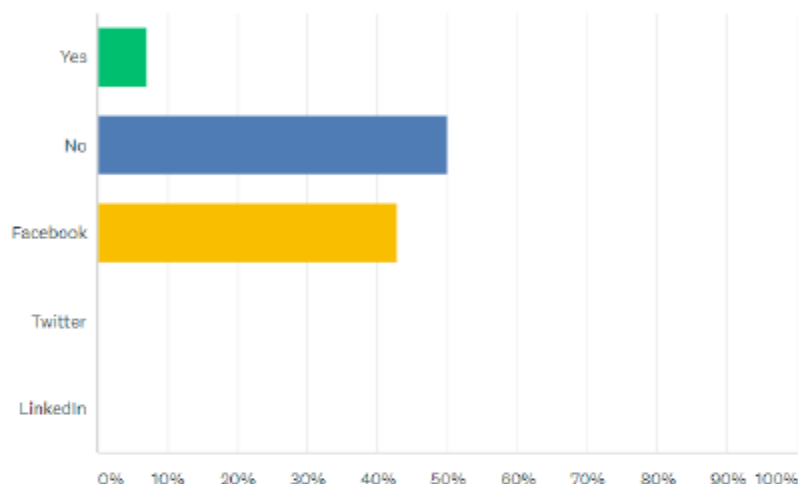
☐ It was great

8/19/2019 4:13 PM

[View respondent's answers](#)

[Add tags](#) ▼

Do you currently follow our organisation on social media? Please tick any that apply



What suggestions do you have to help us improve?

☐ Keep on surveying and encouraging feedback - It is the only way to grow

9/19/2019 6:27 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ We need to all share our businesses services, if the price is the issue lets talk about it. Why can we not have a business professional code of doing the business local to give our town prosperity.

8/28/2019 12:22 PM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Nil

8/28/2019 11:20 AM

[View respondent's answers](#)

[Add tags](#) ▼

☐ Doing a great job status quo

8/27/2019 6:14 PM

[View respondent's answers](#)

[Add tags](#) ▼

<input type="checkbox"/>	none	8/27/2019 5:32 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a> ▼
<input type="checkbox"/>	I would love to see more of an emphasis shone on the home-based business' as they are also a large part of the Gawler business sector	8/27/2019 1:27 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a> ▼
<input type="checkbox"/>	copy of meeting summary	8/27/2019 12:43 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a> ▼
<input type="checkbox"/>	Keep it up	8/19/2019 4:13 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags</a> ▼

As a follow up to the results of this survey GBDG is making contact with each respondent to discuss the feedback and suggestions they have provided.



NEWS

## Music month rocking into town

MATTEO GAGLIARDI

GAWLER is set to host musicians of all genres this November, as the Gawler Business Development Group (GBDG) looks to branch out from only bringing in jazz artists to perform locally this year.

After holding the Gawler Jazz Festival every November for the past five years, the GBDG is looking to replace it with the Gawler Music Month in 2018.

GBDG co-ordinator Caren Brougham said the decision was a practical one.

"Jazz, whilst being enjoyable, is a niche genre and draws limited numbers of people into the town," she said.

"The GBDG strives to put on events that will bring as many visitors to the region as possible who will enjoy all that Gawler has to offer whilst they are here, and contribute to the economy of the region."

"The new Gawler Music Month should attract a much wider audience, as each venue in town will

book the bands that they and their patrons wish to hear, and the GBDG will assist with marketing."

The GBDG has put a call-out to all local venues to see if they would like to be a host location for the festival, with free marketing and promotion available for acts they book over November.

"We are hopeful that at least one venue will still offer jazz and maybe other venues could offer hard rock, 50s/60s, rock and roll, country and more," Mrs Brougham said.

Mrs Brougham said the GBDG's promotion of the festival will be extensive.

"There will be radio advertising, print and social media advertising, flyers letter-box dropped to a minimum of 30,000 homes and posts will be shared on numerous websites," she said.

"All of this at no cost to the venues."

Anyone interested in hosting events throughout Gawler Music Month, or assisting the GBDG, is encouraged to contact Mrs Brougham on 0483 440 548, or by emailing [caren@gawler.org.au](mailto:caren@gawler.org.au)



Gawler Business Development Group co-ordinator Caren Brougham (left) and administration officer Adelle Staines are looking forward to hosting Gawler Music Month in November. PHOTO: Matteo Gagliardi

## Music event gets a tune-up

GAWLER is set to host musicians of all genres this November, as the Gawler Business Development Group (GBDG) looks to branch out from only bringing in jazz artists to perform locally this year.

