

<b>Date</b>	<b>MINUTES of 11<sup>th</sup> February 2014</b>
<b>Time</b>	<b>7.30-9.00am</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          Peter Caddy (Treasurer), Symes Accountants- Gawler South          Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre          Gary Iremonger (Deputy Chair)- Eagle Foundry- Other          Trevor Gent, Gawler Bearings &amp; Industrial Supplies- Willaston          Daniel Phillips- Newton's Building &amp; Garden Supplies- Evanston          Cr. Kevin Fischer, Town of Gawler          Sigrid Murljadic- Communications &amp; Marketing Officer (CMO)</b>
<b>Guests</b>	
<b>Apologies</b>	<b>Greg Matz, Mensland- Town Centre          Dianne Borrington, Aura Homewares- Town Centre</b>
<b>Absent</b>	<b>Matthew Doecke, Rainbow Pets- Town Centre</b>

**2. Confirmation of Minutes- 14<sup>th</sup> January 2014**
**Motion:**

The GBDG Minutes of 14<sup>th</sup> January 2014 are accepted as a true and accurate record.

**Moved:** Cr. Kevin Fischer

**Seconded:** Gary Iremonger

**Carried**

**3. Business Arising-**

 a) Geoff Haygreen, Polaris Business Centre (8.00am)

The Polaris Business Centre offers a range of services and programs such as;

- Mentoring Program, The \$880 program is 50% subsidised by the Federal Government making the cost \$440. The program is further subsidized by the RDAB (for Gawler and Barossa participants) with \$100 on completion of the course.
- The Business Fundamental workshop is a 3 hour work shop on marketing and business management by Rob Chisolm, who has 40 years of business experience. It is suitable for starting up business or as a refresher.
- The Business Owners Coaching for Success is a \$1600, ten month, one on one program.
- Business Women's Network which supports the Gawler Business Women's Group.

- Digital Enterprise Program, which is a free four hour work shop for businesses in the Tea Tree Gully, Salisbury and Playford Councils(which fund the project).The workshop focuses on marketing via websites and social media.
- Start- ups which could be utilised for Gawler businesses

The Polaris Centre replaces the role of the former Business Enterprise Centres (BEC), to which Federal and State funding were cut due to poor outcomes/ reporting. The Polaris Centre is willing to work with the GBDG to provide workshops/ training for Gawler businesses.

a) 2014 MainstreetSA Conference Sponsorship-

Further enquiries have been made, regarding dual naming rights with Council for the MainstreetSA. The contractual agreement between MaintreetSA and town of Gawler prevents GBDG sharing naming rights to the event. Therefore the previous motion to sponsor the MainstreetSA Conference as a Gold sponsor for the sum of \$5,500 is adopted.

**Refer to Motion:**

Further explore the possibility of a joint venture with Council in hosting the 2014 Mainstreet SA Conference. If this is not possible, then become a 'Gold Sponsor' at the discounted price of \$5,500.

**Moved:** Peter Caddy

**Seconded:** Daniel Phillips

**Carried**

b) Hero Building

A builder, John Dickie, has been appointed to undertake the Hero Building restoration. Architectural plans are to be drafted and submitted to council via Special Project Officer Jeanette Lockwood. It is hoped that the plans can be approved by Council by the end of March and work commence soon after.

c) Essex House/ Renew Australia-

Greg reported to Sigrid that he had spoken to Danny Dare of Elders Real Estate, who advised that Essex House was in disrepair, with holes in the floors and unsafe to be occupied . The Rear verandah had also collapsed on the building. As such, pop up shops were unable to access the building.

The membership quote and coverage from Renew Australia had been received and forward to Board members. Peter Caddy will check that the insurance coverage of the Renew Australia membership is adequate.

**Motion:** If the insurance coverage is deemed acceptable by the Treasurer Peter Caddy, the Board will progress with Renew Australia membership.

**Moved:** Peter Caddy

**Seconded:** Daniel Phillips

**Carried**

d) Education Cluster -

A meeting is to be organised by Louise and Anne Moroney CEO of RDAB, to explore the possibility of the Gawler Education cluster. A guest speaker and interested parties are to be invited. The meeting is scheduled for March 12<sup>th</sup> 9-11am at the Gawler TAFE. GBDG is catering for morning tea.

e) Business Plan/ Planning Session

After discussion , it was determined that the most suitable option was for the final Business Planning session to occur on the 19<sup>th</sup> February 6-8pm. Treasurer Peter Caddy to supply 2013/14 carry over.

**Motion:** Budget to be finalised at Conversations Cafe 6-8pm 19<sup>th</sup> February.

**Moved:** Daniel Phillips

**Seconded:** Kim Peake

**Carried**

f) Change Music Festival/ 175<sup>th</sup> Anniversary

Sigrid had completed the poster and brochure/program Brief for the Change Music Festival. Martin Johnson applied for a community grant from Council, but unfortunately incorrectly completed the application and as a result had only obtained \$300 from Council instead of \$1300. Jenny Flemming was assisting Martin with State funded grants.

