

Date	MINUTES of 9th July 2013
Time	7.00-9.05am
Venue	The Church, Symes Accountants, Twelfth St. Gawler South

1) Attendance

Attendees	Louise Drummond (Chair), Personal Touch Home Cleaning- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Kim Peake, Kornacraft Sewing Centre- Town Centre Deb Stephan-The Wright Quilting Shop- Willaston Gary Iremonger- Eagle Foundry Greg Matz, Mensland- Town Centre Mick Tucker, Mick's Motorcycles Gawler- Evanston Sigrid Murljadic- Business Liaison & Marketing Officer (BLMO)
Guests	Helen Glen, Employment Directions- Gawler South
Apologies	Cr. Kevin Fischer, Town of Gawler Margie Betts (Secretary), The Bunyip- Town Centre Brett Whitford (Deputy Chair), Simplicity Funerals- Gawler South Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston
Absent	

2) Confirmation of Minutes- 11th June 2013
Motion:

The GBDG Minutes of 11th June 2013 are accepted as a true and accurate record.

Moved: Kim Peake

Seconded: Peter Caddy

Carried

3) Business Arising-

a) Gawler Women's Group- Soli Goodes & Kate Quinn, 8.00am

Soli was an apology, as she was conducting a training session for her business. Kate introduced herself as business woman operating belly dancing, zumba & circuit classes. NABEC had previously hosted 'Women in Business', but due to funding cuts the group had ceased. The intended group's purpose was to support women in business on an emotional and educational level to encourage confidence/ leadership, resources, and networking. Currently the 'founding body' consisted of four members, but was to increase.

It was intended that the women's group would;

- host monthly meetings, social events, business workshops for business development
- be holistic, self sustaining, collaborative and sharing

Kate expressed her passion about the success of the Gawler business community and community in general.

The cost of membership was of concern (\$150 +GST) to Kate, as it was unlikely that potential members would want to pay membership to both the Women's Group and the GBDG. Peter Caddy suggested that membership of (\$150 +GST) be paid to GBDG and then passed along to the Women's Group, in the same manner as Gawler Centrals umbrella the netball and football clubs. This would essentially give members reciprocal membership. The Women's Group could then also have a position on the Board of the GBDG. Kate thanked the Board for the invitation to discuss joining the GBDG and the Women's Group would further consider the concept.

b) Contractor OHW&S Requirements- Safework SA & Workcover SA

Sigrid had contacted Safework SA & Workcover SA in relation to OHS&W contractor requirements. On speaking with Safework SA, it was thought that all Sigrid's insurances- public liability, product liability & comprehensive vehicle insurance were in order and no further insurances were required. It was then suggested that checks be made with Workcover SA. After several questions, Workcover SA advised that in their opinion the GBDG would classify as an employer and therefore should be registered for Workcover SA. The cost could be determined once the employer classification was known.

Motion: Approval is given for the GBDG to register with Workcover SA as an employer.

Moved: Greg Matz

Seconded: Peter Caddy

Carried

c) Nomination of Gary Iremonger, Eagle Foundry Bed & Breakfast

Motion: Gary Iremonger of Eagle Foundry B&B is nominated to the GBDG Board to represent 'Other', i.e. home based businesses.

Moved: Kim Peake

Seconded: Deb Stephan

Carried

4) **Chair's Report-** (carried over)

5) Treasurer's Report

 a) June Report- Tabled

Motion: The June Financial Report is accepted.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

Profit & Loss
Gawler Business Development Group Inc

June **MAY 2013**

Income

Council Receipts	\$36,250.00	
Interest Income	\$86.16	
Kies Training	\$572.73	
Memberships	\$450.00	<i>Allfresh, GRSA, Personal Touch memberships</i>
Other Revenue	\$45.00	<i>unsure</i>
Total Income	\$37,358.89	

Gross Profit	\$37,358.89
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Less Operating Expenses

Advertising	\$2,446.51	<i>165,166,168</i>
Bank Fees	\$6.50	
Conference Speakers		
Executive Officer - Sigrid	\$4,464.00	<i>167,169</i>
Prizes	\$500.00	<i>162</i>
General Expenses	\$3,150.00	
Hire of venue	\$515.38	<i>164</i> <i>Jockey Club and catering - Grunstein</i>
Insurance		
Membership		
Office Expenses		
Website etc		
Graphic design	\$389.50	<i>163</i> <i>Cara - no GST</i>
PBM - other		
PBM - Website		
Printing & Stationery	\$18.20	<i>169</i>
Postage	\$219.86	<i>169</i>
Training		
Total Operating Expenses	\$11,709.96	

Net Profit	\$25,648.93
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Bank Account @ 30/6/13	\$106,809.67	
less outstanding cheques	\$935.00	<i>165</i>
Cash Available	\$105,874.67	
GST payable for month	\$3,625.00	
GST ITC	\$1,131.40	

- b) Internet Banking (carried over)
- c) Auditor Appointment (carried over)
- d) Signatories (carried over)
- e) Credit Card Application (carried over)

Mick Tucker departed 8.15am

6) Marketing-

a) June Community Campaign

The June Community campaign was won by Leon Budden for Apex.

b) 'Winter Warmer' Campaign

The July campaign is underway and has 130 entries- Advertisement Tabled

c) Christmas Campaign (carried over)

The Christmas campaign, i.e. concept to give a car away at Christmas (as per Business Plan) was discussed. Concerns raised about the concept included;

- A car would cost approximately \$16,000, as would promotion and entry tickets and the prize would only benefit/reward one person
- A car give away has been done in previous years and is no longer a novel idea
- Financially many families are 'doing it tough' and Christmas will be even more unaffordable. Special Christmas hampers, could assist more individuals and families
- The large food chains/ supermarkets pay a considerable portion of the Marketing Levy and it was thought a positive gesture to support them rather than one car dealer (again)
- Posters to be displayed in windows and entries lodged in businesses.

