

GAWLER BUSINESS DEVELOPMENT GROUP AGM

The Gawler Business Development Group have had a very successful year with the board providing a range of services to the business community of Gawler, according to its Chair, Ms Louise Drummond.

Mrs Drummond said the focus of the Board is to grow the Gawler Business Development Group Membership base by engaging home based businesses and providing monthly networking and educational opportunities.

"We are also keen to expand our reach into neighbouring regions, build closer business relationships with Federal, State and Local Government bodies and other business groups.

Mrs Drummond said the upgrade of the website has been challenging but we now have most businesses in Gawler recorded on there and there are a gratifying number of hits, up to 500 a day, on the site with people looking for information about both businesses and events in Gawler.

"By using the Facebook page in conjunction to promote the town and businesses we have achieved a significant rise in the information getting out to the public," said Mrs Drummond.

The Board's newsletter has been upgraded and has changed from quarterly to monthly and during peak activity periods fortnightly and we regularly exceed the opening industry average for such correspondence.

According to Mrs Drummond Networking and Educational/ information Workshops sessions have provided information and assistance to local businesses and an expansion of the educational component is planned for 2017 with a major business improvement program to be implemented.

Mrs Drummond said the SALA Art Trail for the month of August was another highlight of the year.

"The concept has been enthusiastically embraced by many artists and venues which curated exhibitions."

"The artists' collective headed by Barbara Palmer arranged all exhibits and rostered the artists to man the venue."

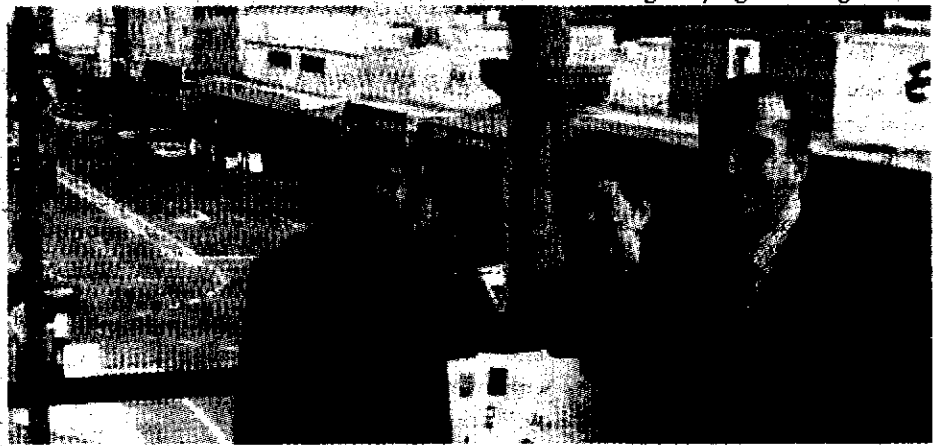
"Artists sold work during the month and were very happy with the exposure achieved. We have already had new venues nominating to be part of the Trail next year."

"We celebrated our fourth Jazz Festival which brought visitors to the town to follow the jazz trail."

Mrs Drummond said the "Hero Building" project continued this year with a major space, Essex House, in the main street applying for funds to upgrade the façade.

"The owner is also undertaking extensive upgrades to the interior of the building which will be occupied by the end of this year."

"I am confident that as a board we have provided relevant service to the business community of Gawler, supported by unsolicited comments from business owners which are immensely gratifying and congratulate



Caren Brougham, Louise Drummond and Tony Piccolo MP

Date	MINUTES GBDG Meeting 11 October, 2016
Time	7:30am – 8:35am
Venue	Symes Accountants, Corner 12 th & 14 th Streets Gawler South

Attendees	L Drummond (Chair), Personal Touch Home Cleaning P Caddy (Treasurer) Symes Accountants G Iremonger (Deputy Chair), Eagle Foundry C Brougham, (Business Liaison and Marketing Coordinator) G Joyce, Poetic Justice Café Gallery M Betts, The Bunyip T Piccolo MP G Matz, Gawler Mensland M McLeod, Alchemy Cafe
Guests	N. Hill, Raine and Horne A Uren, KiiK T Taylor, RDA Barossa F Bagnall-Stevens, Jewellery Journey K Lane, My Springwood
Apologies	D Phillips, Newtons Building Supplies Cr. K Fischer, Town of Gawler K Peake (Secretary), Kornacraft Sewing Centre
Absent	B Whitford, Cups 'n Cakes

