

Date	MINUTES of 10th March 2015
Time	7.30-9.05am
Venue	Symes Accountants, Corner 12th & 14th Streets Gawler South Church building, Entry via church doors

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 Kim Peake (Secretary), Kornacraft Sewing Centre- Town Centre Dianne Borrington, Aura Homewares- Town Centre Lyn Gill, Access Medical- Town Centre Debbie Robins, Advanced Personnel Management- Town Centre Daniel Phillips, Newton's Building & Garden Supplies- Evanston Cr. Kevin Fischer, Town of Gawler Sigrid Murljadic- Communications & Marketing Officer (CMO)
Guests	Melissa, Telstra- Town Centre Steven Thomas, Regional Development Australia Barossa Steven Harrison, ToG Economic Manager Paul Koch re: Cycle Brochure
Apologies	
Absent	Greg Matz, Mensland- Town Centre

2. Confirmation of Minutes- 10th February 2015

Motion: The GBDG Minutes of 10th February 2015 are accepted as a true and accurate record.

Moved: Gary Iremonger

Seconded: Kim Peake

Carried

3. Business Arising-

i. 2015-2016 Draft Business Plan/ Budget- Tabled

- The final carry over figure is to be provided by Treasurer, Peter Caddy. The 2015-16 Business Plan/ Budget is to be presented to Council at the March 24th meeting by Louise Drummond and Peter Caddy.
- The launch of the website and training for its use may require additional funds to the allocated \$6,000.

Motion: \$2,000 is allocated to the launch of the website and training for its use.

Moved: Cr. Kevin Fischer

Seconded: Debbie Robins

Carried

- Contribution of funds for street scaping is premature, as consultation has not commenced.
- It was discussed that while Councils and large organisations are not favoured as drivers of the Totally Locally campaign, the GBDG is probably the organisation which will best drive and promote the concept in Gawler.

Motion: \$6,000 is allocated to the 2015-16 Totally Locally budget

Moved: Peter Caddy

Seconded: Lyn Gill

Carried

- Several options for the Christmas promotion were discussed including;
 - a. Supporting the Christmas Community Group activities. Deb Robins is happy to attend Christmas community meetings. Sigrid to liaise with Chantelle Tesselaar regarding Christmas Community Group meeting times.
 - b. The focus of the promotion should be on the main street (Murray St.)
 - c. Christmas/fairy lights for shops

ii. Education- Martin Grunstein

Sigrid contacted Martin Grunstein regarding the presentation of an educational session for the GBDG. Martin accepted the engagement, but date of the presentation is to be decided.

iii. Streetscape Precinct Workshops 18th, 19th & 26th March

Cr. Kevin Fischer reported that the town centre Precinct Workshops are to review the Walker Place/ CBD, Northern CBD & Southern CBD areas with high level community discussions. The review will include traffic management, strategic direction, heritage, development, signage etc. Board members are encouraged to attend.

Dianne Borrington volunteered to attend on the 18th and Peter Caddy on the 19th March.

iv. Hero Building

The 2nd Hero Building project (OPSM & Cups 'n Cakes) has commenced. It was discussed with the loss of council contact Jeanette Lockwood, there had been difficulty in obtaining the \$10,000 grant funding. There had also been traffic management problems, with work ceasing due to both issues.

v. Council Rating Strategy

The Council Rating Strategy was available for review. Sigrid reported that the reference to the Salisbury Council tiered methodology was rather misleading, as it used the tiered system

to reduce rates on higher valued properties, not increase the rates like Gawler. Cr. Kevin Fischer said that use of the tiered system was in principal the same as Salisbury Council.

Treasurer, Peter Caddy volunteered to review the Gawler Council Rating Strategy.

vi. Breakfast Meeting 24th March- Tabled

Recruitment for the Breakfast meeting was to include Facebook, website, newsletter, flyer and email promotion.

vii. Mainstreet SA Conference-

Kim Peake volunteered to attend the Mainstreet SA Conference on 17th April.

viii. Steven Harrison, ToG Manager Economic Development

Steven introduced himself and his back ground experience which included;

- Bank SA Manager
- Marketing and communications for one of Adelaide's top three graphic design studios, 10yrs
- Premier's Office, SA Strategic Plan Community Consultation
- Salisbury Council, 5yrs
- Playford Council before coming to Gawler Council
- Currently residing in the Clare Valley

Steven reported on the Gawler Connect Project;

- A \$12 million project, but could result in more depending on the condition of the buildings and what could be unearthed
- The grant application was submitted under the National Stronger Regions Fund, which aimed to improve economic development, productivity and work force
- Public partnerships would be sought
- The buildings are to be repurposed to house a modern library/digital hub, the Heritage Collection, reading room, arts & entertainment centre, performing arts and attract people to the CBD
- Tandanya Aboriginal Cultural Centre was interested in expanding their activities to Gawler, a regional area, to include contemporary dance, theatre, art gallery, bush tucker café and training programs.
- A partnership with the Food Forest
- Basement meeting rooms and digital hub with café-like atmosphere and national broadband network

- Hot Desking- Availability of desk space for lap-tops/ computers with digital network access for businesses and organisations
- Video conference facilities for meetings
- The grant application has been lodged and the outcome will not be known until May. There is a good chance of success as there are only two other applications

Louise thanked Steve for his presentation.

