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| Date | MINUTES of 13 th September, 2016 |
| Time | 7:30am – 9:00am |
| 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 M Betts, The Bunyip |
| Guests | T Piccolo MP N. Hill, Raine and Horne A Uren, KiiK T Taylor, RDA Barossa |
| Apologies | D Phillips, Newtons Building Supplies P Caddy (Treasurer) Symes Accountants |
| Absent | M Mcleod, Alchemy Café B Whitford, Cups 'n Cakes D Phillips, Newtons Building Supplies |

2. Business Arising from Minutes

Action: C Brougham to amend minutes to reflect M Betts as apology.

- a) GBDG Review – a draft report is expected by mid-September
- b) Bunyip Marketing – Totally Locally General discussion on the effectiveness of the Totally Locally advertising resulting in a suggestion that we change the focus. T Piccolo advised he would research opportunities for programs we may be able to advertise through.

Motion: That the GBDG continue with marketing via The Bunyip with a change of focus to advertising upcoming events and the GBDG Membership, services and benefits of membership.

Moved: K Fischer **Seconded:** K Peake **Carried**

- c) Gawler Broadcasting Podcasts – C Brougham advised that Gawler Broadcasting had confirmed they will provide the equipment and training necessary for her to produce the podcasts.
- d) Board Nominations – T Piccolo was approached to consider nominating for a vacant position on the GBDG Board under Clause 6.2.7

Motion: That the GBDG endorse the nomination of T Piccolo to the Board under Clause 6.2.7 of the GBDG Constitution.

Moved: M Betts

Seconded: G Iremonger

Carried

3. **Confirmation of Minutes:** 9 August, 2016

Motion: The GBDG Minutes of 9th August 2016 are accepted as a true and accurate record.

Moved: G Iremonger

Seconded: Joyce

Carried

4. **Chair's Report:**

- a) ToG Meeting – L Drummond and C Brougham attended the monthly meeting. L Drummond gave an overview of the meeting. The external Digital Hub consultant S Smith was present along with E Schepina, RDA Barossa and C Gregory NBN Co. The focus of the meeting was for S Smith to gain information from GBDG and RDA on what we felt businesses wanted to see provided in the Digital Hub and how it might be operated. Potential key stakeholders were identified and S Smith will seek further discussions with each. It was indicated that GBDG and RDA Barossa may wish to consider jointly managing the facility.

5. **Treasurer's Report:**

- a) P Caddy will provide a report at the next meeting.

6. **Correspondence and Invoices:**

In – C Brougham, The Leader, Taylor Group Newspapers, ANZ Invoice and Statement, SA with Cosi, Telstra Bill, Fairfax Media, Taste on Main, A Stoakes, Zynke, B Music, Town of Gawler Institute Hire, Power Cavalcade

Out – Payments for invoices listed above

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

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

Moved: K Peake

Seconded: G Joyce

Carried

8. **Other Business:**

- a) Jazz festival Marketing Discussion – General discussion on all past marketing methods and current quotes.

Action: C Brougham to contact ABC Radio for a quote to advertise with them, and to seek a reduction in costs for the Mix and Cruise quote and if successful apply that reduction to marketing via 5CS Clare. C Brougham to also contact local hotels to see if they would offer one free drink for Jazz Festival attendees and to develop a registration system for the event that will enable tracking of the number of attendees.

Motion: That GBDG seek to engage people to conduct surveys on Jazz Festival attendees at all venues at minimal cost.

Moved: K Fischer

Seconded: K Peake

Carried

Motion: That the Jazz Festival Radio Marketing be approved for Mix 102.3, Cruise 1323 and 5CS Clare.

Moved: M Betts

Seconded: G Joyce

Carried

- b) Clause 6.4.3 of Rules of the Association – Disqualification of Committee members – general discussion on the members who have breached this clause.

Action: Once the number of missed meetings without notification is reached, C Brougham to notify M McLeod and B Whitford in writing that under this clause the positions they held on the Board will be deemed vacant.

- c) Admin assistance – L Drummond advised that administrative assistance would be beneficial in aiding C Brougham time to continue to build the profile of the GBDG, promote memberships, develop and promote workshops and education, increase and consolidate professional alliances and seek funding for events.

Motion: That the GBDG appoint an administrative assistant for 10 hours per week upon confirmation from P Caddy that there are adequate funds available in the budget.