Motion: Special Christmas hampers to the total value of \$15,000, are to replace the prize of a car for the Christmas campaign.

Moved: Greg Matz

Seconded: Deb Stephan

Carried

d) Gawler Glowing (carried over)

It was thought that by providing training in merchandising, Gawler retailers could benefit from professional assistance to overcome Gawler's lack lustre at Christmas. See e)

e) Merchandising Trainer Proposal- Tabled (carried over)

General discussion included;

- In general training would benefit the appearance of the CBD resulting in greater street appeal

- Businesses in responding to the survey, had been very positive about receiving business training.
- Some businesses (responding to the survey) had also requested further training in business management and merchandising.
- The introduction module of the Visual Merchandising course could benefit many businesses.
- Mick commented on how moving about his shop display, had resulted in increased sales over the weekend.

Motion: The Visual Merchandising Training Program (cost of \$16,120.00 + GST) to support the 'Gawler Glowing' concept is approved.

Moved: Mick Tucker

Seconded: Kim Peake

Carried

It was further discussed that it would be beneficial for the Board to establish a 12 month training schedule. Free NBN training was also available and Sigrid would follow up the contact supplied by Peter Caddy.

f) Jazz Festival –Adelaide Hills Marketing Proposal Tabled (carried over)

The concept of a jazz festival in November to coincide with Gawler Glowing was discussed. Points raised were;

- The festival would target a new market
- Andrew Glen may be able to assist
- Bruce Raymond (Head of Music at Trinity College) may be able to assist
- Wangaratta Jazz Festival artists could possibly be utilised
- Share costs with Wangaratta Jazz Festival for artists
- Wangaratta and Mt. Gambier Jazz Festivals have proven very profitable for their communities.
- Grant funding could be available
- Barossa Blues Festival occurs 8-10th Nov

<http://www.barossa.com/events/blues-in-the-barossa-seppeltsfield-wines>

Motion: Engagement of 'Adelaide Hills Events' to organise a jazz festival (option 1 \$19,500) for the start of November is approved.

Moved: Kim Peake

Seconded: Gary Iremonger

Carried

g) Michael Kies Training- 37 enrolled from 20 businesses

h) SALA 'Gawler Art Trail', Opening 2nd August - Flyers Tabled

Invitations to the Official Opening of the SALA Gawler Art Trail are to be distributed. The Trail consists of eight venues (see flyer). Gawler had been well represented in the Advertiser SALA Guide.

7) Website/ Electronic Media Committee-

- a) May Report- Tabled
- b) Facebook (FB) Guidelines (carried over)
- c) Website Content Guidelines (carried over)
- d) Website Maintenance Contractor- Contractual Agreement (carried over)
- e) Terms of Reference (carried over)

8) Correspondence- Tabled

9) Business Liaison Report- Summary Report Tabled

- a) BLO Contract Expired (carried over)

There was a brief discussion in regards to the re-advertising the Business Liaison and Marketing position. It was the general consensus that the position need not be re-advertised.

Motion: Sigrid Murljacic is to be re-instated as Business Liaison and Marketing Officer

Moved: Greg Matz

Seconded: Peter Caddy

Carried

Action: The Executive Committee is to meet to discuss contract conditions

- b) BLO away August 22-29th

Sigrid will be away on annual leave from 22nd to 29th August.

10) Other Business

- a) Commercial Rate Increase

It was agreed that the GBDG Board should make a deputation to council regarding its objection to the commercial rate rise, especially at a time when business is becoming increasingly difficult with added utility expenses and a general fall in economy and trade due to the GFC.

Action: Treasurer, Peter Caddy will make a deputation to the Special Council meeting tonight on behalf of the GBDG, regarding the rating strategy and increase in commercial rates.

b) Quote for Street Trees- Milton Vadoulis, Plants Plus

The cost of potted street trees provided by Milton Vadoulis , Plants Plus included pot, potting soil, plant (Ficus Benjamina Exotica) & supervision of a community working bee to plant and deliver the trees;

- Cotta pot 75 x 75 x 68cm (size already in use) \$800
- Cotta pot 56 x 56 x 52 cm \$400

It was suggested that the pots could be decorated with mosaic art to enhance their street appeal and correspond with the Zonta project of mosaic art along the bike/walking trail.

c) Martin Johnson- Support for 175th Gawler Anniversary (carried over)
'Change' Music Festivald) Support for Christmas Carols- Peter Ryan- (carried over)e) Increase of Public Liability Insurance \$20,000 000

Public Liability Insurance policy is to be increased from \$10,000,000 to \$20,000,000.

The public liability insurance was increased last year, but had not been reflected in this year's policy.

Action: Sigrid to follow up increase of PL Insurance.

11) **Next Meeting: 13th August 2013**

12) **Closed: 9.05am**



Louise Drummond
Chairperson