

<b>Date</b>	MINUTES of 10 <sup>th</sup> May 2016
<b>Time</b>	7.38-8.45am
<b>Venue</b>	Symes Accountants, Corner 12 <sup>th</sup> & 14 <sup>th</sup> Streets Gawler South Church building, Entry via church doors

### 1. Attendance

<b>Attendees</b>	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) D Phillips, Newton's Building & Garden Supplies G Joyce, Poetic Justice Café Gallery Cr. K Fischer, Town of Gawler
<b>Guests</b>	Lyoness
<b>Apologies</b>	G Matz, Mensland P Caddy (Treasurer), Symes Accountants
<b>Absent</b>	M Mcleod, Alchemy Café B Whitford, Cups 'n Cakes D Borrington, Aura Homewares

### 2. Confirmation of Minutes- 12<sup>th</sup> April 2016

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

### 3. Business Arising

#### a) Martin Grunstein Seminar

L Drummond gave an overview of the seminar and although attendance numbers were low, those who did attend gained very useful information to take back and implement into their businesses.

#### b) Business Database Updating

C Brougham advised that the updating of the business database will be an ongoing task for months to come and that she has asked businesses to complete business details update forms.

#### c) SALA Update

C Brougham advised that the SALA application had been submitted and the Gawler Art Trail is organised and the flyer has been drafted. This year will also include a Memorial section in the Institute to local artist Julia Mannix who passed away this year.

#### 4. Chair's Report

L Drummond advised that she and C Brougham attended a meeting with Tony Piccolo MP to discuss the potential of an Educational Hub for the region. He was very keen on the idea and had held meetings many years ago with Jane Lomax-Smith to progress the initiative. It has since stalled and he will investigate to resurrect the project.

Discussions also covered how he may be able to assist GBDG to engage home based businesses and he has offered to do an article on the GBDG in the next edition of the Enlightened News. He has also offered to include us in the new "Entertainment Book" he is developing for Gawler.

L Drummond advised that at the monthly meeting held with the Town of Gawler CEO Henry Inat gave an overview of;

China Trip – very productive and there will be a delegation from China visiting the town later in the year.

Band Championships – street closure signage for the event was poorly managed and Council (K Fischer) will have discussions with the relevant contractor. Council would like to see the Championships held in Gawler each time they come to SA.

RDA Barossa/GBDG Breakfast – another well attended event and Council is happy to see collaboration between the 2 bodies.

#### 5. Treasurer's Report

- a) Monthly report – due to Peters absence the report will be tabled at the June meeting.
- b) January to March Report- to be added

#### 6. Correspondence

**In** – ANZ Statements, Australia Post Invoice, M Grunstein Travel Expenses, C Brougham Invoice, The Leader Newspaper Invoice, Taylor Group Newspapers Invoice, Local Business Leader Seminar Invitation, ToG Community Consultation notification – Gawler East Link Rd, Telstra Statement (\$15 credit for next bill)

**Out** – M Grunstein Marketing Flyer

#### 7. Business Liaison & Marketing Coordinator- Report

##### Events and Workshops

##### Workshops or Events Held

21 April – M Grunstein – Very disappointing number of attendees, likely due to the very short lead time for advertising, and a large number of returned mail. The flyer had not been requested until after Sigrid handed over to me therefore it was received a week prior to the event. Those who did attend heard some very useful information from an entertaining and energetic speaker.

A Schedule of events is currently being developed which will provide an overview of the events, activities, workshops and forums planned including a Networking Evening on Tuesday 31<sup>st</sup> May to be held at the Gawler Greyhound Club. There will be no cost to GBDG Members and a small entry fee for non-members. The intention is to try to engage as many members as possible and also grow the membership base by reaching out to the home based cohort. I suggest that, GBDG Members should not pay for events and non-members should pay a small fee ranging from \$10 - \$50 depending on the event. I have contacted the ATO to request they deliver their range of free workshops in the Gawler region. We now have online registrations available via a My Booking Manager Account.

