

<b>Nm/Date</b>	<b>MINUTES of 12<sup>th</sup> August 2014</b>
<b>Time</b>	<b>7.30-9.05am</b>
<b>Venue</b>	<b>The Church, Symes Accountants, Twelfth St. Gawler South</b>

**1. Attendance**

<b>Attendees</b>	<b>Louise Drummond (Chair), Personal Touch Home Cleaning- Other</b> <b>Peter Caddy (Treasurer), Symes Accountants- Gawler South</b> <b>Gary Iremonger (Deputy Chair)- Eagle Foundry- Other</b> <b>Greg Matz, Mensland- Town Centre</b> <b>Dianne Borrington, Aura Homewares- Town Centre</b> <b>Trevor Gent, Gawler Bearings &amp; Industrial Supplies- Willaston</b> <b>Daniel Phillips- Newton's Building &amp; Garden Supplies- Evanston</b> <b>Cr. Kevin Fischer, Town of Gawler</b> <b>Sigrid Murljacic- Communications &amp; Marketing Officer (CMO)</b>
<b>Guests</b>	<b>Debbie Robins, Advanced Personnel Management- Town Centre</b>
<b>Apologies</b>	<b>Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre</b>
<b>Absent</b>	<b>Matthew Doecke, Rainbow Pets- Town Centre</b>

**2. Confirmation of Minutes- 8<sup>th</sup> July 2014**
**Motion:**

The GBDG Minutes of 8<sup>th</sup> July 2014 are accepted as a true and accurate record.

**Moved:** Peter Caddy

**Seconded:** Cr. Kevin Fischer

**Carried**

**3. Business Arising-**

 a) Nomination of Debbie Robins-

Debbie Robins of APM is nominated to the GBDG Board to represent Town Centre businesses.

**Moved:** Greg Matz

**Seconded:** Gary Iremonger

**Carried**

 b) Procurement Policy- John Bolton 8am

Cr. Kevin Fischer excused

John reported that he had presented to Council on the Procurement Policy, with the intention of improving local business, growth, local employment, community and creating an environment where businesses can survive. The spirit of the Procurement Policy favours supporting local trade over cheapest price (within limits), but this practice does not appear to be adopted by Council.

**Action:** Request Council to supply information on what portion of Council procurement comes from local business and in particular how many (or percentage of) tenders are won by local business, which are higher than the lowest tender.

With the implementation of the 'Procurement Roadmap', which will consist of five councils (Light, Mallala, Barossa, Gawler and Mid-Murray) in a buying group, John expected small local suppliers to be disadvantaged in favour of larger suppliers due to supply limits and added bureaucratic inefficiency of ordering small quantities from local suppliers.

John reported that studies done by Australian National University (ANU) concluded that Supa Councils do not reduce rate payers cost. This same principal can also be related to the 'Purchasing Group', which in all like hood will not reduce operational costs and will however impact upon small local businesses.

Daniel reported that he had approached Gawler Council for the opportunity to supply prices/quotes for supplies, but was told that staff were too busy to obtain quotes. Newton's competitively supply several other local Councils. As Council's discretionary spend is approx. \$3000 the tender process or obtaining three quotes was not necessary for all purchases. Others reported that the tender process was too difficult and arduous. John suggested that Council provide a checklist and guidelines for staff assessment and business lodgement of tenders, so that the adoption of the Procurement Policy and supporting local business can occur more readily.

John Bolton departed 8.35am

c) Hero Building-

The Hero Building has been completed and final payments finalised. Jeanette Lockwood and Sigrid are working collaboratively on a template for owners to be able to navigate the combined Council development and engineering process. The second Hero Building project is underway with Jeanette Lockwood providing a letter to Brian Ivkovic's tenants OPSM, regarding development requirements.

d) Election Enrolment Mailout- Tabled

The tabled letter and enrolment forms were dispatched to encourage business owners who live outside the Town of Gawler, to vote in the Local Government elections.