After holding the Gawler Jazz Festival every November for the past five years, the GBDG is looking to replace it with the Gawler Music Month in 2018.

Page 4

**GAWLER MUSIC MONTH**

**NOVEMBER 2018**

**COUNTRY - ROCK - PUB CLASSICS**

**PARTY - POP - LOUNGE - HIP HOP**

**.....SOMETHING FOR EVERYONE.....**

BROUGHT TO YOU BY THE  
GAWLER BUSINESS DEVELOPMENT GROUP

[WWW.GAWLER.ORG.AU](http://WWW.GAWLER.ORG.AU)

Gawler Business Development Group

Gawler

## Clock ticking for Gawler Art Trail 2018 start date

LAURA COLLINS

THE countdown is on for the South Australian Living Artists (SALA) Festival's local event, with the Gawler Art Trail set to launch next Wednesday.

The trail is organised by the Gawler Business Development Group and aims to recognise and promote local artists by encouraging them to display their work at locations across town.

The 2018 event includes a variety of artists, who will exhibit their work in the trail's four designated locations, including Mem-

ber for Light Tony Piccolo's office, Café Nova, Poetic Justice Café and the Gawler Community Gallery.

Gawler Business Development Group co-ordinator Caren Brougham said it's expected this year's trail will excite, with many outstanding exhibitions on offer.

"The SALA Festival is a major event in South Australia, showcasing artworks from a large number of artists with varying artistic styles," she said.

"The month-long festival is an opportunity for people in the region to look at art right here in

their home town, rather than having to travel into Adelaide to visit the art gallery.

"Gawler is very easy for tourists to get to and offers visitors many options for dining and entertainment."

"The Gawler Art Trail is usually well-attended, and contributes to the local economy annually."

Flyers for the Gawler SALA Art Trail are available from the Gawler Visitor Information Centre and local businesses Bmusic, Kornacraft, Forever Lee, Spellbound, K Brereton Showcase Jewellers, Pricess Bakery, Cibo and Zambbrero.

## Business conference coming to town

THE Gawler Business Development Group (GBDG) will host its SA Business Conference this Friday at the Gawler racecourse's Terrace Function Centre in Evanston.

The event is expected to attract plenty of business owners, and will feature a number of guest speakers including Justin Herald, who founded Attitude Clothing.

GBDG business liaison and marketing co-ordinator Caren Brougham said there's been a lot of interest in the lead up to the event.

"We've got about 85 (registered) people attending, we're hoping to hit about 100 by Friday," she said.

"We're starting off in the morning with a welcome from myself, and an overview of the Gawler Business Development Group.

"We have John Dawkins representing (state premier) Steven Marshall.

"We also have two business advisory sessions, they'll be giving advice for free to people there.

"There'll be two sessions on that."

Among the guest speakers are Connexus' Lee Atkinson, who has chosen Gawler for a major project according to Ms Brougham, Kathryn Hawes from Digital Age Lawyers and South Australian small business commissioner John Chapman.

The Gawler Business Award will also be presented.

Today is the last day to get involved – if you wish to register, contact Ms Brougham at [caren@gawler.org.au](mailto:caren@gawler.org.au) or on 0488 440 588.



South Australian small business commissioner John Chapman and Gawler Business Development Group chairperson Louise Drummond are looking forward to the event. PHOTO: Supplied

## SA BUSINESS CONFERENCE 2019



INSPIRATION - CONNECTION - INNOVATION

24TH MAY 2019

TERRACE FUNCTION CENTRE  
51 BARNET RD, EVANSTON

Brought to you by The Gawler Business Development Group

Presentations by entrepreneurs and business leaders from throughout Australia.

A select panel of business support providers and advisors will be available for consultation, on business loans, employment incentives, funding opportunities, commercial tenancy, business development and much more.

Opportunities are provided throughout the day to share your own experiences and to network with peers.

There will also be a presentation ceremony to winners of the Gawler Business Awards.

More information available at [www.gawler.org.au](http://www.gawler.org.au) or the registration link below

Registration essential:

<http://e.mybookingmanager.com/E23194616131301>



### FEATURED SPEAKERS



JUSTIN HERALD  
ATTITUDE, INC.



