

Date	MINUTES of 15th January 2013
Time	7.30-9.00am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1. Attendance

Attendees	<p>Louise Drummond (Chair), Personal Touch Home Cleaning- Other Stephen Arthur (Deputy Chair), BDO-Town Centre Margie Betts (Secretary), The Bunyip- Town Centre Peter Caddy (Treasurer), Symes Accountants- Gawler South Greg Matz, Mensland- Town Centre Mick Tucker, Mick's Motorcycles Gawler- Evanston Annette Farrow, The Helium House- Other Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Cr. Kim Peake-Kornacraft Sewing Centre Kevin Fischer- Town of Gawler Sigrd Murljadic- Business Liaison Officer (BLO)</p>
Apologies	Steven Clark, Steven M Clark P/L- Gawler South
Absent	

2. Confirmation of Minutes- 11th December 2012

Amendment (Motion 5.c):

Pointons Professional Services Group to be approached (by Treasurer Peter Caddy) and considered for the role of Auditor.

Motion:

The GBDG Minutes of 11th December 2012 are accepted as a true and accurate record.

Moved: Stephen Arthur **Seconded:** Greg Matz **Carried**

3. Business Arising

a) Paxton St. Precinct Signage: Report by Cr. Kevin Fischer Tabled

Motion: A letter to council be drafted recommending the use of 'Willaston Trade Centre' for Paxton Street 'Precinct Signage'.

Moved: Kevin Fischer **Seconded:** Trevor Gent **Carried**

(Dec 2012 Minutes- Recommendation (to Council): That the Paxton St. industrial area be named 'Willaston Trade Centre' and displayed on correlating signage.

Moved: Steven Clark **Seconded:** Margie Betts **Carried)**

b) Classical/ Jazz Music Festival

Chair, Louise Drummond reported on preliminary research she had undertaken;

- Mt. Gambier has a very successful jazz festival, which injected over a million dollars into the local economy. Organisers are happy to give assistance (<http://www.generationsinjazz.com.au/index>)
- A Wangaratta (Vic) Jazz Festival Report from the La Trobe University, Bundoora will be made available.
- Dungog (Hunter Region NSW) a small town of approx. 2500 had an attendance of approx. 10,000 people to its Film Festival. It also sold out its Music Festival tickets within two days.
- Lendlease was willing to sponsor the event (possibly \$5,000)
- Further sponsorship would be sought from Agistino's, Oleander Waters, Steinborners & Aspire Homes
- Alec Shaw, Town of Gawler Director Asset Services, confirmed that council administration was supportive of such an event. It was suggested that Walker Place could be closed to traffic, furnished with artificial grass, seating and a pop up food court.
- Numerous traders were supportive of the event and had offered assistance, such as organising a classic car display.
- Several venues/organisations were already willing to participate and assist (The Kingsford Hotel, Southern Hotel, Vadoulis Garden Centre, Gawler Jockey Club and Trinity College)
- International jazz artists and performers could be attracted to Gawler by hosting the festival the week following the Wangaratta Jazz Festival (first week of November).
- Free/ non ticketed acts could perform in the Institute
- Two event management companies to be approached for proposals/costs

There was Board support for the event, recognising that;

- A festival was a good method of marketing Gawler beyond the scope of any one individual
- A jazz festival was good means of 'putting Gawler on the map'
- The Board could allocate a budget for media advertising for the event
- Gawler no longer had an annual event such as 'the three day horse event'
- Many businesses could benefit from such an event e.g. hotels, cafes, petrol stations, accommodation etc.
- A successful jazz club existed in Gawler in the 1950s & 1960s, (in the cellar below Member for Light, Tony Piccolo MP's office)
- Marketing for the event could utilise low cost and effective media such as the ABC, TV Channel 4 and Milton Vadoulis Gardening Program (Ch44)
- A sponsorship kit would be beneficial

While there was Board support, there also was concern regarding;

- The amount of work it would generate for the Business Liaison Officer as the point of contact and sponsorship
- The responsibility/ cost /financial risk/liability associated with the event
- Cost of event management
- Risk/ Safety assessment & management
- Cost of advertising/ promotion
- Community involvement/ committee

In conclusion it was agreed that;

- Louise will research the management structure of other festivals
- If to proceed, a Jazz Festival Committee should be formed
- Two CVs/proposals from event managers/ organisations would be made available at February's meeting

Motion: In principal The Gawler Business Development Group Board, supports the concept of a jazz festival, provided that a jazz festival committee can be formed and the event can occur without financial loss.

