

Date	MINUTES of 9 August, 2016
Time	7:35 – 8:51am
Venue	Symes Accountants, Corner 12 th & 14 th Streets Gawler South

1. Attendance

Attendees	L Drummond (Chair), Personal Touch Home Cleaning G Iremonger (Deputy Chair), Eagle Foundry K Peake (Secretary), Kornacraft Sewing Centre C Brougham, (Business Liaison and Marketing Coordinator) G Joyce, Poetic Justice Café Gallery Cr. K Fischer, Town of Gawler P Caddy (Treasurer) Symes Accountants
Guests	T George, Kingsford Hotel Sharon, Gawler Paint Place Norm, Ray White
Apologies	D Phillips, Newtons Building Supplies M. Betts, The Bunyip
Absent	M Mcleod, Alchemy Café B Whitford, Cups 'n Cakes

2. Confirmation of Minutes- 12 June, 2016

Motion: The GBDG Minutes of 12 July 2016 are accepted as a true and accurate record.
Moved: K Peake **Seconded:** G Iremonger **Carried**

3. Business Arising

- a) GBDG Review – C Brougham advised that the consultant was progressing well with the review with an estimated completion date of mid September.

4. Chair's Report

- a) Town of Gawler Monthly Meeting - L Drummond advised that she and C Brougham attended the monthly meeting between GBDG and Town of Gawler. Key points discussed were the GBDG review and the Gawler Connect Project. The consultant, Steven Smith, gave an overview of his plans and expressed a keen interest to speak further with GBDG.
- b) Podcasts – L Drummond clarified the sponsorship arrangements with Gawler Broadcasting in relation to podcasts. Gawler Broadcasting agreed to provide the necessary tools, equipment and training for GBDG representatives to conduct 52 podcasts in return for sponsorship.

5. Treasurer's Report

P Caddy provided a brief verbal report and advised that a full report will be tabled at the next meeting. And that the 2015/16 Accounts were finalised and ready for audit.

Motion: That the GBDG accept the Treasurers report.

Moved: K Fischer **Seconded:** G Iremonger **Carried**

6. Correspondence

In – ANZ, The Leader, Taylor Group, Tesltra Bill, Fairfax Media. Taste on Main (SALA Launch Catering), A Stoakes (ACT Data Entry), South Aussie with Cosi x 2, Zynke (Web Hosting), Bmusic, Town of Gawler (institute Hire)

Out – Payments for above listed invoices

7. Business Liaison & Marketing Coordinator- Report (see attached)

Motion: That the GBDG accept the Business Liaison and Marketing Coordinator Report

Moved: G Joyce **Seconded:** K Peake **Carried**

8. Other Business:

- a) Business engagement increasing monthly (see Business Liaison and Marketing Coordinator report)
- b) Cash payments for events – discussion – deferred
- c) SALA Launch – L Drummond gave an overview of the upcoming event.
- d) The Bunyip Totally Locally Marketing discussion- deferred
- e) Signs for businesses in English and Chinese welcoming the delegation in September – C Brougham advised that signs would be a valuable asset in relation to good public relations with Chinese Tourists.

Motion: That GBDG design, produce and issue A3 posters to Adelaide Rd and Murray St and Willaston businesses

Moved: K Fischer **Seconded:** G Iremonger **Carried**

- f) Cosi from South Aussie - Motion to be ratified

Motion: The GBDG Board ratify a decision made to accept an offer of extra television exposure from South Aussie with Cosi for the weeks leading up to the Jazz festival.

Moved: P Caddy **Seconded:** K Fischer **Carried**

Next Meeting: Tuesday 13 September 2016

Meeting Closed: 8:51am

Signed by:



Louise Drummond

Chairperson

Business Liaison & Marketing Coordinator- Report
Events and Workshops
Workshops or Events Held

 Wed 20th July – Business Breakfast

 Tues 26th July – Small Business Tax Essentials

 Thurs 28th July – SALA Launch

Upcoming Events for August:

Friday 5th	China Forum 10:00am – 2:30pm	A general information session for business owners on the heritage, culture, traditions and communicating with Chinese people.	GBDG and RDA Barossa	Free
Tuesday 9th	Small Business Record Keeping 5:30 pm – 8:00pm	A comprehensive and interactive workshop for small business owners	GBDG and ATO	Free

Meetings Attended

18 July – TOG and GBDG Review and discussion on the Digital Hub. ToG meeting with Philip Arnfield and GBDG Board members	25 July - – A Uren – Workshop for September
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Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	Video Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	45	2146	167	n/a	2875	2600	1
May '16	104	2235	103	n/a	9606	5770	2
June '16	26	2239	264	n/a	3834	2467	2
July '16	29	2257	209	547	12204	1620	1

Marketing Activities – Jazz festival

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	Video Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	4	946	8	n/a	132	n/a	0
May '16	4	950	11	n/a	15	63	0
June '16	3	951	14	n/a	166	45	0
July '16	7	954	19	1	247	58	0

Website

Uploads – China Forum Flyer, Tax Essentials Flyer, Record Keeping Flyer, Transforming Business Flyer.

Media

Nil

Subscriptions

No new subscriptions

Business Connections

No new connections

GBDG Memberships and New Businesses in Gawler

New Business – Michelle’s Alterations Shop 2, 41-53 Murray St

No other new memberships this month, however, a marked increase in business engagement by GBDG and also from businesses to GBDG as is evidenced by social media insights, website activity and workshop attendance.

Customer Relationship Management

Data entry has commenced.

Business Assistance Statistics

From 8th July – 1st August there were:

1 Advisory session

Business Breakfast 26 attendees

Small Business Tax Essentials 25 attendees