PHILIP ARNFELD  
BUILD A BETTER BUSINESS



KATHERINE HAWES  
DIGITAL AGE LAWYERS



RAFFI STOMACI  
TECHNOLOGY CONSULTANT



VICTOR HILLIARD  
BUSINESS SA



JOHN CHAPMAN  
SMALL BUSINESS COMMISSIONER

## VOTE NOW!

For your choice of best business in Gawler

Do you know a Town of Gawler business that you think deserves to be recognised at the 2019 SA Business Conference? Then nominate them for the Gawler Business Awards now!

Go to [www.gawler.org.au](http://www.gawler.org.au) to have your say

Voting closes 10th May 2019





## Mullighan challenges Knoll on rail electrification

GRADY HUDD

FORMER State Transport and Infrastructure Minister Stephen Mullighan has taken a swipe at his successor, Liberal MP Stephan Knoll, for being "a little bit over-enthusiastic in claiming all the credit" for seeing the Gawler rail line electrification project come to fruition.

Mr Knoll, who took over the portfolio when his party won government in March, last week said one of the first things he did as minister was "go to Canberra and fight" for the \$220 million of federal funding required to make the project a reality.

That money has since been included in the Liberals' 2018/19 State Budget, which was released last fortnight.

However, during a visit to Gawler on Thursday, arranged by local MP Tony Piccolo, Mr Mullighan, who is now the Shadow Treasurer, said the project would already have been completed had funding not been removed by the Federal Coalition Government in 2013.

"It's great news for Gawler that the entire electrification project is happening," Mr Mullighan said.

"This is a project that we've been pushing for nearly 10 years, and we've already seen the success of the Seaford rail electrification."

"We had funding which was committed by the former Federal Labor Government under Anthony Albanese when he was Infrastructure Minister, which only weeks later after the 2013 federal election was then cut."

"This is part of the problem of politics being played at the federal level with public transport funding – this project should've been up and running by now, it should have been delivered, but for the toing and froing we've had with the Federal Liberal Government."

"Now it seems that because the Federal Government is on the ropes, finally they can open the purse strings for these important projects."



Gawler Business Development Group chairperson Louise Drummond (left), Shadow Treasurer Stephen Mullighan, Member for Light Tony Piccolo and Gawler Business Development Group treasurer Tina Robson following Thursday's budget briefing at Cafe Nova. PHOTO: Grady Hudd

When announcing the federal funds had been secured for the project in the budget, Mr Knoll took aim at Labor for its handling of the project while in government.

"Commonwealth funding for this project was not secured by Labor and is another example of the new Marshall Government cleaning up the mess that Labor left behind," he said.

"By electrifying the entire Gawler line, the State Government is delivering a faster, safer and better service for the tens of thousands of South Australians who use this service every day."

### Regional health ignored

Mr Mullighan then doubled down on his criticism of Mr Knoll, targeting the Marshall Government's decision to spend much of its hospital funding in metropolitan Adelaide. As detailed in *The Burnip* last week, the Liberals have allocated \$1.2 billion towards

improving health services across the state, with Modbury (\$23m), Noarlunga (\$14.5m), The Queen Elizabeth (\$9.9m) and The Women's and Children's (\$5.3m) hospitals all benefiting.

Mr Knoll, at the time, said improving metropolitan hospitals would help alleviate strain on regional services such as Gawler, despite it not getting any direct State Government funding.

"Stephen has been promoting the need to invest in hospitals in this region ever since he became a member of parliament, and the first opportunity he's had to actually fund those services he's missed in the State Budget," Mr Mullighan said.

"So, I think he can try and spin it as though they're putting more money into metro hospitals which will benefit regional communities, but he really should have taken this opportunity to deliver on what he has been promising for the last four years."

## All you need in one location

LOCATED in the heart of Gawler, Murray Street brings some of the town's most vital services to one convenient place.

Servicing Gawler locals since the town's inception, the iconic street is now a one-stop shop for fashion, food and essential services.

Gawler Business Development Group (GDBG) marketing co-ordinator Caren Brougham said the precinct is preparing to be as busy as ever.

"Murray Street is teeming with old-world charm and touches of new building trends that complement each other," she said.

"Once the construction works in Murray Street are completed there will very much be a new vibe in the area."

