

Date	MINUTES GBDG Meeting 13 th December 2016
Time	7:30am – 9:03am
Venue	Office of T Piccolo MP, 148 Murray St, Gawler

Attendees	L Drummond	K Peake
	T Piccolo	K Lane
	G Matz	K Fischer
	M Betts	T George
	F Bagnall-Stevens	
Guests	Nil	
Apologies	G Iremonger	
	P Caddy	
Absent	M McLeod	

1. Business Arising from Minutes

Hero Building - Essex House – Discussion on progress. K Fischer to liaise with R Viney, Town of Gawler, to determine current status.

2. Confirmation of Minutes:

Motion: The GBDG Minutes of 11th October, 2016 are accepted as a true and accurate record.
Moved: G Matz **Seconded:** M Betts **Carried**

3. Chair's Report:

- a) ToG Meeting – L Drummond and C Brougham attended the monthly meeting. L Drummond gave an overview of SALA and the Jazz Festival discussions and GBDG involvement in the 2017 Fringe events in Gawler. Discussion around GBDG hosting a Fringe Event ourselves at Play the Deck with Rachel Black.

Motion: That GBDG provide up to \$2000 for marketing purposes in addition to in kind support being assistance with marketing activities.
Moved: T George **Seconded:** G Matz **Carried**

Action: C Brougham to discuss with Rachel Black.

4. Treasurer's Report:

- a) No report provided as Treasurer was an apology. Report to be provide next month.

5. Correspondence and Invoices:

In – C Brougham, ANZ Invoice & Statements, Leader Print, Taylor Group, Telstra, Fairfax media, Leader newspapers, Cara Briscoe, Bunyip, Sothern State, 5AD, 5AD Broadcasting, Gawler Barossa Jockey Club, S.

Foenander, B. Henson, Alexander Music, Rotary Gawler Light, Bonnie Galea, 5CS, My Booking Manager, APRA, LCIS, Vistaprint (paid via credit card), A Stoakes.

Out – Payments for invoices listed above

6. Business Liaison and Marketing Coordinator's Report

Events and Workshops

Workshops or Events Held for October and November

Tues 18th Oct – Safety Workshop - 3 attendees

4th – 6th Nov – Jazz Festival

Tues 15th Nov – Facebook Workshop – 16 attendees

Mon 21st Nov – Networking and the nbn – 9 attendees

Tues 6th Dec – Networking - 33

Meetings Attended

11 th October – GBDG Meeting	10 th Nov – Stretton Centre, Bus SA – Program discussion
13 th October – Jade RDA Chinese Translation	15 th Nov – Facebook Workshop
17 th October – Town of Gawler Monthly Meeting	21 st Nov – Digital Hub Set Ups
19 th October – B Bowen – Workshop planning	21 st Nov - Town of Gawler Monthly Meeting
20 th October – A Uren, T Taylor – Gawler Businesses	21 st Nov – nbn and Networking Session
7 th Nov – A Tripodi – Workshop planning	23 rd Nov – Business Breakfast
8 th Nov – ToG, T Taylor – Brand Strategy	24 th Nov – Barossa ILG Meeting
8 th Nov – GBDG AGM	6 th Dec – Networking Session

Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Video Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	45	2146	n/a	2875	2600	1
May '16	104	2235	n/a	9606	5770	2
June '16	26	2239	n/a	3834	2467	2
July '16	29	2257	547	12204	1620	1
Aug '16	24	2281	356	15,618	2737	0
Sept '16	n/a	n/a	220	10,039	1359	n/a
Oct '16	14	2299	276	7728	1524	0
Nov '16	32	2331	545	17,653	3623	2

Marketing Activities – Jazz Festival

Jazz festival Page	Monthly Page Likes	Total Page Likes	Video Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	4	946	n/a	132	n/a	0
May '16	4	950	n/a	15	63	0
June '16	3	951	n/a	166	45	0
July '16	7	954	1	247	58	0
Aug '16						
Sept '16	5	959	3	1751	819	0
Oct '16	25	984	16	3856	1162	0
Nov '16	18	1002	795	5245	2520	5

Website

Uploads – 3 new online registrations as at 3/11/16

Hero Building

Application now lodged for Essex House Façade upgrade (16th November 2016 – lodged to R Viney) and awaiting approval.