4. Chair's Report-

An invitation from Nick Champion MP's office to meet with the Federal Shadow Minister for Business had been extended to the GBDG. The date is to be determined.

Motion: Daniel Phillips and Peter Caddy to attend a meeting with the Shadow Minister for Business on behalf of the GBDG.

Moved: Peter Caddy

Seconded: Kim Peake

Carried

5. Treasurer's Report-

- a) Feb Report- Tabled (below)

Income and Expenses
Gawler Business Development Group Inc
JULY 2014 to FEBRUARY 2015

Income	
Council Receipts	\$81,500.00
Interest Income	\$979.97
Kies Training	\$0.00
Memberships	\$450.00
Other Revenue	\$82.50
Total Income	\$83,012.47
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Gross Profit	\$83,012.47
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Less Operating Expenses	
Advertising	\$10,472.80
Bank Fees	\$45.15
Conference	\$0.00
Speakers	\$2,450.00
Executive Officer - Sigrid	\$36,662.50
Prizes	\$2,000.00
General Expenses	\$6,165.02
Hire of venue	\$1,283.64
Insurance	\$6,000.14
Membership	\$0.00
Office Expenses	\$16.41
Website etc	\$9,749.46
Graphic design	\$1,858.49
Printing & Stationery	\$747.41
Postage	\$496.27
Training	\$0.00
JAZZ Festival	\$19,205.01
Xmas Hampers	\$3,343.91
Total Operating Expenses	\$100,496.20
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Net Profit	-\$17,483.73

Income and Expenses
Gawler Business Development Group Inc
FEBRUARY 2015

Income		
Council Receipts		
Interest Income	\$124.89	
Kies Training		
Memberships		
Other Revenue		
Total Income	\$124.89	
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Gross Profit	\$124.89	
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Less Operating Expenses		
Advertising		
Bank Fees		
Conference		
Speakers		
Executive Officer - Sigrid	\$4,375.00	<i>ANZ 1008, 1009</i>
Prizes		
General Expenses	\$68.82	<i>1,008</i> Budget meeting food, drinks
Hire of venue		
Insurance		
Membership		
Office Expenses		
Website etc		
Graphic design		
Printing & Stationery	\$7.27	<i>1,008</i>
Postage	\$1.95	<i>1,008</i>
Training		
Jazz Festival	\$550.00	<i>ANZ 1005, 1006</i> JAZZ radio, APRA fee
Xmas Hampers		
Total Operating Expenses	\$5,003.05	
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Net Profit	-\$4,878.16	
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Bank Account @ 27/2/15	\$90,304.48	
less outstanding cheques	\$2,310.00	<i>1009</i>
Cash Available	\$87,994.48	
GST payable for month	\$0.00	
GST ITC	\$500.30	

- b) 2013 Audit- (Carried over)
- c) ANZ Bank Account Administrator- (Carried over)

6. Marketing

- a) Final Draft Gawler Jazz Festival Report – Tabled
- b) Easter Facebook Page & Website- Tabled

7. Website/ Electronic Media Committee-

- a) February Report- Google Analytics Tabled

Kim reported that her husband Chris reviewed the reports;

- 75% of visitors find what they are looking for
- 80% leave after they find what they need
- Average visit is 2 minutes
- Visitors are searching for specific details

Discussion included how to increase consumer usage of the site and find out how they arrived at the site.

- b) Zynke Design Website/ Soft Launch

A soft launch should include education for businesses on how to list their own details.

8. Correspondence for February- Tabled

Noted

9. Communications & Marketing- Summary Report Tabled

Noted

10. Other Business

- a) Steven Thomas, RDAB

Steven is working three (3) days/week for the Regional Development Australia Barossa (RDAB) in the area of Business Solutions and Strategy. He is available to assist businesses with start-ups, systems process and resources to help businesses grow and survive and available for three (3) hours for free.

Steve's other role is to measure investment in the RDAB Region linking, capital, physical and human resources to assist with Federal and State funding. Steven's position covers the

Council areas of Gawler, Mallala, Light, Barossa and Two Wells. A physical presence in Gawler would be good.

b) Cr. Paul Koch, Cycling Brochure Proposal- Tabled

Paul is compiling a cycling guide, in conjunction with Gawler Wheelers, which will contain GPS for 80 routes and maps for 20 routes. He is contributing approximately \$5000 in services. The guide's purpose is to encourage people to come to Gawler by car or train to enjoy the bike trails, food, shopping and recreation. The guide is to also encourage more local use e.g. provide children with safe routes to ride to school. The guide will be available to download for free. RDAB is contributing \$1000.

Motion: \$1000 is allocated to support the production of the cycling brochure on the condition that the GBDG logo is displayed.

Moved: Louise Drummond

Seconded: Debbie Robins

Carried

11. Next Meeting: 7.30am Tuesday 14th April, Symes Accountants

12. Closed: 9.05am

Louise Drummond
Chairperson