"Not only will the street look refreshed, but the new Civic Centre will also attract more people to the region."

There is something for

everyone on Murray Street, with businesses such as the P/A Hotel, Feast on Murray, Zambroo Gawler and the Gawler Palace Chinese Restaurant offering a range of different cuisines.

Similarly, Floor to Ceiling Interiors, Gawler Dental Clinic, MGA Insurance Brokers and Reminisce Photography are just a glimpse of the many other services on offer to locals, or those travelling through the town.

"Having a great mix of different business types helps to bring foot traffic into the area and this provides opportunities for all businesses, new and existing, to encourage that foot traffic into their premises," Ms Brougham said.

"Consumers prefer a one-stop-shop type of experience and therefore the more variety and nearby parking we can offer in the region, the more consumers will shop here rather than the larger shopping centres

to our south.

"Shopping locally also contributes to boosting a positive local economy and creates jobs within the region."

Upgrades to the precinct such as the revamp of Essex House have increased the street's appeal, and is one example of the work done by businesses to ensure the street remains as vibrant as ever and maintains a fantastic customer experience.

"(Similarly), the upgrade of the CCTV system will reduce incidences of crime and allow the residents and business community to feel safer when shopping or sightseeing in the town," Ms Brougham said.

"The GDBG is continually striving to assist building owners to improve the premises they own, and for business owners to update window displays regularly to encourage people stop and visit their business."

## Businesses briefed on new CCTV system

SAM BRADBROOK

GAWLER'S new closed-circuit television (CCTV) system was in the spotlight at a briefing between local police, Gawler Council and Gawler business owners at Cafe Nova last Monday night.

The \$210,000 system will cover many business hotspots in the town, including Murray Street and Whitelaw Terrace.

Footage will be stored by Gawler Council and available to police at all times, with vision stored for 31 days at high-definition and a further 29 days in a reduced definition.

The system used by police to review footage will have sensors capable of detecting movement on the footage to identify any late-night disturbances, meaning quicker turnarounds to identify potential suspects.

Gawler Council's team leader of property and procurement Rebecca Howard said at the briefing all enquiries about the footage should go to police, not council.

"We're not here to give the footage out, we own the infrastructure and make sure it's accessible, but we don't break anyone's privacy by giving it out," she said.

"We occasionally get people re-

questing it for car bingles and similar things in the main street."

"Council doesn't like to release the footage and doesn't tend to release the footage unless it comes through the police."

After consultation between Gawler Council and police, licensed venues were identified as hotspots requiring monitoring, with cameras installed with a full view of the Kingsford Hotel, The Golden Fleece hotel and The Exchange hotel on Murray Street.

Mrs Howard said council had already started looking at areas to extend the CCTV system further.

"We will, hopefully, be applying for another grant which will then extend the system even further and allow police and the council better access," she said.

"We met with police and went through extension locations, they did mention High Street, particularly near Calton Road roundabout."

"With the new Civic Centre build we may look at putting cameras there because we have the height to look down on the street."

Questions from business owners at the briefing raised concerns about the ability of police to monitor the CCTV footage effectively in the time of an incident.



Senior Constable Randal Murch (left), Gawler Council's Rebecca Howard and Gawler Business Development Group's Caren Brougham briefed Gawler business owners on the town's newly upgraded CCTV system recently. PHOTO: Sam Bradbrook

One business owner said he had asked for police to review footage from a recent break in, but were told they didn't have the manpower

to look through the footage. Senior constable Randal Murch, the police officer taking questions at the briefing, said it was "a poor

excuse to hear they didn't have time" and the motion sensor technology should help police more efficiently review footage.



# 'Cosi' to help promote Gawler to TV audience

GRADY HUDD

A TELEVISION marketing campaign promoting Gawler, in partnership with one of South Australia's most recognisable media personalities, is at the top of agenda for the Gawler Business Development Group (GBDG) in 2019.

The GBDG has for several months been in talks with Andrew Costello – host of the popular tourism show 'South Aussie with Cosi' – about featuring Gawler on his program later this year.

There are also plans to have Mr Costello's team produce advertising content showcasing Gawler, which can then be distributed across various mediums, including television and online.

GBDG coordinator Caren Brougham said the filming will take place over "a few months" early this year, and "will focus on different areas (of Gawler) depending on what we want to put into the television commercial, or into the show".