**Action:** Cr. Kevin Fischer to follow up with Council on enrolment to vote numbers; vote enrolments in the last month and compared to last election.

e) Gawler Jazz Festival

Sigrid advised that due to organising the election enrolment mail-out, Bruce Bowen training/recruitment and co-ordinating/ marketing the Gawler SALA Art Trail, not much progress had



been made in the last month on the Gawler Jazz Festival. To date eight venues (excluding Rotary Village Fair) are confirmed (Golden Fleece, Kingsford Hotel, Eagle Foundry, Café Nova, Nourish Café, Conversations Cafe, Prince Albert Hotel & Fig22) with another three venues (Willaston Hotel, Exchange Hotel & Criterion Tavern) to be organised.

f) Bruce Bowen Training-

The Bruce Bowen training on 30<sup>th</sup> July had proven to be worthwhile, but attendance was poor (15). Sigrid advised that Bruce had been overseas all June and there had not been enough lead-in time between the meeting in early July (to discuss the content) and the event for adequate marketing. A flyer (hard copy) and two emails were sent to businesses prior to the event. The opening rate on the second email was 50%, which was an improvement on previous emails and a good response.

g) Marketing Levy Ratio

The Board agreed to a 65:35 Marketing Levy ratio (CBD: non-CBD) via email, which has been adopted by the 2014-15 Council budget. ToG Manager for Finance, Paul Horwood advised that Cr. Shackley wanted to further review the methodology, which Cr. Kevin Fischer stated he supported. It was discussed that the Board had already reviewed the situation and adjusted the Levy to account for commercial expansion in Evanston. While non-CBD commercial areas were expanding and the website promoted all business precincts, it was recognised that the town centre, was the main focus for events (SALA & Gawler Jazz Festival), banners, attention/time from the Business and Communications Officer and reflected by the Marketing Levy ratio. It was also commented upon that as Gawler Business Development Group was originally a Section 42 of Council, documentation on the methodology should be found in Council records.

**Motion:** A letter is to be sent to Council clarifying the methodology of the 65:35 Marketing Levy ratio.

**Moved:** Debbie Robins

**Seconded:** Daniel Phillips

**Carried**

h) Free WiFi (carried over)

Cr. Kevin Fischer advised that ToG Economic Development Manager, Stephen Harrison was in the process of negotiating an NBN/Telstra opportunity, which may be able to assist with Gawler free WiFi. The outcome of which is to be advised in due course.

i) Loxton Traders Association Gift Vouchers, Cr. Kevin Fischer (carried over)

There had been no further developments.

j) Gawler Wedding Directory

Gary Iremonger reported that the Gawler Wedding Directory consisted of several businesses (Cups 'n Cakes, AAA Bridal, Helium House, Relaxation & Meditation, Reminisce Photography, Silk & Lace Lingerie, Eagle Foundry B&B), who meet on a fortnightly basis at Cups 'n Cakes. The group is in the process of developing a website and Facebook presence. There had been some difficulties in attracting businesses (hairdresser) and there had been some complaints regarding the direction of the group, which Gary had addressed. Sigrid advised that she an appointment regarding a further complaint on Wednesday.

k) 175<sup>th</sup> Anniversary- Tabled

175<sup>th</sup> Anniversary Calendar of Events and sticker tabled.

Gary Iremonger reported a historic 175<sup>th</sup> Anniversary window display would be installed in Essex House (former Simply Pine) and activities would be conducted to engage schools.

**4. Chair's Report- Letter Tabled**

Chair person, Louise Drummond had written a response in relation to comments made by Stephen Harrison, Town of Gawler's Economic & Business Development Manager, in the Bunyip. His comment of not being a supporter of buy local was of concern as his role is to support economic viability of the town. The highly acclaimed 'Totally Locally' program illustrated how supporting local businesses supports the local economy and community. While the GBDG had actively promoted the concept of businesses having an on-line presence by establishing the Gawler Business Directory and business training it was apparent that many Gawler businesses target market was local, not national or international, as suggested by Stephen Harrison e.g. She's Apples, Gawler Dry Cleaners, restaurants, chemists etc. Louise's letter also addressed comments by Stephen Harrison in relation to, rebuilding a relationship and being in constant dialogue with businesses.

A second letter supported by Peter Caddy will also be submitted to the Bunyip's Editor addressing other concerns raised by Stephen Harrison.

**5. Treasurer's Report**

a) July Report- Tabled

The greatest expense was the Communications and Marketing Officer's cost, as there had been 3 fortnights in the month. A balance of approximately \$90,000 remained.