Moved: Kevin Fischer

Seconded: Margie Betts

Carried

c) Hero Building- Report by Cr. Kevin Fischer Tabled

Louise and Sigrid are to meet with ToG Director Corporate & Community Services, Vic Izzo to discuss funding/available grants for the 'Hero Building' project. While it was agreed that the GBDG could not financially support the restoration of buildings, it could offer businesses and landlords support, encouragement and a successful template to undertake façade restoration.

There was mention that the owners of the Gawler Hotbread Bakery had not been privy to 'Hero Building' discussions, but Louise advised that she had spoken to the landlords prior to their holiday.

Motion: Sigrid to meet with Gawler Hotbread Bakery landlord/owners to discuss the 'Hero Building' project/ concept.

Moved: Kevin Fischer

Seconded: Greg Matz

Carried

4. **Chair's Report (See b & c above)**

Peter Caddy departed 8.25am

5. Treasurer's Report- Profit & Loss Jul-Dec 2012 Tabled

a) December Financial Report

Moved: The Treasurer's December Financial Report is accepted.

Moved: Stephen Arthur **Seconded:** Greg Matz **Carried**

The second quarter payment of \$39,875.00 from Council has been received.

b) Signatories- Carried over to February meeting

c) Internet Banking- Carried over to February meeting

d) Auditor- Carried over to February meeting

6. Marketing-

a) Christmas Campaign prize \$1000 won by Sean Parr

A photograph with Sean Parr and a newspaper article will follow.

b) Website & Graphic Design appointments informed

Shane Bailey had been informed of his appointment. Stephen Arthur reported that the Website Committee had met on the 18th December to discuss the terms of engagement and would soon meet again. If anyone has suggestions as to how the website can be improved, please contact one of the Committee members (Annette Broughton, Steven Clark or Stephen Arthur).

c) Australia Day (January) Promotion underway- Advertisement Tabled

The Australia day promotion is progressing well and the advertisement was very effective. The Apex Club, via Jodie Grantham ToG Manager Business and Community Services, had agreed that the draw could occur at the Australia Day Breakfast. It was agreed that the draw should occur on the Friday 23rd and the result announced at the Breakfast.

d) Generic Flyer Design- Tabled

When Cara returns from holidays on the 18th January, a small change in wording will be made to the flyer, allowing production to occur.

7. Correspondence

Profit & Loss
Gawler Business Development Group Inc
 July 2012 to June 2013

	Jul-12 Actual	Aug-12 Actual	Sep-12 Actual	Total 1st Quarter	Oct-12 Actual	Nov-12 Actual	Dec-12 Actual	Total 2nd Quarter	TOTAL YTD
Income									
Council Receipts	\$22,775.74		\$36,250.00	\$59,025.74				\$0.00	\$59,025.74
Interest Income	\$98.01	\$97.48	\$88.53	\$284.02	\$80.51	\$103.77	\$77.65	\$261.93	\$545.95
Other Revenue	\$150.00	\$150.00		\$300.00				\$0.00	\$300.00
Total Income	\$23,023.75	\$247.48	\$36,338.53	\$59,609.76	\$80.51	\$103.77	\$77.65	\$261.93	\$59,871.69
Less Operating Expenses									
Accountant	\$0.00	\$0.00	\$327.27	\$327.27	\$2,363.64	\$327.27		\$327.27	\$654.54
Advertising - Fathers Day				\$6.55	\$3.00	\$4.40	\$2.30	\$9.70	\$2,363.64
Bank Fees	\$0.20	\$3.00	\$3.35	\$6.55					\$16.25
Conference	\$272.73	\$0.00	\$0.00	\$272.73					\$272.73
Executive Officer - Sigrid	\$4,288.00	\$4,000.00	\$4,032.00	\$12,320.00	\$4,672.00	\$5,728.00	\$4,800.00	\$15,200.00	\$27,520.00
Fathers Day Promotion - other e	\$0.00	\$0.00	\$2,363.64	\$2,363.64					\$2,363.64
Fathers Day Promotion prizes	\$0.00	\$200.00	\$100.00	\$300.00	\$100.00			\$100.00	\$400.00
General Expenses	\$637.50	\$0.00	\$312.81	\$950.31	\$148.91	\$362.40	\$580.00	\$1,091.31	\$2,041.62
Graphic Design					\$148.91	\$747.97		\$747.97	\$747.97
Hire of venue	\$0.00	\$45.45	\$0.00	\$45.45	\$90.90	\$109.09		\$199.99	\$2,834.77
Insurance	\$0.00	\$2,834.77	\$0.00	\$2,834.77					\$177.27
Membership	\$0.00	\$177.27	\$0.00	\$177.27					\$617.14
Office Expenses	\$0.00	\$86.75	\$0.00	\$86.75	\$300.00	\$230.39		\$530.39	\$6,374.76
PBM - Fathers Day	\$0.00	\$392.76	\$5,982.00	\$6,374.76					\$322.50
PBM - Mothers Day promotion	\$322.50	\$0.00	\$0.00	\$322.50					\$1,392.50
PBM - other	\$1,092.50	\$300.00	\$0.00	\$1,392.50	\$908.00			\$908.00	\$3,680.00
PBM - Website	\$1,649.50	\$1,122.50	\$0.00	\$2,772.00					\$70.25
Printing & Stationery	\$70.25	\$0.00	\$0.00	\$70.25					\$90.00
Training	\$90.00	\$0.00	\$0.00	\$90.00					\$2,335.65
Xmas Promotion					\$250.36		\$2,335.65	\$2,335.65	\$1,000.00
Xmas Prize					\$250.36		\$1,000.00	\$1,000.00	\$1,340.36
Website					\$8,836.81	\$7,509.52	\$9,807.95	\$26,154.28	\$56,861.03
Total Operating Expenses	\$8,423.18	\$9,162.50	\$13,121.07	\$30,706.75	\$8,836.81	\$7,509.52	\$9,807.95	\$26,154.28	
Net Profit	\$14,600.57	-\$8,915.02	\$23,217.46	\$28,903.01	-\$8,756.30	-\$7,405.75	-\$9,730.30	-\$25,892.35	\$3,010.66