"We will own all of the content,

therefore enabling us use it whenever we wish, or cut and slice it to do various infomercials, and various marketing promotions," she said.

"It's a multifaceted approach to marketing, and something quite different and valuable to both the business and residential communities in Gawler."

Similarly, the GBDG is also looking to roll out a new slogan – 'Live, work, play, do business in Gawler' – as part of its marketing strategy, in order to encourage more people, particularly from the nearby Adelaide Plains and Southern Barossa areas, to visit the town.

"We want everyone to be promoting (Gawler)," Mrs Brougham said.

"Although we're the Gawler Business Development Group, it's not just about working with the businesses; it's about working with the entire community, and the extended community, to get more people to know about Gawler, and come into Gawler."

The GBDG has also welcomed three completely new members onto its board – former Gawler

Mayor and newly-elected Councillor Brian Sambell; Phillip Arnfield from Build a Better Business; and Damian McGee from The Exchange Hotel – for the next term.

Mrs Brougham said already the new-look board has shown a keenness to create real change for Gawler.

"Just speaking to them prior (to the first meeting, before Christmas) so many of them have great ideas of what they want to do," she said.

"They're positive, and they want to be proactive to get more people out there pushing Gawler."



Andrew 'Cosi' Costello

## THE GAWLER BUSINESS DEVELOPMENT GROUP BOARD

**Louise Drummond** (chairperson) – Personal Touch Home Cleaning; **Gary Iremonger** (deputy chair) – Eagle Foundry; **Tina Robson** (treasurer) – AMPURTA; **Brittany Beattie** (secretary/publicity officer) – Gawler & Barossa Jockey Club; **Jude McColough** – Back 2 Beauty; **Alison Eberhard** – Gawler Caravan Park; **Phillip Arnfield** – Build a Better Business; **Tony Piccolo** – Light MP; **Kim Peake** – Kornacraft; **Shane Bailey** – BMusic; **Damian McGee** – The Exchange Hotel; **Brian Sambell** – Gawler Council; **Tom Counce** and **Paul Koch** (proxies).

# Conference a success: GBDG

JACK HUDSON

THE Gawler Business Development Group (GBDG) hosted its SA Business Conference on Friday at the Gawler racecourse's Terrace Function Centre to rave reviews.

Around 100 people attended the function, where a pay it forward project was announced for Gawler.

The project, which is subject to further details being released in June, will be an 18-month to two-year long venture involving Gawler's businesses.

"It piqued some interest," GBDG executive officer Caren Brougham said.

"People were really supportive of it, two speakers were raving about it... and they thought it was a

fantastic idea."

Furthermore, Ms Brougham said the SA Business Conference was very well received by all attendees.

"It was fantastic," she said.

"It was just unbelievable actually, how much everyone thoroughly enjoyed it and the information they received on the day."

"We will be sending a feedback form to all attendees to ensure next year's event is even better."

"One of the (Gawler) councillors said it was world class, he was blown away with it."

"It's really given some valuable information to people on how to protect what they have built."

Ms Brougham added the event also received high praise from Gawler coun-

cillor Brian Sambell.

"He stood up and said every business in Gawler should have been there as it was so helpful," she said.

"It'll be very hard to top for us next year."

"The search is on for some speakers."

The Gawler business awards were also presented at the conference, with B Music taking home both the Commercial Based Customer Service Award and the Quality Products or Services Award.

Poetic Justice also took home the Community Spirit Award.

In the home-based awards, Back 2 Beauty won the Customer Service Award, and Synergy took home the Quality Products or Services Award.



Tammy Edwards (left) and Justin Herald at the SA Business Conference in Gawler on Friday. PHOTOS: Jack Hudson



Sydney-based executive Lee Atkinson presented at the SA Business Conference.



David Giles (left) and Megan Hodge at the SA Business Conference on Friday.

**Support the Gawler Health Foundation & help your family**

For each pre-paid contract signed, we will donate \$50 to the Gawler Health Foundation to raise funds for the **Gawler Health Service**



\*1st April, 2019 - 30th June, 2019



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~ Licensed Real Estate Agents MREI AREI

**1 October 2019**

Gawler Business Development Group  
C/- C Broughman  
PO Box 402  
GAWLER SA 5118

To The Committee

Thank you for my appointment as your Auditor for the year ending 30<sup>th</sup> June, 2019.

