Date	**MINUTES of 18th March 2014**
Time	**7.30-9.00am**
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** **Gary Iremonger (Deputy Chair)- Eagle Foundry- Other** **Greg Matz, Mensland- Town Centre** **Trevor Gent, Gawler Bearings & Industrial Supplies- Willaston** **Cr. Kevin Fischer, Town of Gawler** **Sigrid Murljacic- Communications & Marketing Officer (CMO)**
Guests	**Luke Howe, Barossa Financial Services**
Apologies	**Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre** **Daniel Phillips- Newton's Building & Garden Supplies- Evanston** **Dianne Borrington, Aura Homewares- Town Centre**
Absent	**Matthew Doecke, Rainbow Pets- Town Centre**

2. Confirmation of Minutes- 11th February 2014

Motion:
The GBDG Minutes of 11th February 2014 are accepted as a true and accurate record.

Moved: Cr. Kevin Fischer **Seconded**: Peter Caddy **Carried**

3. Business Arising-

a) 2014 MainstreetSA Conference- Advertisement Tabled

Conference Delegates (3) - Louise Drummond, Kim Peake and Peter Caddy

Conference Dinner Delegates (6) - As above and 3 additional dinner delegates- Gary Ironmonger, Sigrid Murljacic & one other.

Action: Sigrid to enquire if she able to attend the Conference as an extra, not as a Delegate, in order to man the booth.

b) Hero Building

The Development Application and plans have been submitted to Council for approval. The builder John Dickie returns from holidays 28th March, by which time the application will hopefully been processed.

Interest from a property owner (3 shop fronts) has been received in relation to progressing with the next Hero Building project.

c) Essex House

Greg Matz reported that he had spoken to Danny Dare of Elder's Real Estate, who said that the building was not safe and the rear verandah had fallen off. Several businesses had indicated that they were interested in leasing the building. Sigrid had spoken to owner Michael Mattei who said that he would come to Gawler and inspect the building to decide if the building was suitable for Pop-up shops.

St. Brigid's School had organised a display in the Essex House right hand side windows. Deputy Mayor Brian Thom was organising a 175th anniversary display. It was discussed that Brian should directly liaise with Michael as they were friends. Gary to advise Brian.

d) Renew Australia Membership- (Carried over)

e) Education Cluster, 9.30-11.00am Wed 12th March

Anne Moroney, CEO of RDAB facilitated the meeting, which was an initiative of the GBDG as a result of Louise and Sigrid attending a cluster workshop. The purpose of the meeting was to determine if Gawler had a naturally occurring education cluster and if so how this could be collectively promoted to benefit the region. Participants included Trinity College, TAFE SA, Roseworthy/ Uni SA, Gawler East Primary, Xavier College, NRN, Dept. of Further Education, Science & Technology, Gawler District College, Tony Piccolo MP's Office and other Government Departments.

It was determined that Gawler had a naturally occurring Educational Cluster and it was agreed that this should be further explored, as to how it could benefit the local economy. General discussions concluded that as an Education Cluster the region could attract international & interstate students, high calibre lecturers and their families, visiting friends & family/ tourists, PHD research projects in equine, rural & sports, global recognition, improved services and economy etc.

It was thought that further research into the benefits of an Education Cluster and how to progress the concept, be obtained by the utilisation of a university student research project. Louise suggested that the cost of the research project, approximately $1000, be paid by the GBDG, so that the partnership and the role of the GBDG are recognised.

f) Business Plan/ Planning Session- Tabled

General discussion concluded that in order to increase Gawler events such as the addition of a Classical Music Festival and a bicycle event, the Marketing Levy should be increased. It was thought that a10% increase was reasonable and would have overall minimal impact upon businesses, due to the additional number and value of commercial properties in 2014/15. The 10% was an estimate derived from CPI and an increase in commercial values (e.g. Gawler Green & Golden Fleece). Sigrid had requested the increased value of commercial property from Council, but unfortunately it was not forth coming.

Motion: The current 'Marketing Levy' of $148,000 be increased by 10% for the 2014/15 financial year. The 10% increase consists of CPI and commercial property increases.

Moved: Peter Caddy **Seconded:** Cr. Kevin Fischer **Carried**

g) Change Music Festival/ 175th Anniversary- Tabled

Briefs and art work (posters, programs & Facebook page) for the Change Original Music Festival had been completed. 300 posters and 5000 program flyers would be printed and delivered to Martin Johnson. The project had come in under budget.

h) Totally Locally, 6-8pm Wed 12th March- Tabled

Approx 25 business and community members attended the Chris Sands Totally Locally workshop. Chris spoke of how dying English towns had been turned around by the Totally Locally campaign, which was essentially businesses working together to become more personal and connected with their community. The use of tools such as films, $10 dollar days and open source material to enlist community support had been successful in creating a village atmosphere and reinvigorated townships all over the world. Louise suggested that we have a student produce a slide show for the website.

i) Bruce Bowen Training- Tabled

j) Martin Grunstein Training

After discussion it was concluded that the subject matter (i.e. customer service and sales) of both Bruce Bowen and Martin Grunstein were similar. While the approximate cost of training by Bruce Bowen and Martin Grunstein was $2500 and $5000 respectively, it was thought that it may be beneficial to initially host a workshop by Bruce Bowen and then assess if another is required. If so, proceed with a Martin Grunstein workshop later in 2014/15. Time wise, a Bruce Bowen workshop could occur in May 2014.