Dec BAS: \$0.00 Payable
 \$2,429.66 ITC

8. Business Liaison Report- Reports Tabled

9. Other Business

a) Recognition of Service by Tony Harnett

It was agreed that a gift such as; a decanter, wine glasses, watch, ice bucket etc. be presented to Tony Harnett for his outstanding service on the board of the GBDG, accompanied by a photo and newspaper article.

Motion:

Sigrd to purchase a suitable gift from Brereton Jewellers for Tony Harnett.

Moved: Kevin Fischer

Seconded: Greg Matz

Carried

b) Solar Lights

Cr. Kevin Fischer reported that solar lights had been installed on trees in Murray Street but were not visible. To improve luminosity, the lights would need to be of a commercial grade/quality, require an increased power source and overhead power, which are prohibitive. Kevin will continue to research other options.

The Christmas window competition was also mentioned and to be included in the budget.

c) Loyalty Rewards System Tabled - Email from Cr. Brian Thom

It was discussed that while a reward system is beneficial many businesses have their own loyalty program. At a later stage a reward system using 'Aps' may be considered

Greg Matz departed 8.50am

Kim Peake departed 8.52am

d) Transfer Station

It was suggested with the closure of the Willaston Transfer Station, it could be expected that further Gawler trade would be eroded. As individuals and families transported waste to the Elizabeth Transfer Station, it was thought that while in the vicinity, people would shop in Elizabeth or Munno Para, further diminishing Gawler trade.

Bi-annual hard rubbish collection, as conducted in other council areas, was suggested to alleviate inconvenience and unlawful dumping of rubbish. Cr. Kevin Fischer spoke of the prohibitive \$1.4 million required to upgrade the Willaston

Transfer Centre to EPA standards. It was discussed that a recycling centre in the north including the Gawler, Barossa and Light Councils (RDA Region) was required.

Mick Tucker departed 9.55am

Margie Betts departed 9.56am

Action: Cr. Kevin Fischer to research adjoining northern council areas to determine what they are currently doing in regards to waste transfer/ recycling in their areas and what might be possible collaboratively.

e) February Marketing Promotion

It was agreed that the February campaign be a Valentine's theme, 'We love Gawler'.

f) Annual Business Plan

The GBDG Annual Business Plan should to be submitted for approval prior to the March Council meeting (26th March) for Council consideration. Therefore budget expenditure and marketing for 2013/14 need to be determined.

Action: Sigrid to organise an Annual Business Plan workshop meeting for Tuesday 22 January 7.30-9.00am, Symes Accountants and circulate past business plans.

10. **Close: 9.00am**

11. **Next Meeting:** 12th February 2013, 7.30am Symes Accountants

Chairperson

Louise Drummond