### Meetings Attended

12 April – GBDG Board Meeting	21 April – Event, M Grunstein
13 April – G Joyce, Welcome Pack	22 April – P Caddy, Finance
13 April – L Drummond, weekly update	26 April – L Drummond, T Piccolo, local Entertainment Book
18 April – Bunyip - Interview	3 May – L Weiss, B Norton, SALA
18 April – L Drummond, H Inat, K Redman, R Viney, Monthly Council update	5 May – SALA, Café Sia
19 April – A Tripodi, Workshop and event presentations	5 May – Bunyip – Neil Casson

### Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	Testimonials Received
April '16	45 new	2146	167	2875	1

### Marketing Activities – Jazz festival

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Page Views	GBDG Post Reach	Testimonials Received
April '16	4	2146	8	132	0

### Website

Updated - Correcting list of current GBDG Board Members and Contact Details for GBDG

Uploads – M Grunstein flyer, GBDG/RDA Breakfast flyer

**Motion:** The GBDG add an Education tab to the website.

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



### Subscriptions

New subscriptions to enable access to information for member businesses are being completed. Thus far, we are now subscribed to:

1. The Office of the Small Business Commissioner Newsletter
2. The Australian Taxation Office

### Business Connections

The aim of building business relationships with numerous government and non-government bodies is to ensure that the Gawler Business Development Group name is known throughout the South Australian Business Community and to ensure we receive relevant and up to date information for our association and our members. To this end I have connected with the following so far:

1. The Office of the Small Business Commissioner
2. The Australian Taxation Office
3. Business Enterprise Centres Australia
4. RDA Barossa
5. Radio 2LBFM Barossa
6. Barossa Living Magazine

### GBDG Memberships

A focus on building a larger financial member base is underway creating a secondary income stream and also increasing the member network. To date I have had 3 requests for membership information and 2 have confirmed they will be joining the group.

### Small Business Expo

After successfully organising and running 5 Small Business Expos in another region, it would be most beneficial to the businesses of Gawler if we could plan for an Expo in this region for 2017. If the Board agrees to plan for an Expo for the Gawler region in 2017, I will commence seeking sponsorship from Banks, Business Owners, Council and the Department of State Development to pay for the Expo expenses. The only concern is finding a venue that is suitable, that can 'house' the exhibitors comfortably. A budget of approximately \$10,000 would be required. Costs areas that will apply for an expo include:

Venue Hire	Advertising	Hire of tables and chairs	Banners	Marketing
Flyers	Presenters	Food and Beverages	Media	

### Business Advisory Services/Assistance

In order to be eligible to access funds for business advisory services (Federal and State) we would have numerous criteria to meet. Primarily the critical criteria would include:

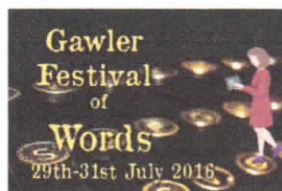
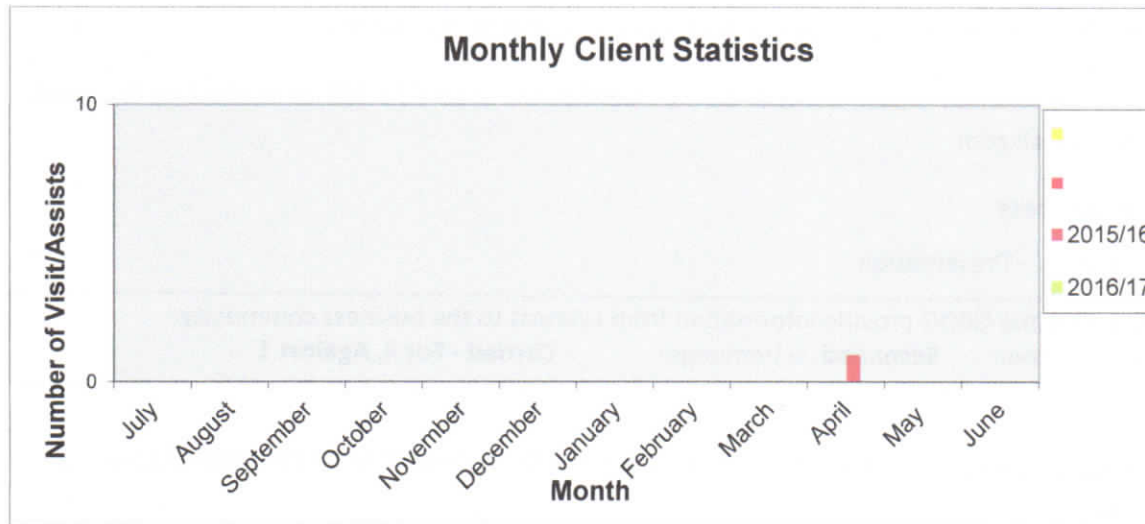
1. Being a not for profit association
2. Demonstrating a history of providing assistance, education, guidance and advice