The 175<sup>th</sup> Anniversary stickers were complete and Gary was distributing to businesses. A 175<sup>th</sup> Anniversary display was to be installed in Essex House (formerly Simply Pine).

g) Male Model Pictures

Pictures on the [www.gawler.org.au](http://www.gawler.org.au) website including images of the male model have been removed and replaced with images of Gawler. This ensures that no royalties will need to be paid for the use the model's image after the expired two year contract.

h) Bus Tour

Sigrid and Louise to meet with Mayor Bill O'Brien (Kapunda) and Bill Adams, to discuss organisation of a combined bus tour and establishment of a business group.

#### 4. Treasurer's Report

a) December & January Report-

See pages 4-7

b) Internet Banking-

c) Credit Card Application-

The facilities of internet banking and credit card were unavailable from Bendigo Bank, Gawler. Cr. Kevin Fischer and Peter Caddy advised that these facilities were available from other banks such as Bendigo Bank (Playford) and the ANZ respectively.

**Action:** Cr. Kevin Fisher to enquire about these facilities from Bendigo Bank (Playford).

d) Audit-

Treasurer Peter Caddy is to provide additional information to the Auditor, so that the audit can be completed.

**JAZZ FESTIVAL COSTS  
2013**

	<b>Incl GST</b>	<b>Ex GST</b>
Production Solutions	\$17,600.00	\$16,000.00
Posters	\$1,417.80	\$1,288.91
Banners	\$4,114.00	\$3,740.00
Advertising	\$2,303.82	\$2,094.38
Band for launch	\$350.00	\$318.18
Mailout	\$262.20	\$238.36
Catering for launch	\$739.20	\$672.00
<b>TOTAL</b>	<b>\$26,787.02</b>	<b>\$24,351.84</b>

**Income and Expenses**  
**Gawler Business Development Group Inc**  
**JULY 2013 to JANUARY 2014**

<b>Income</b>	
Council Receipts	\$83,090.91
Interest Income	\$559.62
Kies Training	\$413.64
Memberships	\$300.00
Other Revenue	\$257.73
<b>Total Income</b>	<b>\$84,621.90</b>
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<b>Gross Profit</b>	<b>\$84,621.90</b>
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<b>Less Operating Expenses</b>	
Advertising	\$13,218.31
Bank Fees	\$55.65
Conference	\$70.00
Speakers	\$8,940.00
Executive Officer - Sigrid	\$32,921.50
Prizes	\$3,000.00
General Expenses	\$1,913.78
Hire of venue	\$1,872.73
Insurance	\$2,854.42
Membership	\$0.00
Office Expenses	\$0.00
Website etc	\$2,899.32
Graphic design	\$1,799.30
Printing & Stationery	\$1,055.21
Postage	\$490.75
Training	\$10,000.00
Jazz Festival	\$24,351.84
Xmas Hampers	\$4,802.05
<b>Total Operating Expenses</b>	<b>\$110,244.84</b>
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<b>Net Profit</b>	<b>-\$25,622.95</b>

**Income and Expenses**  
**Gawler Business Development Group Inc**  
**DECEMBER 2013**

<b>Income</b>		
Council Receipts	\$37,000.00	
Interest Income	\$62.51	
Kies Training		
Memberships		
Other Revenue		
<b>Total Income</b>	<b>\$37,062.51</b>	
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<b>Gross Profit</b>	<b>\$37,062.51</b>	
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<b>Less Operating Expenses</b>		
Advertising	\$1,541.82	244,250
Bank Fees	\$7.90	
Conference		
Speakers	\$1,160.00	245 Sarah Davies Consulting - no GST
Executive Officer - Sigrid	\$4,550.00	243,254
Prizes	\$1,000.00	241, 248 Window Display, October
General Expenses		
Hire of venue	\$290.91	249 Visual Merchandiisng Course venue hire
Insurance		
Membership		
Office Expenses		
Website etc		
Graphic design	\$251.80	242 Cara - no GST
Printing & Stationery	\$28.00	243
Postage		
Training		
Jazz Festival	\$1,540.45	240,250
Xmas Hampers	\$4,802.05	246,247,252,251,253,254
<b>Total Operating Expenses</b>	<b>\$15,172.93</b>	
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<b>Net Profit</b>	<b>\$21,889.58</b>	
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Bank Account @ 30/12/13	\$86,245.31	
less outstanding cheques		
<b>Cash Available</b>	<b>\$86,245.31</b>	
GST payable for month	\$3,700.00	
GST ITC	\$1,275.32	

**Income and Expenses**  
**Gawler Business Development Group Inc**  
**JANUARY 2014**

**Income**

Council Receipts	
Interest Income	\$77.73
Kies Training	
Memberships	
Other Revenue	
<b>Total Income</b>	<b>\$77.73</b>

