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| Date | MINUTES of 11th August 2015 |
| Time | 7.30-9.05am |
| Venue | Symes Accountants, Corner 12th & 14th Streets Gawler South Church building, Entry via church doors |

1. Attendance

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| Attendees | <p>Louise Drummond (Chair), Personal Touch Home Cleaning- Other Gary Iremonger (Deputy Chair), Eagle Foundry- Other Peter Caddy (Treasurer), Symes Accountants- Gawler South Greg Matz, Mensland- Town Centre - Town Centre Daniel Phillips, Newton's Building & Garden Supplies- Evanston Brett Whitford, Cups 'n Cakes- Town Centre Cr. Kevin Fischer, Town of Gawler Sigrid Murljacic- Communications & Marketing Officer (CMO)</p> |
| Guests | <p>Gayle Joyce, Poetic Justice Café Gallery- Gawler South Rhia Vines, Personnel Placement Consultancies- Town Centre Samantha Thompson, Job Prospects- Town Centre</p> |
| Apologies | <p>Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Dianne Borrington, Aura Homewares- Town Centre</p> |
| Absent | |

2. Confirmation of Minutes- 14th July 2015

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| <p>Motion: The GBDG Minutes of 14th July 2015 are accepted as a true and accurate record. Moved: Greg Matz Seconded: Gary Iremonger Carried</p> |
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3. Business Arising-

- a) Vinh Giang- Gawler Greyhound Racing Club

Tony Harnett advised that upon review, he did not think that the Kingford Hotel would be able to provide a cost effective breakfast. Sigrid then approached the Gawler Arms (who advised that they do not cater for breakfast) & the Gawler Greyhound Racing Club. The GGRC advised that they would be able to cater for breakfast for a cost of \$15 and provide a free venue as sponsorship.

After notifying businesses by Facebook, newsletter, email and DL flyer mail out, there had not been a strong response, only approximately 25 people. With the event being the following day (12th August), it was possible that there would be more.

b) Gawler SALA Art Trail Launch

The official opening to the Gawler SALA Art Trail had been very successful with approximately 70 people in attendance. Mayor Karen Redman opened the event and guest photographer Alan Griffin, President of SA Photographic Federation, spoke about his background in photography.

Gayle Joyce of Poetic Justice Café Gallery reported that they had a good response to the Gawler SALA Festival. Sigrid also reported that Jewellery Journey had sold several art works during the Gawler SALA Art Trail.

c) Totally Locally Strategy Quotes

Quotes;

- Portable teardrop banners- Quote from Elite Signs, depends on size (S, M or L) & if single or double sided printed approx. \$250-\$500 each
- Large custom size window posters- Quote from Elite Signs; depends on size of window e.g. Interwoven Fitness, Cheek Ave. two windows cost \$1000-\$1200
- Bus Shelter- Quote from John Adams, Ashdel \$500/panel/fortnight. There are four bus shelters in Gawler with two panels each.
- Electronic Signage- Quote from Michael Higgins, SA Hire. The longer the term, the cheaper the cost/day. 1-4 weeks \$37.50/day, 4-8 weeks \$35/day, 8+wks \$30/day & \$100 delivery/pick up fee

d) Essex House/ Simply Pine Activation- Tabled; Email from John Giannitto

John had called Michael Mattei several times and left messages, but had not received a response.

Action: Greg Matz will also try to establish contact with Michael Mattei.

e) 2016 Yamaha National Band Championships

Cr. Kevin Fischer advised that there had been no further developments in regards to the closure of Lyndoch Road intersection for the 2016 Yamaha National Band Championships (Easter).

Sigrid also reported that the accommodation promoted on the Band Championship website was mainly Barossa based and that she would follow up and provide a list of available Gawler accommodation to the organisers.

f) Mayor Karen Redman Response- Tabled

Mayor Karen Redman advised she was still interested in meeting with Nigel McBride Business SA Chief and would discuss further with Louise at the Vinh Giang breakfast 12th August.

g) Insurance

Sigrid advised that she had checked the pricing of last year's insurance policy compared to this year's and there has only been a small increase from \$3,111.98 to \$3,151.13. The insurance account has been paid.

h) Nomination of Brett Whitford to the GBDG Board

Motion: Brett Whitford of Cups 'n Cakes is nominated to the Gawler Business Development Group Board to represent Town Centre.

Moved: Peter Caddy

Seconded: Daniel Phillips

Carried

4. Chair's Report-

Louise attended the RDAB 'Transforming Business' Conference on Friday. Approximately seventy people attended. The main presenter was of a very good standard and Louise has contact details for future use. Lt. Con. Jack Gregg of the Australian Defence Force, has been deeply involved in the military operations and also the training of Port Power. He presented on personal development, team leading, improving alliances, communication links and supply chains. Louise thought he would be an ideal speaker for future breakfast meetings.

Louise and Sigrid also attended the Council/CEO monthly meeting.

5. Treasurer's Report-a) July Report- Carried over

As Peter has recently been away overseas, he did not have the opportunity to complete the financial report.

b) 2013 Audit- Carried overc) Account Administrator/ Electronic Banking- Carried overd) Credit Card

Peter to follow up the issuing of a credit card.

6. Marketing-

- a) Facebook- April 1756, May 1826, June 1848, July 1868 Likes
- b) Vinh Giang-Flyers Tabled

VINH GIANG NETWORK BREAKFAST

THE GAWLER BUSINESS DEVELOPMENT GROUP IS PLEASED TO PRESENT VINCING SPEAKER VINH GIANG!