*Please note the executive members should sign the statement of the Committee for presentation.*

In accordance with Compiled Auditing Standard ASA 700 we report that we have audited the financial reports submitted to us by yourselves covering the Reporting Year 2019.

**Your** responsibility is for the fair presentation of these reports in accordance with Australian Accounting Standards and such internal controls as you have determined necessary to enable the reports to be free from material mis-statement, whether due to fraud or error.

**Our** responsibility is to express an opinion on the financial reports based on the audit work that we have performed. The audit procedures used by us have been based on our judgement of the risks of any material mis-statements occurring and may have included an assessment of your internal controls, but without expressing an opinion on their adequacy.

**We believe that the audit evidence that we have obtained is sufficient and appropriate to provide a basis for our audit opinion.**

Should you require any further assistance, please do not hesitate to contact me, otherwise, I trust that you will have a successful year and look forward to assisting you in the New Year.

Regards

PAULINE R MURRAY  
E.P.N.I.A. F.N.T.A.A. M.A.I.C.D.

**All correspondence to Head Office:** 17 Cowan Street, PO Box 351, Gawler, SA 5118  
Telephone (08) 8522 3800 Email: [admin@prmaaccountants.com.au](mailto:admin@prmaaccountants.com.au)  
[www.paulinermurrayaccounting.com.au](http://www.paulinermurrayaccounting.com.au)

*Offices also at 84 Adelaide Road Gawler South Wallara Renmark Murray Bridge Port Pirie*



## GAWLER BUSINESS DEVELOPMENT GROUP

### STATEMENT BY THE COMMITTEE

In the opinion of the Committee of Gawler Business Development Group

1. The accompanying financial report is drawn up so as to fairly present the State of Affairs of the Association as at 30<sup>th</sup> June, 2019 and the results of its operations for the year ended.
2. There are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.
3. Since the end of the previous Financial Year, no Committee Member, or firm of which a Committee Member is a member, or a Corporation in which the Committee Member has a substantial interest has received has become entitled to receive a benefit, either directly or indirectly from the Association as a result of a contract between the Committee Member, Firm, Corporation and the Association.
4. Since the end of the previous Financial Year, no Committee Member of the Association has received directly or indirectly from the Association any payment or other benefit of a pecuniary value.

The accompanying Financial Report has been made in our accordance with applicable Australian Accounting Standards.

Signed in accordance with a resolution of the Members of Gawler Business Development Group

SIGNED FOR AND ON BEHALF OF THE COMMITTEE:

Louise Drummond Chair  
Name & Position

Louise Drummond  
Signature

Gary Iremonger Deputy Chair  
Name & Position

G. Iremonger  
Signature

DATED THIS 28<sup>th</sup> DAY OF OCTOBER 2019





*Fellow Professional of the Institute of Public Accountants  
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## **INDEPENDENT AUDIT REPORT**

### **TO THE MEMBERS OF GAWLER BUSINESS DEVELOPMENT GROUP**

#### **Scope**

I have audited the Financial Statements of Gawler Business Development Group for the period ended 30<sup>th</sup> June, 2019, including the Statement by the Committee, Income and Expenditure Statements and Statement of Position as at period ended 30<sup>th</sup> June, 2019.

The Committee is responsible for the preparation and presentation of the Financial Statements and the information contained therein. I have conducted an independent audit of the Financial Statements in order to express an opinion to the Members of the Association.

The Audit has been conducted in accordance with the Australian Accounting Standards to provide reasonable assurance as to whether the Financial Statements are free of material mis-statement. Our procedures include examination, on a test basis of evidence supporting the amounts and other disclosures in the Financial Statements the evaluation of Accounting Policies and significant accounting estimates.

These procedures have been undertaken to form an opinion as to whether, in all material respects, the Financial Statements are presented fairly in accordance with Australian Accounting concepts, Standards and Statutory requirements so as to present a view of Gawler Business Development Group which is consistent with my understanding of its financial position, the results of its operations and its cash flows.

.....2/-

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.....2/-

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- 2 -

The audit opinion expressed in this report has been formed on the above basis.

#### AUDIT OPINION

1. I am satisfied that the accounts of Gawler Business Development Group are drawn up so as to present fairly:
  - a) the results of the Association's activities for the financial period ended 30<sup>th</sup> June, 2019  
and
  - b) the financial State of the Association as at the end of the Association's financial year  
and
  - c) are in accordance with applicable Accounting Standards and the Association's Incorporated Act 1985
2. I have obtained all information and explanation required from the Association.