Media

See attached

Business Connections

Business SA Stretton Centre William Ehmcke

GBDG Memberships and New Businesses in Gawler

New Business – Aldi, Vape

Customer Relationship Management

Reporting categories now being set up and updated to enable reporting

Business Engagement Statistics

From 5th Oct – 8th Dec there were: 86 Client interactions

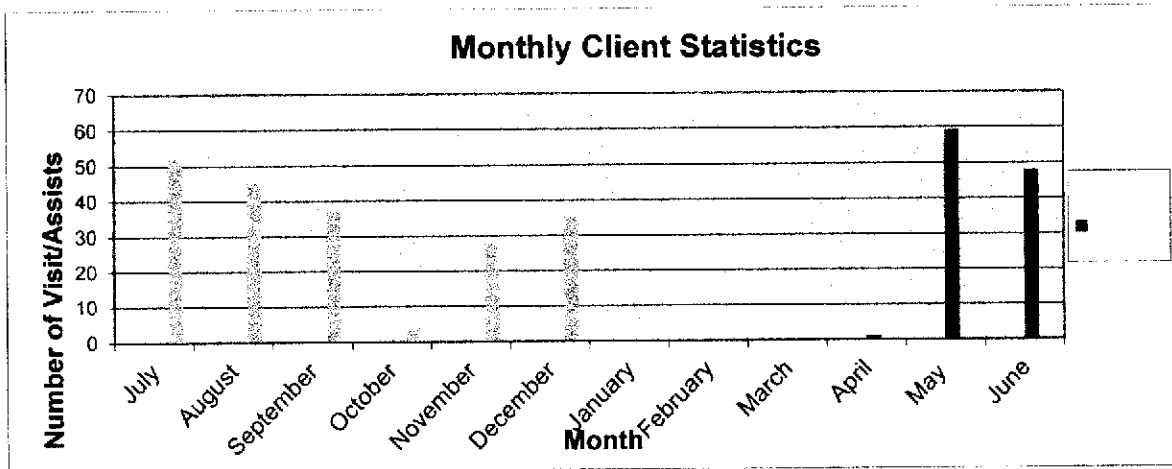
Safety Workshop – cancelled but 3 registrations

Facebook Workshop – 18

Networking and the NBN – 12

Christmas Networking - 35

Business Advise and/or issuing Membership Cards and Meet and Greet. - 31



Media



GAWLER'S Jazz Festival will get off to a swinging start this weekend, with a line-up designed to cater for all tastes. Locals will be treated to live music and entertainment from popular local and international artists during the three-day festival, held from Friday to Sunday. Among those featured, the Gawler Town Band will be performing some well-practised jazz numbers at both the Gawler Village Fair (from 9am, Saturday) and on the steps of the Gawler Institute (from 11am).

Member Peter Harper said the band, which has members ranging from 11 to 80 years old, is looking forward to, once again, being involved. "We have about 20 people in the band and we have been rehearsing some new jazz numbers to play specifically for this event and I think we are sounding well-prepared, and are looking forward to the event," he said. "It's a great initiative of the Gawler Business Development Board and we are pleased to be a part of it."

Boasting 14 venues across the town, hundreds are expected to flock to the festival, which is now in its fourth year. Jazz Festival Organiser Caren Brougham said this year's impressive line-up includes headline act Foenander Brothers, who made their debut on Australia's Got Talent, while the festival will also host a jazz concert for the first time. "There will be something different played all over the place," she said. "We have people playing traditional jazz, soulful jazz, contemporary jazz and Dixieland jazz."