2015 South Australian Entrepreneur of the Year AGD recipient Vinh Giang has been building businesses since only 20 years age. Over the years, he has discovered many common threads between his two passions, business and magic.

Since his family came to Australia in 1989, Vinh has worked with companies from all over the world and been mentioned by internationally recognised magazines such as *Harvard Business Review*. He speaks at top level and cutting-edge seminars to share with his audiences.

During his speech will open your mind to new possibilities. He leads attendees on an interactive journey through his amazing brain, ideas and skills remarkable through his unique storytelling, anecdotes and the wonderful use of magic.

www.vinhgiang.com.au
SEATS ARE LIMITED!

Vinh Giang
Member's Cost: \$15.00 (Includes)
Non-Member's Cost: \$30.00
Time: 7.15am to 7.50am (AEST)
Where: (Mainly) The Gawler Club
Where: (Gawler/Whyalla) Whyalla Club, (Whyalla) Whyalla Club, (Whyalla) Whyalla Club, (Whyalla) Whyalla Club
RSVP: vinhgiang@gbdg.org.au
A.M. 0800 347 900

Gawler Business Development Group

www.gawler.org.au

Promoted via Facebook, website, posted flyers, newsletter & email.

- c) Newsletter Dispatched- Sent 30 July, 35% Open rate, 15% Click rate

Although the opening rate of the GBDG newsletter was well above industry average at 35%, it still meant that 65% of businesses were not opening their newsletter and taking advantage of opportunities and information. There was some discussion regarding sending a hard copy newsletter.

7. Website/ Electronic Media Committee

- a) July Report- Tabled

Noted. Cr. Kevin Fischer reported that he had asked Shane Bailey to provide a summary of website Google reports in the future, outlining direction and opportunities from which the GBDG may benefit.

Samantha Thompson arrived 8.00am. Looking for an event may not have been the reason for a business directory search, but it was effective in lengthening the visit/search of the Gawler Business Directory. Populating the events calendar with local activities, mainly from Facebook, is an ongoing effort.

Motion: Invite local schools and community groups to utilise the Gawler Business Directory events calendar to promote their activities/functions.

Moved: Greg Matz

Seconded: Peter Caddy

Carried

8. Correspondence for July- Tabled

Noted.

a) Business List Request from Council

Angela Savelli, Town of Gawler Executive Assistant requested use of the business list (database). It was discussed that; the database should not be given to another party and the purpose of the request should be determined. Sharing of data could be an advantage if Council were to also update and supply database information.

b) Dual Branding of GBDG Marketing Material

Cr. Kevin Fischer reported that there had been a complaint that all GBDG marketing should be co-branded with the Council logo e.g. Vihn Giang event, but was not occurring. It was explained that events that were sponsored or assisted by Council e.g. Gawler Jazz Festival and SALA Art Trail were dual branded. Kevin said that the Council agreement he had seen, specified that marketing material should be co-branded. He said that a letter from Council would be forthcoming.

Action: Council agreement to be circulated to GBDG Board members.

9. Communications & Marketing- Summary Report Tabled

Noted.

10. Other Business

a) GBDG Membership Applications- Peter Ward, Margaret May & David Dawes.

Sigrid is to check that the businesses have an ABN number.

It was discussed that the GBDG Constitution's origin was based upon the Gawler Business Development Group originating as a Section 42 of Town of Gawler and drawing its membership wholly from the Council area, its main purpose being to promote Gawler as a commercial destination. While membership of home and mobile based businesses is now being considered, there are no specific criteria in the Constitution to determine this category of membership.

Action: GBDG to determine criteria for home-based/ mobile membership.

b) Common Law Contracting / Superannuation

<http://www.workforceadvisorsgroup.com.au>

Sigrid had been alerted to the issue of Common Law Contracting/Employee and spoken to the Work Force Advisory Group, who were of the opinion superannuation may be payable. The Board believed this was not the case. Peter Caddy will follow up.

c) Proposal by Soli Goodes- Tabled

There was discussed that the proposal did not provide enough detail and that it was quite expensive. While there was some support for the proposal and agreement that something needs to be done in regards to Totally Locally, there was also consensus that Dianne Borrington from the Totally Locally committee should be consulted and her ideas/proposal considered.

Brett & Greg departed 8.55am

d) The Bunyip, Ad- Impact- Tabled

Totally Locally Advert

DID YOU KNOW?
Meznar Furniture employs
6 local apprentices!
Support Totally Locally

Gawler
Business Development Group
www.gawler.org.au

Totally Locally
GAWLER

e) Arts & Culture Strategy Consultation- Leonie Boothby

Leonie Boothby and Maz McGann, experienced in arts and local government are conducting consultation for the Town of Gawler, Arts and Culture Strategy, a ten year plan. The consultation seeks to collect information from the community and give direction on arts, music/events, heritage, economic costs and outcome, challenges, issues, opportunities and the living mix/ interaction. Issues such as, viability of tourist accommodation, vacant shops, presentation of historic buildings (lighting up), access technology are all to be addressed.

Arts and culture opportunities such as the Gawler Connect Project, which will house the heritage collection, have flexible exhibition and storage space to enable travelling exhibitions and an IT hub will create economic and social opportunities to benefit the community.

Louise to meet with Leonie to discuss further.

11. Next Meeting: 7.30am Tuesday 8th September, Symes Accountants

12. Closed: 9.05am

Signed by;



Louise Drummond

Chairperson