1. Business Arising from Minutes

- a) P Caddy confirmed that there were adequate funds to for admin support and A Stoakes had commenced

2. Confirmation of Minutes:

<p>Motion: The GBDG Minutes of 13 September, 2016 are accepted as a true and accurate record. Moved: M Betts Seconded: G Iremonger Carried</p>

3. Chair's Report:

- a) ToG Meeting – L Drummond and C Brougham attended the monthly meeting. L Drummond gave an overview of the meeting which focussed on the Business Innovation Centre (Digital Hub). Also discussed and agreed on was a joint nbn Information day to be held on 21st Nov.



4. Treasurer's Report:

- a) Reports for March – June presented and 2015 – 16 Financial Year.

Motion: That the Treasurers Report be accepted as a true and accurate record.

Moved: M Betts **Seconded:** T Piccolo **Carried**

5. Correspondence and Invoices:

In – C Brougham, ANZ Invoice and Statement, The Adelaide Review, A Stoakes

Out – Payments for invoices listed above

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

Motion: That the Business Liaison and Marketing Coordinator Report be accepted

Moved: M Betts **Seconded:** G Iremonger **Carried**

7. Other Business:

- a) Board Appointment ratification

Motion: That GBDG ratify the appointment of T George to the Board under Clause 6.2.5 of the Constitution

Moved: K Fischer **Seconded:** M Betts **Carried**

- b) Ali Uren gave a presentation on a potential program for Gawler businesses based on the findings from her mystery shop in January. G Matz suggested a project to identify what types of businesses would work well in the region. A Uren is currently discussing this with Council and GBDG will also become involved. The project could be similar to the "Renew" project used in Newcastle.

Action: C Brougham to meet with A Uren to discuss further.

- c) Fringe – C Brougham advised that Council would like to know if GBDG will play a part in organising the Fringe event for 2017.

Action: C Brougham to seek clarification on exactly what involvement is required.

8. Next Meeting: Tuesday 8 November, 2016 (AGM)**9. Close:**

Signed by:



Louise Drummond

Chairperson

Business Liaison & Marketing Coordinator- Report

Events and Workshops

Workshops or Events Held

Wednesday 21st September – Business Breakfast

Tuesday 27th September – Make Christmas Count - Cracking Christmas Trade

Upcoming Events:

Tuesday 18 th October	Safety for Your Business
Monday 21 st November	NBN – Business Sector Information Session
Tuesday 7 th November	Business Networking event
Tuesday 6 th December	Xmas Networking

Meetings Attended

14 th Sept – GBDG Member – Marketing Advise	27 th Sept – Sigrid – Jazz Festival
19 th Sept – Town of Gawler GBDG Meeting	28 th Sept – Gawler Broadcasting – Podcast training
21 st Sept – L Weiss ToG – Fringe 2017	10 th Oct – L Weiss ToG Fringe 2017
26 th Sept – Business Optimisation ToG	

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
Aug '16	24	2281	131	356	15,618	2737	0
Sept '16	n/a	n/a	43	220	10,039	1359	n/a

Marketing Activities – Jazz Festival

Jazz festival 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
Aug '16	Data not available due to page glitch						
Sept '16	5	959	63	3	1751	819	0

Website

Uploads – Updates of member details, event flyers.

Hero Building

Discussion held with M Matei he has advised a new tenancy will commence prior to Christmas and he will be completing further restoration works to the exterior of the building. This will predominantly be works to the verandah and signage on Essex House and he has taken a Hero Building Application Form with a view to applying for assistance.