DATED THIS

*30<sup>th</sup>*

DAY OF

*October*

2019

*[Signature]*  
PAULINE R MURRAY  
F.P.I.P.A F.N.T.A.A. M.A.I.C.D.

All correspondence to Head Office: 17 Cowan Street, PO Box 351, Gawler, SA 5118  
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Offices also at 84 Adelaide Road Gawler South, Wallaroo, Burra, Murray Bridge, Port Pirie.  
ABN 86 050 167 032 ACN 050 167 032

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**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**

ABN 60 986 486 821

**Income and Expenditure Statement****For the year ended 30 June 2019**

	2019 \$	2018 \$
<b>Income</b>		
Council Levied Funding	172,591.00	172,591.00
Compensation & Recoveries	18,181.82	
Interest received	410.08	801.14
Interest - ATO Remission GIC	7,344.30	16.50
<b>Other income</b>		
Membership Fees	2,385.29	2,768.90
Workshop Forum	74.55	363.63
Expo Expenses		2,455.45
Expo Sponsorship	909.09	
JAZZ Income		109.09
Northern Entrepreneurial Growth Program		32,600.00
Conference/Expo Income	1,317.33	
Project Investment/Sponsorship	4,545.45	
Markets	1,070.75	
<b>Total income</b>	<b>208,829.66</b>	<b>211,705.71</b>
<b>Expenses</b>		
Accountancy	13,777.84	8,131.37
Advertising & promotion	5,010.52	8,794.26
BMC - Administration	39,332.36	34,464.75
BMC - Marketing	42,896.43	53,146.39
Board Expenses	4,624.26	226.50
Business Support Expenses	411.80	120.45
Community Support & Sponsorship	1,954.55	3,000.00
Computing Exp - H/Ware & S/Ware	1,755.00	2,200.36
Conference/Expo costs	11,937.99	
<b>Consultants fees</b>		
Consultant Fees - Activity		6,961.82
Depreciation - Assets < \$1000		274.30
Expo Expenses		26,950.34
Facebook Event Marketing		246.46
Funding Expenses		3,311.00
Gawler Music Month	8,570.74	
GBDG Marketing Resources	36.77	254.55
Initiatives		14,402.86
Insurance	2,614.23	2,614.23

The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION****ABN 60 986 486 821****Income and Expenditure Statement****For the year ended 30 June 2019**

	2019	2018
	\$	\$
<b>Interest Paid</b>		
Interest Paid - ATO GIC	6,746.97	238.48
IT Support & Website Maintenance	2,614.46	1,820.41
Jazz Festival Expenses	(50.00)	10,384.06
Marketing - Admin Officer	24,095.50	15,887.50
Marketing - Event	6,078.13	
Markets - Expenses	1,945.06	
Meeting Expenses		260.80
Membership & Licensing Expenses	1,559.41	1,068.18
Northern Entrepreneur Growth Program		37,479.99
Networking Events	363.64	
Postage	390.91	
Printing & stationery	581.21	746.69
Projects - TV Segment	20,000.00	
Profit Improvement Program	11,730.49	
SALA Expenses		3,742.29
Subscriptions		873.09
Telephone	1,091.60	1,331.81
Television Commercial	22,260.78	
Workshop Forum Expenses	4,065.84	8,702.86
Website & Media support for members	123.00	
Total expenses	236,519.49	247,635.80
Profit (loss) from ordinary activities before income tax	(27,689.83)	(35,930.09)
Income tax revenue relating to ordinary activities		
Net profit (loss) attributable to the association	(27,689.83)	(35,930.09)
Total changes in equity of the association	(27,689.83)	(35,930.09)
Opening members funds	158,533.35	194,463.44
Net profit (loss) attributable to the association	(27,689.83)	(35,930.09)
Closing members funds	130,843.52	158,533.35

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The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**