With this in mind I suggest that the Board discuss how we might deliver these services at little cost if indeed the Board is keen to apply for this type of funding.

We would need statistics and data (information on each business provided any type of assistance or education). This data would need to be entered into a Customer Relationships Management (CRM) program such as Act. This software will then enable us to provide reports on the types of assistance given, when, who to, progress updates from businesses who implement what the advisor suggest etc. The data from educational and informative workshops and forums will also be stored, e.g. each attendee from the M Grunstein event would be added to the CRM and notes on progress etc. added. Each time we deliver a presentation we can record this as education against a business' name. e.g. the presenter for the upcoming networking event will deliver a short presentation on why businesses should network and the benefits of doing so. This is sharing of information and basic education, therefore it is recordable.

### Business Assistance Statistics

1 advisory session was held in April resulting in that business becoming a member.



*Adelaide Plains  
Chapter & Verse*  
A project of the Adelaide Plains Poets Inc.



### Gawler Festival of Words 2016

Once hailed as “The Athens of the South”, Gawler has a fine artistic heritage and a thriving arts culture. In hosting an annual festival celebrating the written and spoken word Adelaide Plains Chapter and Verse organisers aim to celebrate that heritage and to promote the arts culture of Gawler.

The festival takes place over three days beginning on the Friday night with the launch of the anthology "Winged Pods", which is designed to raise funds for the victims of the Pinery Fires. The launch is followed by a screening of short films made by local youth. Highlights of the Saturday program include a publisher's panel involving representatives of South Australian publishers, writing and poetry workshops and another book launch featuring works by members of Adelaide Plains Chapter and Verse.

The Sunday program features the train ride to Adelaide and the Yarning Circle, (venue to be confirmed), events which proved very popular last year, followed by lunch at Poetic Justice Cafe before attendees proceed to the Prince Albert Hotel for the Sunday Afternoon, Poets at the Pub, open mike event. The Festival will be promoted in the region and also state wide. Sponsors logos will be included on all promotional material and sponsors will be acknowledged at every available opportunity.

The Festival organisers aim to promote Gawler as a unique destination, a town with a proud art's culture as well as history and unique small businesses. It is hoped that as an ongoing event, the Festival will help to build the profile of Gawler as home to a rich, diverse community.

For further information please contact Carolyn Cordon on 0418 806 490 or contact us by email, [kittycordo@gmail.com](mailto:kittycordo@gmail.com)

#### 8. Other Business

##### a) Lyonesse – Presentation

**Motion:** That the GBDG provide information from Lyonesse to the business community.

**Moved:** K Fischer      **Seconded:** G Iremonger      **Carried - For 3, Against 1**

##### b) Gawler Festival of Words – G Joyce provided detailed information on the Festival. (see attached)

**Motion:** The GBDG support the Festival this year and that we hold discussions with them regarding them becoming self sufficient.

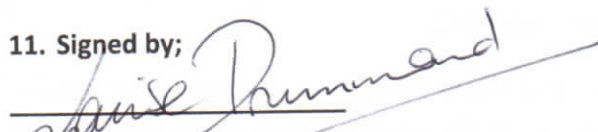
**Moved:** G Joyce      **Seconded:** D Phillips      **Carried**

##### c) WISE Employment – G Joyce provided information on wage subsidies available for hiring mature aged people.

#### 9. Next Meeting: Tuesday 14<sup>th</sup> June 2016

#### 10. Close: 8:45am

#### 11. Signed by;

  
\_\_\_\_\_  
Louise Drummond  
Chairperson