"Not a lot of people may have experienced jazz before, so this is an opportunity for them to be able to taste many different forms of jazz music from different artists." The event will kick off on Friday night, with tourism identity Andrew 'Cosi' Costello launching the festival at the Gawler & Barossa Jockey Club, followed by some tunes from Adelaide-based band Jazz in Cheek from 7 to 10pm. On the Saturday, 10 venues across Gawler will feature bands and solo artists, including MG, Jazz in Cheek, Red 'n Blue and Barossa band 'Soul'd'. On the Sunday, eight venues will feature bands throughout the day, with Adelaide City Jazzmen and Jukes of Jump set to take to the stage.



GAWLER businesses received some valuable pointers about how to engage with Chinese tourists, at a helpful forum held at the Gawler Greyhound Racing Club last Friday. China-Educated strategist Leonie McKeon spoke with a group of local business people, for around four hours, on how to tap into the growing number of Chinese travellers.

Ms McKeon said the group discussed ways to maximise the potential of their Chinese customers, such as implementing Chinese signage and greetings, employing different advertising methods, and dissecting why Chinese tourists like coming to the region. “What I pointed out was that the Chinese leader, Xi Jinping, he is very much a traveller; he is going all over the world all the time,” Ms McKeon said. “Often, the people in China follow the leader; it’s not that he’s said ‘go out and travel’, but (his actions) say ‘it’s okay to travel, it’s a good thing, it’s a learning experience’.

“People now are more educated about different cultures, and want to go out and see the world, just like Australian people do.” Ms McKeon added that Chinese people are very strong on networking, known as ‘Guanxi’ – it is a trait that local businesses must also continue to focus on. “The great thing is, what I saw today (Friday) was a group of people that are very, very excited, and they all work together,” Ms McKeon said.

“What we established today is that there’s a very supportive group here that support each other, and will recommend each other.”

Gawler Business Development Group marketing co-ordinator Caren Brougham said the forum was “full of useful information that will help businesses”. “(Leonie taught) simple things like ‘tell, not ask’,” she said. “For example, if they (Chinese visitors) are coming to a restaurant to eat, rather than giving them a menu full of foods they don’t understand, suggest ‘the steak is really good, and this red wine will go really well with it’.

“As westerners, we would say ‘hang on, give me the menu I want to make my choices for myself’, whereas the Chinese people like to be advised. “Little things like that are really helpful.”

Room for improvement

November 23, 2016



LOCAL businesses have been urged to create a better shopping experience for customers after a 'mystery shopper' found significant skill gaps in many that were tested. Regional Development Australia Barossa and Gawler Business Development Group were recently presented with the findings of a mystery shopper test conducted earlier this year by commercial consultancy group Kiik Start.

Gawler Business Development Group chairperson Louise Drummond said the mystery shopper determined that only three of the 22 Gawler businesses visited had provided a positive customer experience. "(The remaining businesses) were uninviting, in that there was no music playing, so you felt very conscious of being in there and wandering around," Mrs Drummond said. "There was an under, or over, supply of stock, a lack of knowledge about products and services, and lack of signage so that the street frontage wasn't as appealing to draw people in. "Unfortunately, business owners don't necessarily know that their staff don't know the things that they should know, or aren't able to handle a proper sales process." Kiik Start owner Alli Uren said she chose a diverse range of businesses for the test, and that the findings should be taken as constructive criticism, not as an attack.

"This isn't to bag out local businesses, it's just to say, 'look, the region needs to work with groups, like Gawler Business Development Group and RDA Barossa, and council, to make interesting experiences for customers and improve their image to people visiting the area," she said. "Everyone has to work together and create a level of consistency, because it all benefits each other." Gawler Business Development Group and RDA Barossa are now looking at how they can provide 'upskill' training to bridge the gaps identified by the test.

Festival hits high note

November 9, 2016



GAWLER'S Jazz Festival has been labelled a "great success", with hundreds of music lovers flocking to the town's three-day jazz extravaganza over the weekend.

While the saxophones and drum kits may have already been packed away for another year, the festival was undoubtedly a big hit, showcasing popular local and international artists. Ideal weather and a top line-up of performers contributed to a successful event, according to organiser Caren Brougham. "With both days being such gorgeous weather, it was just a beautiful setting, especially out at Gawler's Eagle Foundry Bed and Breakfast," she said.

