

Date	MINUTES of 10th September 2013
Time	7.30-9.05am
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 Greg Matz, Mensland- Town Centre Gary Iremonger- Eagle Foundry Mick Tucker, Mick's Motorcycles Gawler- Evanston Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Business Liaison & Marketing Officer (BLMO)
Guests	Morna Coates, BusinessLinc
Apologies	Kim Peake, Kornacraft Sewing Centre- Town Centre Deb Stephan-The Wright Quilting Shop- Willaston Helen Glen, Employment Directions- Gawler South
Absent	

2. Confirmation of Minutes- 13th August 2013
Motion:

The GBDG Minutes of 13th August 2013 are accepted as a true and accurate record.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

3. Business Arising-

 a) Hero Building Quote, John Semmler –Tabled

John Semmler had provided a quote for the removal of the existing and supply of a new concave awning. The quote had been passed along to the owners of the Hotbread Bakery and we are now awaiting a response.

 b) Mainstreet SA State Conference 4th April 2014, \$15,000

Council sought sponsorship of \$7,500 for the purpose of attracting the 2014 State MainstreetSA Conference to Gawler. General discussion concluded that while all saw merit in the proposal and were supportive of such an event, most were not assured that the main street in its current condition- with empty shops and lack of street scaping was a the right time to show-case Gawler. It was thought that the Conference could be held in Gawler at a later stage in a year or two. Some saw the event as an opportunity to attract approximately

250 delegates to Gawler and gain from the Conference, whilst encouraging greater Gawler business participation.

c) Business Linc Presentation by Morna Coates

Daniel Shane was an apology as his services were required elsewhere.

Morna reported that BusinessLinc could assist with;

- Low cost, affordable employment/ hiring- part-time, flexible, funded etc.
- Support for local businesses- trouble shooting, succession planning, education, events and programs, implementation of plans and strategies
- Partnering of qualified business professional services

Case Study 1- A local business, assisted by BusinessLink, hired two staff 8hrs/ week to assist with unskilled tasks, which freed qualified staff and enabled them to increase their productivity.

Case Study 2- BusinessLink assisted another local business in up skilling existing staff for leadership roles. A business communications professor was provided for three hours/week for six weeks, delivering training on-site. This resulted in a change in employee behaviour/attitude, saved time and money and resulted in a succession plan for the owner.

An 'Umbrella' membership' may include;

- Meeting with 400 businesses and providing an initial assessment
- An initial assessment may lead to further training/assistance
- Building and strengthening GBDG relationships
- 12 months trail

The Board thanked Morna for her presentation.

Action: Sigrid to request a quote for BusinessLinc services.

d) Barossa Living Magazine/ Radio 5CS offers posted to Newsletter/ Web site

GBD Board members agreed that forwarding the Barossa Living Magazine and 5CS promotion to members via the newsletter and website was acceptable as;

- i. Businesses could benefit by knowing about the marketing information
- ii. It was the Board's role to market Gawler and assist business development
- iii. The target market was different to that of the Bunyip i.e. outside Gawler – Barossa, Sydney, Melbourne, Asia and provided an opportunity to promote Gawler
- iv. The offer was not seen as 'competition' to the Bunyip because of the different target market.

It was concluded that despite some protest from the Bunyip, the Board fully supported its former decision (August Minutes 6 e & f) to inform businesses of the new marketing offers.

e) Gawler Women's Group, 15 Aug- Tabled

Notification from the Soli Goodes and Kate Quinn of the Gawler Women's Business Group had been received thanking the GBDG for its consideration, but upon review found that it would suit their organisation to be independent. The Group looked forward to continue

Profit & Loss
Gawler Business Development Group Inc
AUGUST 2013

Income

Council Receipts	
Interest Income	\$96.49
Kies Training	
Memberships	
Other Revenue	\$135.00
Total Income	\$231.49

Gross Profit **\$231.49**

Less Operating Expenses

Advertising	\$3,064.50	<i>186,187</i>
Bank Fees	\$3.70	
Conference		
Speakers		
Executive Officer - Sigrid	\$2,520.00	<i>188</i>
Prizes	\$500.00	<i>189</i>
General Expenses	\$223.68	<i>188</i>
Hire of venue	\$163.64	<i>185</i>
Insurance	\$2,854.42	<i>184</i>
Membership		
Office Expenses		
Website etc		
Graphic design	\$250.00	<i>190</i>
Printing & Stationery	\$4.50	<i>188</i>
Postage		
Training		
Total Operating Expenses	\$9,584.44	

SALA opening catering
M Kies training venue
GST \$257.56

Cara - no GST

Net Profit **-\$9,352.95**

Bank Account @ 30/8/13	\$84,727.79
less outstanding cheques	\$250.00 <i>190</i>
Cash Available	\$84,477.79
GST payable for month	\$0.00
GST ITC	\$855.19

6. Marketing

1. August 'SALA'

It was a successful SALA exhibition with positive feedback from the Gawler Art Society and independent artists. The Gawler Art Society reported that over 400 people had visited the Institute exhibition during SALA with numerous sales. While response had not been overwhelming, it was thought as an initial event, it had laid a good foundation.