Moved: K Fischer

Seconded: M Betts

Carried

- d) Power Supporters Cavalcade Group – General discussion on the request for sponsorship of the event. It was deemed that the request does not meet the objectives and sponsorship criteria for the GBDG and therefore not an event GBDG would support.

Action: C Brougham to notify P Tomaiuolo that GBDG will not sponsor the event.

9. **Next Meeting:** Tuesday 11 October, 2016

10. **Close:**

Signed by:



Louise Drummond

Chairperson

Business Liaison & Marketing Coordinator- Report

Events and Workshops

Workshops or Events Held

Fri 5th August – China Awareness Program

Tues 9th August – Small Business Record Keeping

Month of August – SALA Art Trail – Separate report to be submitted for October meeting

Upcoming Events for September:

| | |
|----------------------------|----------------------|
| Wednesday 21 st | Business Breakfast |
| Tuesday 27 th | Make Christmas Count |

Meetings Attended

| | |
|---|--|
| 11 th Aug - Transforming Business Forum | 31 st Aug – B Bowen - Workshops |
| 15 th Aug - Town of Gawler Monthly Meeting | 5 th Sept – M Noack – Rotary Village Fair |
| 16 th Aug -Barossa Industry Leaders Group | 6 th Sept – M Matei – Essex House |
| 18 th Aug - B Bertelsmeier Radio Clare | 7 th Sept – D McGee – Exchange hotel – Jazz Festival |
| 31 st Aug – M Pill – HYPA- Employment Grants | 8 th Sept – Radio Interview Jazz Festival, Home businesses in Digital Hub, upcoming events. |

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 |

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 |
| Aug '16 | Data not available due to page glitch | | | | | | |

Website

Uploads – Updates of member details, event flyers.

Media
Enlightened – Edition 31st August 2016 - Promotion Opportunity for Small Business

FREE PROMOTION OPPORTUNITY FOR SMALL BUSINESSES

From, food and small family businesses at the Light Electronic Fair, the opportunity to market their products and services at no cost through a new promotional activity developed by their Local Member of Parliament, Mr Tony Piccolo.

Mr Piccolo is offering small businesses in his electorate the opportunity to market their business about to the 1,000 plus people who move into the Light Electronic each year.

Mr Piccolo said when people move into the electorate they are often looking for businesses to provide them with a range of products and services.

As the local Member of Parliament, Mr Piccolo writes to new electors on a weekly basis and has offered to include a promotional voucher in the mail out for small businesses in his electorate at no cost.

"Every month I write to new electors based on information sourced from the electoral roll. Along with our letters, we are now sending out the Gawler & Districts Voters Guide for New Customers," Mr Piccolo said.

"The guide is designed to help people new to the area to learn about what products and services are available from local businesses," Mr Piccolo stressed.

"As a small business owner, all they have to do is to provide us with some artwork for a voucher to promote their business and be prepared to offer some type of incentive (e.g. 20% off, 2 for 1 etc.)"

"We will print and circulate this promotion to all new electors at no cost for the business."

Mr Piccolo said the scheme is designed to provide practical support to home based, family and small businesses in his electorate.

"This new, no cost scheme will enable local small businesses to reach this group of new and potential customers directly."

The scheme is only open to home based or small businesses that operate in, or where the customer live in, the Light Electronic.

Mr Piccolo said they are currently trialling the scheme with 40 local businesses who were recruited through the Gawler Business Development Group (GBDG) network.

Mr Piccolo expressed his thanks to the GBDG for their support.

"If small business owners require further information they should contact the Light Electronic Office on 85 22269 or via email at lightelectronic@gawler.wa.gov.au.

Small Business owners can register their interest by following the link www.tonypiccolo.org.au/registration.

Image: Tony Piccolo and Laura Braggan from Gawler Business Development Group with Sam Piccolo MP.

Facebook.com/tonypiccolomp #lightelectronic www.tonypiccolo.org

Enlightened | Edition 31, August 2016

Subscriptions

No new subscriptions

Business Connections

M Noack, Rotary, Various artists, Gawler Jockey Club Management.

GBDG Memberships and New Businesses in Gawler

New Business – Just Desserts Café Murray St

Customer Relationship Management

Data Entry Completed

Business Assistance Statistics

 From 9th August – 6th September there were:

China Forum 22 attendees

Small Business Record Keeping 23 attendees