ABN 60 986 486 821

**Detailed Balance Sheet as at 30 June 2019**

	Note	2019 \$	2018 \$
<b>Current Assets</b>			
<b>Cash Assets</b>			
ANZ Ac **11045		15,734.25	40,085.44
ANZ Ac **11053		98,160.57	96,698.92
Cash on hand		303.90	33.00
		<u>114,198.72</u>	<u>136,817.36</u>
<b>Receivables</b>			
Overpayment			173.00
			<u>173.00</u>
<b>Total Current Assets</b>		<u>114,198.72</u>	<u>136,990.36</u>
<b>Total Assets</b>		<u>114,198.72</u>	<u>136,990.36</u>
<b>Current Liabilities</b>			
<b>Payables</b>			
Unsecured:			
Creditors - ATO Integrated Client Ac		(723.00)	(21,688.98)
		<u>(723.00)</u>	<u>(21,688.98)</u>
<b>Financial Liabilities</b>			
Unsecured:			
ANZ Visa Card		1,168.73	6.96
Cash Purchases waiting Reimbursement			138.30
		<u>1,168.73</u>	<u>145.26</u>
<b>Current Tax Liabilities</b>			
GST clearing		0.40	0.73
		<u>0.40</u>	<u>0.73</u>
<b>Total Current Liabilities</b>		<u>446.13</u>	<u>(21,542.99)</u>
<b>Total Liabilities</b>		<u>446.13</u>	<u>(21,542.99)</u>

The accompanying notes form part of these financial statements.



**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**

**ABN 60 986 486 821**

**Detailed Balance Sheet as at 30 June 2019**

	Note	2019	2018
		\$	\$
Net Assets		<u>113,752.59</u>	<u>158,533.35</u>
<b>Members' Funds</b>			
Accumulated surplus (deficit)		<u>113,752.59</u>	<u>158,533.35</u>
<b>Total Members' Funds</b>		<u><b>113,752.59</b></u>	<u><b>158,533.35</b></u>

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The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**  
**ABN 60 986 486 821**

**Certificate by Member of the Committee**  
**For the year ended 30 June 2019**

I, Ali Eberhard of Gawler Caravan Park  
certify that:

- a. I attended the annual general meeting of the association held on 20 November 2018.
- b. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Dated:

Ali Eberhard  
Signature

Alison Eberhard  
Committee Member - Full Name

The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**  
ABN 60 986 486 821

**Certificate by Member of the Committee**  
**For the year ended 30 June 2019**

I, Louise Drummond of Personal Touch Home Cleaning  
certify that: P/L

a. I attended the annual general meeting of the association held on Nov 20 2018.

b. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Dated: 28.10.19

Louise Drummond  
Signature

Louise Drummond  
Committee Member - Full Name

The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**  
ABN 60 986 486 821

**Certificate by Member of the Committee**  
**For the year ended 30 June 2019**

I, Gary Iremonger of Eagle Foundry B+B  
certify that:

- a. I attended the annual general meeting of the association held on Nov 20<sup>th</sup> 2018  
b. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Dated:

  
Signature

Gary Iremonger  
Committee Member - Full Name

The accompanying notes form part of these financial statements.

**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**  
ABN 60 986 486 821

**Certificate by Member of the Committee**  
**For the year ended 30 June 2019**

I, Judith McCough of BACK TO BEAUTY  
certify that:

- a. I attended the annual general meeting of the association held on 20/11/18.  
b. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Dated:

  
Signature

Judith McCough  
Committee Member - Full Name

The accompanying notes form part of these financial statements.

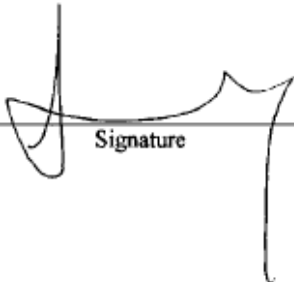
**GAWLER BUSINESS DEVELOPMENT GROUP INCORPORATION**  
**ABN 60 986 486 821**

**Certificate by Member of the Committee**  
**For the year ended 30 June 2019**

I, Shane Bailey of 10music  
certify that:

- a. I attended the annual general meeting of the association held on 20/11/18.
- b. The financial statements for the year ended 30 June 2019 were submitted to the members of the association at its annual general meeting.

Dated:

  
\_\_\_\_\_  
Signature

SHANE PETER BAILEY  
\_\_\_\_\_  
Committee Member - Full Name

**The accompanying notes form part of these financial statements.**

## **ENDORSEMENT**

The Board of the Gawler Business Development Group passed a motion to endorse the 2019 Annual Report to the Town of Gawler, at its General Board Meeting dated 17<sup>th</sup> December 2019.

Signed: \_\_\_\_\_

Gary Iremonger

Deputy Chairperson

Gawler Business Development Group