Like the SALA campaign, it was thought a positive approach to have entrants of monthly competitions become more actively involved, as a means to promote use of the website.

Action: Entrants should have to answer a question regarding website listings in the future.

2. Christmas Campaign, Hampers (carried over)

3. Get Ready for Gawler Glowing Workshop- Monday 2nd Sept.

Sarah Davies and Lorraine Thornton had presented an excellent seminar on the practical and relevant aspects of retail business such as merchandising, planning, customer service, increasing sales and profitability, pricing etc. Greg Matz and Gary Iremonger attended the workshop and reported that it had a positive outcome and gave those businesses attending some really good ideas and motivation.

4. Getting Buildings Ready for Gawler Glowing

Discussions were taking place with council if they could assist with approaching absentee landlords regarding the poor state of some buildings. Further discussions are to occur with Town of Gawler CEO Henry Inat.

5. Jazz Festival Update- Meeting Tuesday 20th August

There had been a meeting with organiser Ant Williams, owners of several interested venues and the Rotary Club. There had been general discussion about the format of the Jazz festival and the response was positive.

6. Michael Kies Training- 6th/ final session Monday 9th Sept. & Evaluation

The final Michael Kies sales training session had occurred. There had been a steady decline in numbers from 36 to 16 over the period; however those who remained thought the course very valuable and worthwhile. Sigrid is to survey participants with an evaluation.

7. Website/ Electronic Media Committee-a) August Report- Tabledb) Website Maintenance Contractor- Contractual Agreement (carried over)

Shane's (BMusic) contract had expired end of June 2013. The Website / Electronic Media Committee, Peter and Kevin reported that they found Shane to be very knowledgeable and liked his 'down to earth' approach. Sigrid reported that requests for website updates were generally met within 24 hours, if not sooner.

Motion: A new contract is entered into with Shane Bailey of BMusic for website and electronic media services.

Moved: Cr. Kevin Fischer

Seconded: Greg Matz

Carried

Action: Peter & Kevin to update/renew contract with Shane.

c) Terms of Reference (carried over)

8. Correspondence- Tabled**9. Business Liaison Report- Summary Report Tabled**a) BLO Contract (carried over)**10. Other Business**a) Appointment of a Deputy Chair person

Motion: Gary Iremonger is nominated to the position of Deputy Chair of the GBDG.

Moved: Peter Caddy

Seconded: Greg Matz

Carried

b) MainstreetSA Awards Close 15th September

The Board thought that it was probably more practical to participate in the Mainstreet SA Awards next year, as there was only a short time left to promote the awards to businesses. The promotion had occurred whilst Sigrid was on leave, not allowing adequate time to participate.

c) AGM 12th Nov, The Reserve Room, The Gawler Arms

Sigrid had organised the venue for the AGM, to be held at the Gawler Arms Nov 12th.

Adverts are to appear in the Bunyip & flyers to be sent to businesses. Nominations close Oct 15th.

d) Letter from Cosie Costa, SALiberals, 4 Sept- Tabled

e) Gawler Business Awards for Excellence

During a business visit to the Willaston Fish & Chips Shop, the owner enquired if there was a GBDG award for service excellence. It was thought that the GBDG Board should encourage participation in existing awards organised by the Rotary Club, the Gawler Rotary Business Awards.

Action: Peter Caddy to follow up participation in the Business Service Awards with the Rotary Club.

f) Corporate & Community Services Meeting 10th Sept

<http://www.gawler.sa.gov.au/webdata/resources/files/2013%2009%2010%20CCS%20Meeting%20Agenda.pdf>

Gary Iremonger and Sigrid will attend Council's Corporate and Community Services (CCS) meeting and be available to answer any questions on behalf of the GBD Board.

g) Obst Design, Advantage SA Regional Awards finalist, 21 Aug

The information had been posted to the website.

h) Gawler Reward Card

Cr. Kevin Fischer reported that CCS may be interested in a Gawler Reward Card. It was commented upon, that this concept had been presented several times and with no support from the Board. Louise suggested the global reward concept 'Lyoness', should Board members be interested in a rewards scheme.

11. Next Meeting: 8th October 2013 (after long weekend)

12. Closed: 9.05am



Louise Drummond
Chairperson