"There were many different styles of jazz, from Dixieland, traditional and French – if you were into jazz, there was a style to suit you. "Everywhere I went, there were people enjoying the music."

In its fourth year, the festival offered live music and entertainment, with local and international artists performing on stages at 14 venues across the town. Kicking off on Friday night, tourism identity Andrew 'Cosi' Costello launched the festival at the Gawler & Barossa Jockey Club. Ms Brougham said while organisers were still sorting through feedback, the festival's first jazz concert – which included headline act, Foenander Brothers – was a crowd favourite. "We had a jazz concert for the very first time, which was really good," she said. "The Foenander Brothers were really entertaining, and everyone had a ball."

Willaston brewery plans

November 23rd 2016

PLANS are brewing for a new craft beer factory in Willaston's industrial area.

Gawler Council has confirmed that plans to build a boutique brewery -- which could not be named -- were in the pipeline. Gawler Mayor Karen Redman said, while preliminary discussions were under way with the brewery's operators, no formal application had yet been lodged. Gawler Business Development Group's Caren Brougham said, while it was early stages, it could be an "exciting" new tourism offering in the area. "Not only is it a new business coming to Gawler that we haven't seen before, but it's a tourism opportunity," she said. "It's offering another product to the community and consumers within Gawler."

"Anything that can attract people to Gawler is a bonus as far as I'm concerned. "It's great for the rest of the business community, and if we could see tourism increasing because of a little boutique brewery, that would be excellent. "Obviously, it's a manufacturer, so the industrial area would be ideal."

Jazz festival in full swing

October 26th 2016

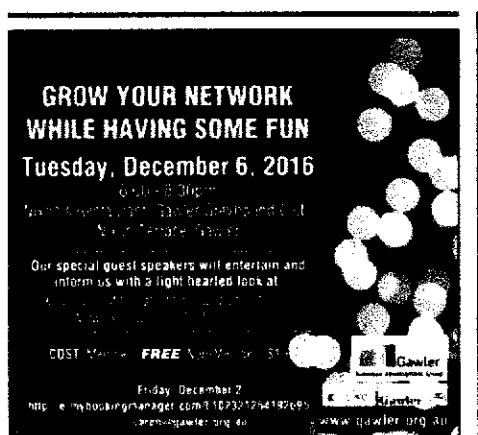
GAWLER will come alive with the swinging rhythms of jazz during a music extravaganza next week. The three-day festival, held from Friday to Sunday, November 4-6, will offer live music and entertainment, with local and international artists set to perform on stages at 14 venues across the town.

In its fourth year, the festival is expected to attract hundreds of people over the weekend in a boost for Gawler businesses. "Not only is it an opportunity for people to come along and listen to a different form of music that they may not have heard before, but it's also more exposure for the Gawler region," organiser Caren Brougham said.

Kicking off on Friday night, tourism identity Andrew 'Cosi' Costello will launch the festival at Gawler & Barossa Jockey Club, followed by some smokey blues from Adelaide-based band Jazz in Cheek from 7-10pm. This year's impressive line-up includes headline act Foenander Brothers, who made their debut on Australia's Got Talent, while the festival will also host a jazz concert for the first time.

"There will be something different played all over the place," Ms Brougham said. "We have people playing traditional jazz, soulful jazz, contemporary jazz and Dixieland jazz. "Not a lot of people may have experienced jazz before, so this is an opportunity for them to be able to taste many different forms of jazz music, from different artists." On the Saturday, 10 venues across Gawler will feature bands and solo artists, including MG, Jazz in Cheek, Red n Blue and Barossa band Soul'd.

On the Sunday, eight venues will feature bands throughout the day, with Adelaide City Jazzmen and Jukes of Jump set to take to the stage. For more information, or to book tickets, email caren@gawler.org.au or call 0488 440 588.

November 9th, 16th 2016

THE BUNNIPIC

Town of Gawler CCTV Requirements Survey

Q1. Would you like to see the current CCTV system upgraded?

