

Date	MINUTES of 12 July, 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 M Betts , The Bunyip
Guests	Cr. Ian Tooley, Gawler Foundation S Bailey – Makerspace Think Gawler
Apologies	D Phillips, Newtons Building Supplies
Absent	M Mcleod, Alchemy Café B Whitford, Cups 'n Cakes

2. Confirmation of Minutes- 12 June, 2016

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

3. Business Arising

- a) ACT CRM – see attached report.

Motion: That the GBDG approve the purchase of an Act CRM app @ \$90 for Business Liaison and Marketing Coordinators tablet.
Moved: M Betts **Seconded:** G Joyce **Carried**

Action: C Brougham to organise data entry clerk and Act app.

4. Chair's Report

L Drummond advised that she and C Brougham attended the monthly meeting between GBDG and Town of Gawler. Notable items of discussion included:

- a) China Strategy – H Inat gave an overview of the China Strategy and moving forward with the assistance of GBDG and RDA Barossa.
- b) Special general Meeting – It was determined that no meeting would be required to change the rules of the association as there is a clause that permits the appointment of people from outside the Town of Gawler to the Board.

5. Treasurer's Report

P Caddy provided a brief verbal report and advised that a full report will be tabled at the next meeting.

Motion: That the GBDG accept the Treasurers report.

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

P Caddy requested permission to move the financials of the association to MYOB Cloud based Accounting.

Motion: That the GBDG move to a MYOB Cloud Based Accounting System at a cost of approximately \$40 per month and to also incorporate storage of the GBDG Electronic data

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

Action: P Caddy to organise

6. Correspondence

In – C Brougham, ANZ, The Leader, Taylor Group, LCIS Insurance Renewal, Mainstreet SA Invoice, Tesltra Bill, My Booking Manager Invoice, Bunyip Print Invoice, 4th Quarter Invoice to ToG, 1st Quarter invoice to ToG.

Out – Letter of Support for Cr I Tooley – RV Friendly Town, Payments to C Brougham, Act CRM, Taylor Group, The Leader, ANZ, Letter of Support for Gawler Festival of Words, ToG Meeting Minutes,

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

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

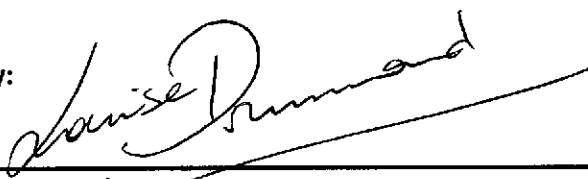
Moved: G Joyce **Seconded:** K Peake **Carried**

Other Business: Nil

Next Meeting: Tuesday 9th August

Meeting Closed: 8:51am

Signed by:



Louise Drummond

Chairperson

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

Friday 24th – Bizlink Seminar, 23 attendees, great feedback

Tuesday 28th Facebook for Business – 25 attendees, great feedback.

Upcoming Events for July:

Tuesday 26 th	Tax Essentials Workshop 5:30pm – 7:30pm	Are you thinking of starting a business or new to business? Come along to a presentation by ATO staff where you will learn about tax basics.	Australian Taxation Office	Free
Thursday 28 th	SALA Official Opening 6:00pm – 8:00pm	The Official Launch of the SALA Festival at The Institute.		Free

Meetings Attended

10 June – A Uren – Mystery Shopping and Sales Training discussion	28 June – RDA – China Strategy and Events
16 June – Special Council Meeting - Budget	29 June- Act Training and Installation
22 June – E Ratcliffe – Gawler Farmers Market	27 – Tog and GBDG Monthly Meeting
24 June – ATO – Venue for upcoming events	

Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	45	2146	167	2875	2600	1
May '16	104	2235	103	9606	5770	2
June '16	26	2239	264	3834	2467	2

Marketing Activities – Jazz festival

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	GBDG Post Engagement	Testimonials Received
April '16	4	946	8	132		0
May '16	4	950	11	15	63	0
June '16	3	951	14	166	45	0

Website

Uploads – SALA Flyer

Media

SALA SA Life Advertisement – see attached

Subscriptions

No new subscriptions

Business Connections

New Business Connections:

1. P McCarty – Act
2. E Ratcliffe – Adelaide and Gawler Farmers Market Manager

GBDG Memberships

2 members this month, Massage by Kadek and Altus Realty Group

GBDG Membership Cards have been ordered, 2 of each number 1 - 1000

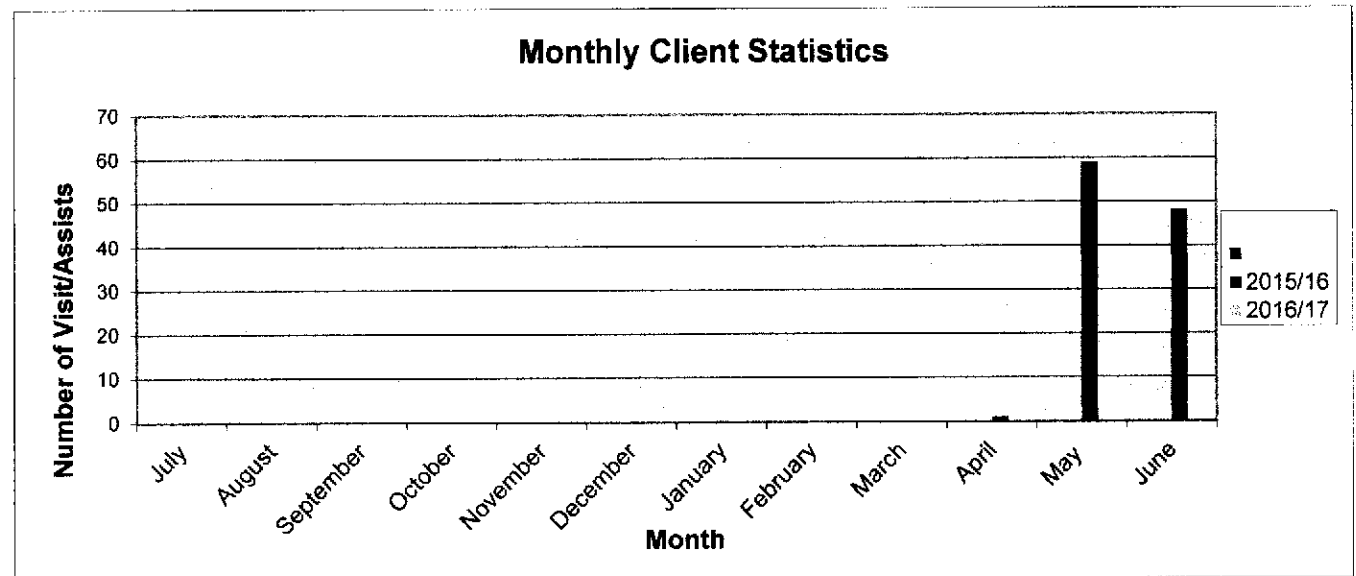
Customer Relationship Management

Software now installed and running. Data input will be a lengthy process unless we are able to have administrative assistance, would the board be agreeable to having administrative assistance of 5 hours per week until all data is input to new system? A demonstration of Act will be provided once data is input.

Motion: That the GBDG approve the appointment of a temporary data entry clerk on award wages from the Modern Clerks Award for a period of 76 hours.
Moved: K Fischer **Seconded:** K Peake **Carried**

Business Assistance Statistics

From 15 June – 07 July there were: 0 Advisory sessions, 2 education sessions with 48 attendees





Gawler Business Development Group Inc.
PO Box 402
Gawler SA 5118

Letter of Support

To whom it may concern

The Gawler Business Development Group supports the proposal by Cr. Ian Tooley for Gawler to become an R.V Friendly Town.

Australia is being transformed by population ageing, along with social, economic, and policy change. We are at a critical demographic turning point because the baby boom cohort - the 5.5 million people born between 1946 and 1965 - has begun to turn 65 years of age. These people will be bringing to later life a range of life experiences and expectations that are profoundly different from those of previous generations. The baby boomers are the first generation to face the new 'third age' with its unprecedented expectation of a decade or two of relatively healthy life after retirement and with cash to spare.

Retiring baby boomers are hitting the open road in record numbers, embracing the challenges of their new lifestyle, taking up different hobbies, and seeking out adventure as they go. This cohort has a very effective and efficient network providing each other with information on the places to go, sites to see and facilities available.

If Gawler wishes to become a destination of choice rather than an access point to other regions it needs to embrace opportunities to draw people into the Town. One way this can be done is to become an R.V Friendly Town. The closest "free" R.V Dump point is in the Barossa to the north and near the city to the south. Gawler is in a prime position to draw people into the town with potential sites identified on the edge of the centre of town within walking distance to local shops, dining and entertainment.

Obviously parking within the Town Centre must be a consideration, so too the extra money that will be available to be spent in Gawlers' businesses and the positive recommendations to other travellers via the Grey Nomad network

Sincerely

Caren Brougham
Business Liaison and marketing Coordinator
On behalf of the Gawler Business Development Group Board

M: 0488 440 588
E: caren@gawler.org.au

Gawler Business Development Group Inc.
PO Box 402
Gawler SA 5118

Letter of Support

To Carolyn Cordon
Adelaide Plains Poets
1594 Germantown Rd
REDBANKS SA 5502

The Gawler Business Development Group has approved your request for Financial support for the Gawler Festival of Words 2016.

Financial support will be provided for the printing costs for flyers. The development of the flyers, placing the order for flyers and collection of the flyers shall be the responsibility of the Adelaide Plains Poets.

The Gawler Business Development Group will be cc'd in the email to The Leader and will advise The Leader that the payment will be made by the Gawler Business Development Group.

We wish you well with this years Festival.

Sincerely

Caren Brougham
Business Liaison and marketing Coordinator
On behalf of the Gawler Business Development Group Board

M: 0488 440 588
E: caren@gawler.org.au