Motion: Conduct a Bruce Bowen customer service/ sales workshop in May 2014.

Moved: Cr. Kevin Fischer **Seconded**: Peter Caddy **Carried**

k) Facebook Training, 6-8pm 14th April

Through Sharon Clarke, Department of Employment, the GBDG had received sponsorship for a Facebook Marketing workshop by Ed Milne. The training is to be promoted via the newsletter, flyers, website and email.

l) Gawler Jazz Festival Grant Application

Sigrid reported that she had commenced work on a grant application for the Gawler Jazz Festival, which included Marketing and Business Plans and other application requirements. She asked not to be given any further tasks for the next two weeks, so the application could be completed and lodged by 27th March.

m) SALA Festival, August

Meetings have commenced with independent artists, who are organising the SALA event for the Institute.

n) Transition Gawler- Bicycle events

Bicycle pathway linkages to the Barossa (Jack Bobridge Bikeway) & Adelaide (Stuart O'Grady) are to be developed. Council via Jeanette Lockwood have requested a letter of support. Transition Gawler are planning a cycle event for all levels of riders; three rides of differing lengths and degrees of difficulty are to be organised departing from Apex Park as a family friendly event (face painting, climbing wall, entertainment etc.) GBDG may be able to assist with marketing the event.

Action: Sigrid to continue liaising with Transition Gawler.

o) Building Photography

Action: Louise and Sigrid are to prepare a list of which buildings are to be photographed, for photographer Peter Dibben.

p) VM & Business Management Training

The Visual Merchandising (VM) and Business Management course is almost finished, with only two sessions and the tour remaining. The course has been of great benefit to those who have attended, especially for businesses operating without a business background or training in business practices.

4. Chair's Report- See above

5. Treasurer's Report

a) February Report- Tabled

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

Income	
Council Receipts	$83,090.91
Interest Income	$631.59
Kies Training	$413.64
Memberships	$300.00
Other Revenue	$257.73
Total Income	**$84,693.87**
Gross Profit	**$84,693.87**
Less Operating Expenses	
Advertising	$13,218.31
Bank Fees	$57.25
Conference	$5,070.00
Speakers	$8,940.00
Executive Officer - Sigrid	$36,824.00
Prizes	$3,000.00
General Expenses	$1,657.18
Hire of venue	$1,872.73
Insurance	$2,854.42
Membership	$0.00
Office Expenses	$0.00
Website etc	$3,405.32
Graphic design	$2,039.20
Printing & Stationery	$1,055.21
Postage	$490.75
Training	$11,200.00
Jazz Festival	$24,351.84
Xmas Hampers	$72,151.25
Total Operating Expenses	**$188,187.44**
Net Profit	**-$103,493.58**

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b) Internet Banking

c) Credit Card Application

Treasurer Peter Caddy reported that internet banking and credit card facilities, with two signatories, are not available from Gawler's branch of the Bendigo Bank.

Action: To be further followed up with the Munno Para branch of the Bendigo Bank.

d) Audit (Carried Over)

e) ANZ Bank- Tabled

Sigrid followed up the possibility of credit card and internet banking facilities being supplied by the local ANZ Bank. The email indicated that they were able to provide such options for Incorporated Associations.

Action: To be further followed up with Gawler ANZ Bank

6. Marketing

a) February Monthly Competition/ Valentine's Day won by Rebecca Batten, Gawler

b) March/April Competition-Advertisement Tabled

c) Easter Bunnies

The competition involved finding the pink bunnies in three locations around Gawler. Pink and white bunnies are being distributed in Gawler business districts. Sigrid reported while some businesses were happy to participate, others were disinterested and did not put their bunnies in their windows.

7. Website/ Electronic Media Committee-

a) February Report- Tabled

Daniel had spoken to Zynke Design regarding a new GBDG website and mobile optimisation. Currently on holidays, Zynke will respond upon their return.

b) Terms of Reference (carried over)

The document is currently in draft format.

8. Correspondence- February Tabled

Noted.

9. Business Liaison Report- Summary Report Tabled

a) Communications & Marketing Contract

Peter and Louise discussed the renewal of the Communications and Marketing Officer's contract and recommend that the contract be renewed for a further two years at $35/ hour.

Motion: The Communications and Marketing Officer's contract be renewed for a further two years at $35/hour (approximately35 hours/ week).

Moved: Peter Caddy **Seconded:** Greg Matz **Carried**

10. Other Business

a) Wedding Cluster

Sigrid and Louise meet with businesses who were interested in promoting to those planning weddings and cross promoting with each other. The businesses will look at how they can better promote themselves collectively and more efficiently by sharing costs and producing a Gawler Wedding Directory. More meetings are to occur.

b) Networking Function

It was discussed that the GBDG should have a casual networking function for businesses to meet each other. The networking function could incorporate the theme of Totally Locally. Totally Locally marketing collateral may be available from RDA Barossa.

11. Next Meeting: Tuesday 8th April

12. Closed: 8.58am

Louise Drummond

Louise Drummond
Chairperson