- Answered: 43
- Skipped: 0

Q2. Please provide comments of any expansion to the current coverage you feel is required and the areas requiring coverage.

- Answered: 40
- Skipped: 3

currently the pubs are the only thing covered. Also, when there's an issue at a business the police say they don't have time to review the camera data
12/1/2016 10:52 AM

Enough at present
11/25/2016 3:23 PM

Along both ends of Julian Tca. There is not sufficient parking on Murray St so many people park along the river front. From cinemas to shopping and dining as well as employment. This is a very busy street with insufficient lighting.
11/24/2016 7:41 PM

Car parks such as Gawler & Gawler central train parking areas, where cars are parked for a long period of time subject to possible damage from other people in car park or theft.
11/22/2016 10:48 PM

not aware of where the current coverage is at present, but feel that it doesn't hurt to expand
11/22/2016 8:39 PM

High, Jacob & Todd Side streets near and around associated businesses and carparks. Only if the CCTV evidence on any activity is actually viewed or used, commercial ratepayers should be allowed the opportunity to view cams and or stored recordings remotely on demand.

julian terrace, whitelaw terrace back of kingsford pub, gawler palace, just deserts, norms studio, repco, dan murphys, ultra tune bob jane smart
11/22/2016 1:50 PM

Julian Tca
11/22/2016 1:20 PM

There is a lot loitering/drinking now near Dan Murphys and the river. The use of derelict houses is of concern particularly in Tenth Street Gawler
11/22/2016 12:11 PM

the maximum area possible for coverage would be laid out certainly including banks, atm's, hotel, footpaths and restaurants with outdoor dining options
11/22/2016 12:05 PM

Probably will not happen out Water Lane which runs parallel to Adelaide Road between sixth and Seventh Streets. The land is a heaven for loitering and vandalism. Every Monday we need to clean our car park of rubbish ranging from clothing, car tyres, baby strollers, suit cases and recently a fish aquarium tank and 2 motor vehicle car seats, not the easiest items to dispose of.

More coverage
11/22/2016 10:15 AM

More the better

11/22/2016 6:41 AM

Apex park. The drunk aboriginals sleeping/lying/swearing on the grass ruin that beautiful children's playground

11/22/2016 3:39 AM

Have it running so we can see what is happening. stop vandalism, hopefully reduce crime rate

11/21/2016 10:25 PM

Gawler South Train Station Carpark

11/21/2016 6:34 PM

Lifeline donation bin areas, too many people breaking into them and stealing and getting away with it. Security should be improved to help reduce the crime surrounding a property which only does good for the whole community.

Not sure where the bins are currently located, but we feel they need to be along main roadways where young people walk home from town buses and trains in the early hours. They should be located wherever there are businesses and opportunities for theft and vandalism. I think personal safety is high priority.

11/21/2016 7:49 PM

None happy as is

11/21/2016 7:35 PM

Turn them on in Main Street

11/21/2016 7:20 PM

would be good if the cameras were working and switched on. I do not feel safe at night in the streets of Gawler

11/21/2016 5:37 PM

Down streets adjoining main street, in particular 12th street and Goose Island area

11/21/2016 5:04 PM

not just down murray st but adelaide rd gawler as well

11/21/2016 4:48 PM

it should cover a large an area as possible in relation to funding available

11/21/2016 4:44 PM

coverage is needed for the main streets

11/21/2016 4:33 PM

All the public domain areas!!

11/21/2016 3:57 PM

Juban Toe and river bank

11/21/2016 3:53 PM

main street shopping centre car parks side laneways between main street and food / shopping outlet precincts

11/21/2016 3:31 PM

Back streets around near Gawler Squash centre are very dark and deserted at night. I feel very vulnerable driving on that road at any time. there are always people wandering around late at night. Might be worth having CCTV there

11/21/2016 3:17 PM

The lighting needs to be improved so the camera footage is of use they also need to be monitored at high risk times this could be jointly funded by Hotels/Tax Payer