**Motion:** The July Financial Report (below) is accepted

**Moved:** Peter Caddy

**Seconded:** Greg Matz

**Carried**

b) Audit (carried over)

c) ANZ Bank

The Community Organisation bank account with ANZ has been opened. Cheques for \$500 and \$5000 require signatures and will be deposited to the ANZ to activate the accounts (bank account & credit card). The signatures of the signatories (Louise Drummond, Peter Caddy and Kim Peake) for the account are required by the ANZ Bank.



**Profit & Loss**  
**Gawler Business Development Group Inc**  
**JULY 2014**

<b>Income</b>			
Council Receipts			
Interest Income	\$71.65		
Kies Training			
Memberships			
Other Revenue			
<b>Total Income</b>	<b>\$71.65</b>		
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<b>Gross Profit</b>	<b>\$71.65</b>		
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<b>Less Operating Expenses</b>			
Advertising	\$1,887.27	304,305,310,311	
Bank Fees	\$2.30		
Conference			
Speakers			
Executive Officer - Sigrid	\$6,492.50	307,313,316	
Prizes	\$500.00	306	
General Expenses	\$4,768.18	308,309,315	Work Zone - traffic management
Hire of venue			Hero building
Insurance			
Membership			
Office Expenses			
Website etc			
Graphic design	\$1,277.69	314	
Printing & Stationery	\$456.09	312,313,316	
Postage	\$238.68	313,316	
Training			
<b>Total Operating Expenses</b>	<b>\$15,622.72</b>		
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<b>Net Profit</b>	<b>-\$15,551.07</b>		
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Bank Account @ 30/7/14	\$91,285.84		
less outstanding cheques	\$2,243.39	314,315	
<b>Cash Available</b>	<b>\$89,042.45</b>		
GST payable for month	\$0.00		
GST ITC	\$1,384.27		

## 6. Marketing

### a) July Competition Entries

Sigrid reported that despite a \$1500 prize there had only been 150 entries over the past month. There was discussion that there were probably better ways in which funds could be spent, since the novelty of the competition seemed to have diminished. Directing funds toward Facebook marketing and Christmas hampers was probably more beneficial.

**Motion:** The GBDG Board agrees that competition prize money is to no longer be offered on a regular monthly basis.

**Moved:** Greg Matz

**Seconded:** Dianne Borrington

Carried

### b) SALA Opening

The Gawler SALA Art Trail Official opening was a hugely successful event with approximately 100 people in attendance. CEO of Regional Development Australia Barossa Anne Moroney, opened the event. Food and Catering was by Taste on Main (formerly Viva on Victory) and was highly complimented. Other venues such as Fig22 had displays that had received positive feedback.

### c) Barossa Living Magazine Advert- Tabled

A full page advertisement and editorial was to be featured in the Barossa Living magazine for the Gawler Jazz Festival.

## 7. Website/ Electronic Media Committee-

## 8. Correspondence- June Tabled

Noted

Peter Whimpress letter-

**Action:** The letter from Peter Whimpress regarding the installation of a commemorative monument at Deadman's Pass should be passed along to the Town of Gawler 175<sup>th</sup> Anniversary Committee to discuss.

## 9. Communications & Marketing- Summary Report Tabled

Noted

## 10. Other Business

### a) Event Insurance- Tabled

A quote for the renewal Public/Products/Director Liability and Festival/Event insurance had been received from Local Community Insurance Services for the sums of \$3151.14 and \$3440.01 respectively.

Sigrid had contacted the Rotary Club and the Gawler Show for an indication of premiums charged by other organisations.

**Motion:** Renew the existing Public/ Products/ Director Liability Insurance \$3151.14 and purchase Festival and Events Liability Insurance \$3440.01.

**Moved:** Peter Caddy

**Seconded:** Cr. Kevin Fischer

**Carried**

b) The Bunyip

Cr. David Hughes had congratulated the GBDG on the co-ordination of the SALA Gawler Art Trail in letters to the Bunyip's Letters to the Editor.

c) Mainstreet SA Awards

The Mainstreet SA Awards are now open and Sigrid will enter the GBDG in various categories.

**11. Next Meeting:** Tuesday 8<sup>th</sup> September 2014

**12. Closed:** 9.05am



Louise Drummond  
Chairperson