Media

nil

Business Connections

Barossa Industry Leaders Group members

GBDG Memberships and New Businesses in Gawler

New Business – Metro Fencing, Just Desserts Cafe

Customer Relationship Management

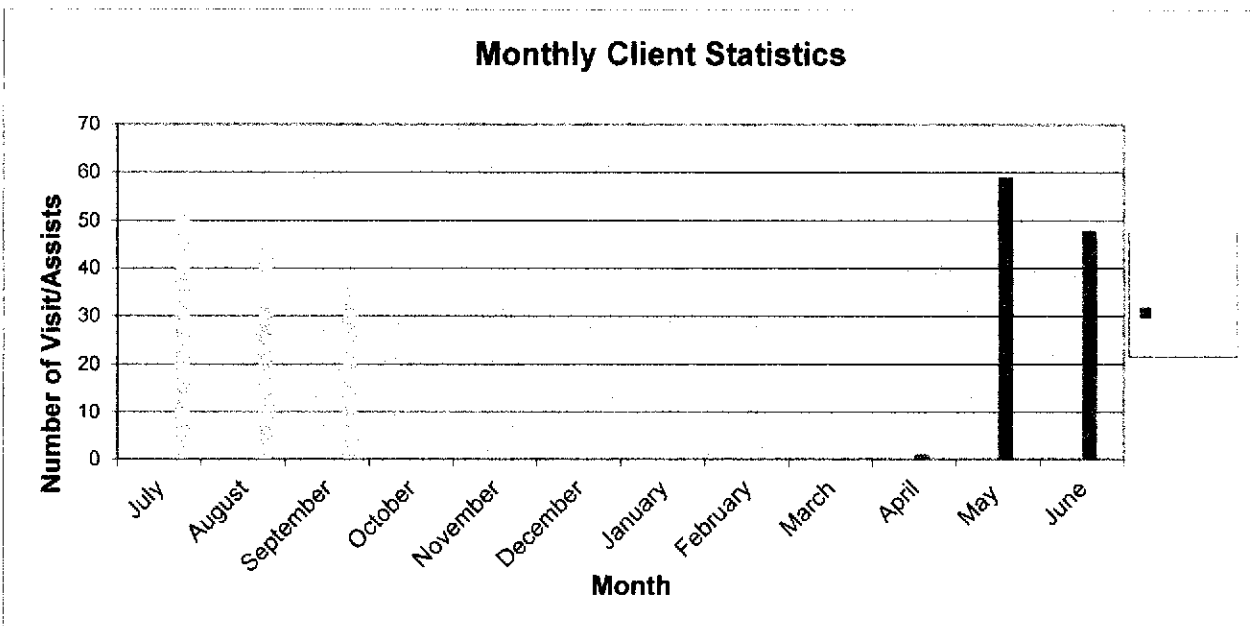
Building of report templates to commence soon.

Business Engagement Statistics

From 7th Sept – 4th October there were: 37 Client interactions

Making Christmas Count – 6

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



2016 SALA REPORT

1. Introduction

August is visual art month in South Australia! Since its inception in 1998 the annual SALA Festival has celebrated and promoted the diverse talents of South Australian Living Artists (SALA).

SALA is an innovative open access visual arts festival presenting thousands of artists through unique collaborations and exhibitions in hundreds of exhibition spaces throughout metropolitan and regional South Australia.

The SALA Festival is a truly unique state wide celebration of the visual arts and it is absolutely free." Ref: <http://www.salainc.com.au/>

2. Participants

Drawing from local talent, this project sought to increase street appeal, enhance vibrancy of local businesses and encourage consumer and trader confidence by displaying artworks and displays from local artists and community organisations.

Artists and organisations who exhibited in SALA include;

Barbara Palmer | Jelina Haines | Scott Rathmann | Gawler Art Society | Gawler Community Gallery | Trinity College | Melanie Bone Manser | S Ryan | Malcolm Richards | P Pearce | Allan Griffen | Melinda Radis | Robyn Hall | Simone Lyon |

3. Venues

The 11 (eleven) venues which participated in the SALA Gawler Art Trail included:

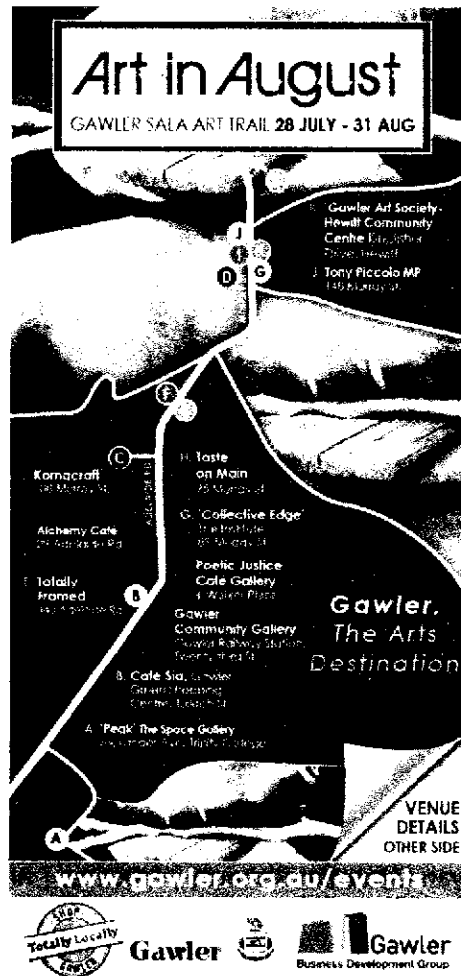
Collective Edge, The Institute (Town of Gawler) | Tony Piccolo MP | Alchemy Cafe | Gawler Art Society | Kornacraft Sewing Centre | The Gawler Community Gallery | The Peak Gallery, Trinity College | Café Sia | Poetic Justice Café | Totally Framed | Taste on Main |

Special mention should be made of the support received from the Town of Gawler, by means of providing the venue at 10% of the usual fee and the assistance received from CEO Henry Inat and staff.

4. Marketing

The Gawler Art Trail was promoted by;

- a) DL Flyer - The Bunyip | Barossa Herald | SALA Magazine | GBDG Website | Town of Gawler Website | Barossa RDA Website | Trinity College Website | Barossa Radio | The Adelaide Review | GBDG Facebook page | Hand delivered flyers throughout Gawler | SALA Magazine and website | SALA Program | GBDB Newsletter | Cross Street Banners in Murray St |



5. Outcome

Over 400 people visited the Institute during the Festival. Although the figures were not particularly strong there was some very positive feedback from the community and artists in appreciation for the event. A reduction in numbers was noted across the state and a possible cause could be the particularly cold and wet weather experienced throughout the entire month.

Some of the artists such as Barbara Palmer, Jelina Haines, Scott Rathman and members of the achieved sales, while many did not. Overall most artists were grateful of the opportunity to exhibit their work in the Institute, despite difficulties such as lighting, cold, draft, and operating on a roster system.

6. Feedback

In their debrief, artists thought that the event could be better presented by;

- a) An artist's panel to assist in the organisation and ownership of the event
- b) Entries judged by an artist's panel to enhance the standard of art work
- c) Invite more well-known artists

7. Cost

Item	Cost\$
Graphic Design	\$ 400.00
SALA Registration	\$ 400.00
TV Cosi re-edit	\$1100.00
Bunyip Promotion	\$ 151.25
Fairfax Media	\$ 350.00
SA Life Magazine	\$ 715.00
The Adelaide Review	\$ 550.00
The Leader	\$ 231.40
Launch/ Opening	
- Liquor licence	\$ 80.50
- Catering	\$ 847.00
- Institute hire	\$ 360.00
- Alcohol	\$ 244.15
Subtotal	\$5429.30
Event Co-ordination 100hrs	\$4000.00
Total	\$9429.00

8. The Future

Artists have already approached the GBDG about inclusion the next Gawler SALA Art Trail.

It was noted that a few of the venues participating in the trail did not actually hang up any new work, instead leaving their current artwork on display. These venues will not be invited to participate next year.

As the Institute will not be available for next year's event potential venues within the towns centre of Gawler are few and far between and moving the exhibition to an out of town centre venue will take foot traffic away from the area.

One potential solution is to negotiate a small fee for renting a vacant shop in the main street however, this in itself poses potential issues as landlords would not be able to confirm the venue until a month or so prior to the event. (if a tenant is found for the space then we would have no space for the exhibition). Discussions with landlords would need to occur by January 2017 to gauge interest in allowing the use of space.

Another potential solution is to hire a vacant upstairs area of an existing lease and as such contact with potential venues has commenced.

11/12/12
8:30 PM
0903465526
Bawls Cinema

Invoices

Newsletters

Minutes

Jane Sanders

Pop & store

Tony Bawls

Media

membership

Request for programs

to