11/21/2016 3:13 PM

Murray Street

11/21/2016 2:55 PM

All licensed areas, carparks, shopping centres
11/21/2016 2:55 PM

Mine is working GOOD at 1 Ayring St Wilston
11/21/2016 2:48 PM

The shopping precinct needs more coverage, at all times of the day and night
11/21/2016 2:46 PM

If no coverage we need them at the start of Lyndoch road up past Visitor centre.
11/21/2016 2:42 PM

Can you get them to monitor the system and ensure it is on and operational and not lie to the ratepayers about its operational status and how long since it was cracked
11/21/2016 2:39 PM

A good point for two additional ones would be on the corner of Murray and Lyndoch Rds and in front of Apex Park Julian Tce
11/21/2016 2:33 PM

need to cover all business in Julian Tce as well as Murray Street
11/21/2016 2:27 PM

All areas adjacent premises that have liquor licenses
11/21/2016 2:24 PM

It would just be nice to have the current system actually working rather than not working and no-one in the greater area knowing it wasn't working
11/21/2016 2:24 PM

Q3. Please select the options that you feel an improved/extended CCTV system will provide to both the business and residential communities.

- Answered: 42
- Skipped: 1

Answer Choices –	Responses –
–	33.33%
Reduced vandalism	14
–	19.05%
Reduced violence	8
–	11.90%
Improved safety for staff	5
–	11.90%
Improved safety for customers	5
–	0.00%
Reduced loitering	0
–	0.00%
Increased patronage	0
–	21.43%
Improved Property Security	9
–	2.38%
Increased use of Public Space	1
Total	42

Showing 15 responses
all of the above
12/1/2016 10:52 AM

All of the above.
11/24/2016 7:41 PM

Improved safety for people's cars & those who are alone at night/early morning going to/from their cars
11/22/2016 10:48 PM

Improved safety for staff, Improved safety for customers, Reduced violence.
11/22/2016 1:50 PM

Answer Choices –

Responses –

All of the above
11/22/2016 1:20 PM

Robert Kreig Administrator, Adelaide Road Dental Practice
11/22/2016 10:23 AM

All of the above
11/22/2016 3:39 AM

Unlikely to achieve any of the above with current police response and resources
11/21/2016 7:35 PM

all of the above
11/21/2016 5:37 PM

Have it known that the streets are being recorded.
11/21/2016 4:33 PM

all of the above - would only let me select one option
11/21/2016 3:31 PM

ALL OF THE ABOVE
11/21/2016 2:55 PM

All of the above
11/21/2016 2:46 PM

Violence and safety for staff and customers
11/21/2016 2:42 PM

all the above.
11/21/2016 2:33 PM

Answer Choices –

Responses –

Violence and safety for staff and customers
11/21/2016 2:42 PM

all the above.
11/21/2016 2:33 PM

Motion: That the GBDG Board accept the Business Liaison and Marketing Coordinators Report

Moved: M Betts

Seconded: F Bagnall-Stevens

Carried

7. Other Business

Town of Gawler CCTV Requirements – general discussion

GBDG Review – general discussion. The GBDG Board would like to see the review completed asap and a meeting with Philip in late January (PM) to be arranged in order for GBDG to prepare the Business Plan going forward.

Action: C Brougham to discuss with P Arnfield

Northern Economic Plan Funds – T Piccolo advised of the funding he had secured for business education for the region. The funds will be managed by the Stretton Centre and facilitated by GBDG and Business SA. There will be a media launch on Thursday 15th December.

Gawler Dry Zone – general discussion

Motion: That the GBDG formally request that the Town of Gawler progress the Dry Zone project and seek clarification of the current zoned area and proposed expansion of the zone.

Moved: K Peake

Seconded: F Bagnall-Stevens

Carried

China Flyer – general discussion

Motion: That the China Welcome flyer be an A4 or A3 poster size for businesses to have a choice and to remain as Chinese language and not additional nationalities.

Moved: F Bagnall-Stevens

Seconded: M Betts

Carried

Next Meeting: Tuesday 10th January, 2017

Meeting Closed: 9.03am

Signed:



L Drummond Chairperson GBDG