**Gross Profit** **\$77.73**

**Less Operating Expenses**

Advertising	\$1,189.55	<small>258,259</small>	
Bank Fees	\$14.90		
Conference			
Speakers			
Executive Officer - Sigrid	\$3,850.00	<small>256,260</small>	
Prizes			
General Expenses	\$588.10	<small>257,255</small>	Not sure yet
Hire of venue			
Insurance			
Membership			
Office Expenses			
Website etc			
Graphic design			
Printing & Stationery			
Postage			
Training			
Jazz Festival			
Xmas Hampers			
<b>Total Operating Expenses</b>	<b>\$5,642.55</b>		

**Net Profit** **-\$5,564.82**

Bank Account @ 30/1/14	\$81,485.04
less outstanding cheques	\$1,308.51 <small>258,259</small>
<b>Cash Available</b>	<b>\$80,176.53</b>
GST payable for month	\$0.00
GST ITC	\$820.33

The Christmas hampers had been provided under budget and had proven to be very popular with the public and Gawler Carol s.

**Motion:** The December 2013 & January 2014 Financial Report is accepted.

**Moved:** Peter Caddy

**Seconded:** Daniel Phillips

**Carried**

## 5. Marketing

### a) February Monthly Competition/ Valentine's Day

There had been a very strong response to the Valentine's Day campaign with over 170 entries in the first few days and over 4000 Facebook responses (see IT Report). This could possibly be attributed to the break (no January campaign), the attractive art work and change in prize (romantic getaway).

### b) Building Photography \$300

Sigrd had received a verbal quote from Peter Dibben, that the cost of taking photographs of a selection of buildings would be \$300. This included taking photoes of the buildings at different times of the day to ensure good lighting of the subject.

**Motion:** The cost of \$300 for the photography of heritage buildings by Peter Dibben is approved.

**Moved:** Cr. Kevin Fischer

**Seconded:** Kim Peake

**Carried**

Louise reported that Council was willing to assist with assistance from the Heritage Advisor to determine colour and heritage requirements.

### c) Easter Rabbits

The Easter bunnies for the Easter campaign are to be two sizes A4 (small) and A3 (large).

### d) Gawler Jazz Festival

Sigrd would be contacting venues for participation in the Gawler Jazz Festival. Zonta and the Lions Club may be interested in organising a Gala event. It is hoped that there would be a free concert in Pioneer Park to value add to the Rotary Village Fair.



## 6. Website/ Electronic Media Committee-

### a) Website and Mobilization Report- Tabled

Kim reported that her husband Chris, in IT had checked the proposal and had suggestions such as;

Determine the purpose of the site; was it to encourage visitation to Gawler, encourage shopping, give businesses an online presence, advertise and/or collaborate with businesses.

It was decided that all these items, were a function of the website.

Chris also suggested that the website should have a digital front door, be responsive to Iphones and mobiles, a business login for each business was not practical and businesses should display alphabetically on one continual page rather than several pages.

Daniel, who has recently had a Wordpress website built for Newton's by Zynke Design [<http://zynke.com.au/>] has been very impressed by their service, pricing, functionality of website, responsiveness to I pads & I phones, newsletter options and various 'plug- ins'. The cost of the site was approx. \$6,000 with an ongoing Mailchimp compatible database for the cost of \$20/ month. Zynke Design is the builder of the extensive San Remo Pasta website, with over 600 recipes, [www.sanremo.com.au](http://www.sanremo.com.au)

**Motion:** Daniel Philips is authorised to seek a quote, to rebuild the GBDG website with mobile phone/ Iphone compatibility, from Zynke Design.

**Moved:** Daniel Philips

**Seconded:** Kim Peake

**Carried**

### b) Terms of Reference (carried over)

## 7. Correspondence- January Tabled

Noted.

## 8. Business Liaison Report- Summary Report Tabled

### a) BLO Contract (carried over)

Peter and Louise to determine contract.

### b) Creative Ideas Council Workshop 6<sup>th</sup> Feb

### c) Annual Leave 21<sup>st</sup>, 24<sup>th</sup> & 25<sup>th</sup> Feb 2014

**9. Other Business**

- a) RDA Barossa Welcome to 2014 Tuesday evening 5-6pm- Tabled

Louise, Daniel and Sigrid to attend the meeting.

- b) Transition Gawler Bicycle- Email Tabled

Sigrid will attend the meeting on Sunday 3pm on the 16<sup>th</sup> February.

- c) Facebook Training- Tabled

Sigrid to liaise with Sharon Clarke, DEEWR re: providing Facebook training.

- d) Martin Grunstein Training

The cost of training by Martin Grunstein would be approx \$4500 (plus airfare and accommodation). The sales training is interactive for both staff and business owners. A presentation in May is a possibility.

Geoff Haygreen, Polaris Centre also recommended Bruce Bowen [<http://www.softskillsti.com/>] and suggested the GBDG contact him.

- e) Totally Locally

Founder of Totally Locally Chris Sands would be in the Barossa and there was a possibility of a presentation in Gawler, the details of which are to be determined.

**10. Next Meeting:** Tuesday 11<sup>th</sup> March

**11. Closed: 9.00am**



Louise Drummond  
Chairperson