

Date	MINUTES GBDG Meeting 11 th April 2017
Time	7:30am – 9:00am
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)

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

1. Meeting Open: 7:30am

2. Business Arising from Minutes

Rectify error in Kornacraft sponsorship to \$300

3. Confirmation of Minutes:

Motion: The GBDG Minutes of 14th February and 14th March 2017 are accepted as true and accurate records.

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

4. Chair's Report:

T Piccolo not allowed to stay at meeting with council. K Fischer gave a brief overview. C Brougham gave an overview of the meeting. ToG were quite scathing of the review by PO Arnfield and requested additional information which C Brougham will provide in an updated Annual Report. It should be noted that the CEO and Mayor did not have a copy of the GBDG Annual Report and Business Plan at the meeting even though it had been provided to them weeks prior.

5. Treasurer's Report:

P Caddy advised that the Town of Gawler had paid the outstanding levied fees.

Motion: That GBDG Board accept treasurers report.

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

6. Correspondence and Invoices:

In – Expo registrations

Out – Payments for invoices

7. Business Liaison and Marketing Coordinator's Report (see attached)

Motion: That GBDG Board accept the Business Liaison and Marketing Coordinators report for February and March 2017.

Moved: K Peake **Seconded:** T George **Carried**

8. Other Business:

Podcast Training- Potential workshop on how to do it and vodcast training

I Tooley- Christmas in Gawler – Discussion – What would the benefit be seeing shops are closed, still brings people to Gawler. Street party - too much antisocial activity, businesses did not stay open. Councils budget is already committed for next 12 months so no funds available. GBDG to discuss further with I Tooley and Council.

Council Rates – Discussed- no action required

Simplify Day 2017 – J Wemmer gave overview of meeting and businesses discussed the issues around it. More info to come at a later date.

Stretton Centre – Funding Application – C Brougham gave overview.

K Lane – leave of absence- When she formally requests it, GBDG will consider it.

All Wars Memorial- K Fischer advised there is a working group now discussing how, when, where and they will be seeking external funding partners. R Hannaford has been appointed to draw up a concept design.

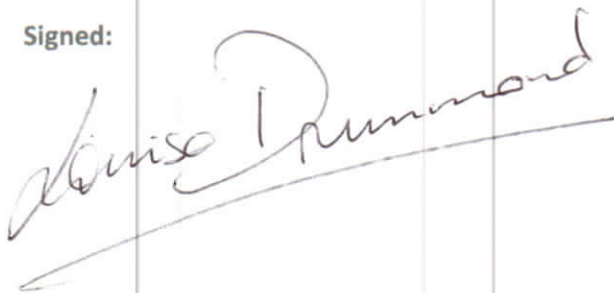
Motion: That GBDG board approve projector up to \$1000 for workshops

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

Next Meeting: Tuesday 9th May, 2017

Meeting Closed: 8.45am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

Team Development Workshop – 15th Mar – 8 attendees
 Family Business 101 Workshop – 30th Apr – 10 attendees
 Branding Strategy Forum - 3rd April – 20 attendees

Meetings Attended

9th March – Barossa Radio Interview	3rd April – A Uren and T Taylor – Branding final prep.
15th March – Podcast Training	4th April – Speaking to ladies Networking group about GBDG Expo
20th March – Town of Gawler Review Meeting	4th April – E Hankins – About GBDG
21st March – Soli Goodes – Gawler Women in Business	6th April – B Galea, S & M Foender – Jazz Festival
27th March – Bunyip Interview/photos Branding Strategy	10th April – RDA Barossa – Working together Business Hub and beyond
27th March – T Piccolo NEGP	

Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows
Jan '17	10	2344	358	17,879	2293	2233
Feb '17	18	2362	1137	5293	1768	2251
Mar '17	21	2383	1258	5999	2429	2274

Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows
Commenced 29th March 2017	38	38	8	82	69	35

Marketing Activities – Jazz Festival Page

Jazz Festival Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows
Jan '17	3	1005	1	42	5	980
Feb '17	6	1011	22	559	179	972
Mar '17	4	1015	1	176	77	976

Hero Building

No progress, Heritage approval received, work can commence.

Small Business Expo

After initially making enquiries and requesting bookings for the Gawler Recreation Centre and Gawler Central Sporting Club it was determined that the space was not conducive to a free-flowing expo event. Therefore, I made enquiries and a booking for the Gawler and Barossa Jockey Club. The CEO has reduced the fee considerably and we now have access to the space on Wednesday 17th May 9am – 10pm for \$900

The GBJC has also given permission for us to self-cater to ensure the exhibitors and speakers are "fed and watered" during the event and the GBJC will have its bar open for soft drinks etc during the day.

Flyers (see attached) have been produced and include sponsor details, a Sponsorship Prospectus (see attached) has been developed and forwarded to numerous bodies with the following sponsors confirmed :

1. The Bunyip - \$3000 in the form of marketing.
2. The Office of the Small Business Commissioner - \$500
3. nbn co - \$500
4. Kornacraft - \$300
5. Balloons Infinity – Balloon arch display to the value of \$150

Speakers –

G Cooper – Coopers Brewery – Cost \$1000 donation to Cooper Foundation

P Vasileff – Paulo Sebastien - \$4000

A Zubcevic – Commercial Property Centre – Cost \$0 Will also provide free business advice on the day

T Taylor – RDA Barossa – Cost \$0 Will also provide free business advice on the day

A Uren – Kiik Start – Cost \$0 Will also provide free business advice on the day

J MacDonald – Stellar Digital – Cost \$0 Will also provide free business advice on the day

C Gregory – nbn co – Cost \$0

L Holland-Clark – FoxHolland – Cost \$0

P Arnfield – Build a Better Business – Cost to be confirmed

K Aplin- Kasey Aplin – Cost \$0 Will also provide free business advice on the day

William Ehmcke – Chairperson of "Snap Loader"

Emcee – A Reimer of 5AA has made himself available for the entire day to act as emcee and to encourage engagement between exhibitors and announce workshops etc during the day. Cost \$500

General Duties – D Mantell will be available to direct enquiries, assist exhibitors and give business advice. Cost \$300 Stoakes will perform general expo duties, setting up, breaking down, guiding speakers and attendees etc. Cost \$250

Expo Bag – Plastic bags have been purchased and exhibitors will be encouraged to have give-aways, vouchers, information flyers etc to give to attendees.

Expo Budget

Expo Budget 2017					
ITEM	SUPPLIER	COST	BUDGET REMAINING	INCOME	
MARKETING MATERIALS			\$ 20,000.00		
Floor Banner	Vista Print	50	\$ 19,950.00		
Fridge Magnets (75)	AMAJA	60	\$ 19,890.00		
Pens (100)	AMAJA	120	\$ 19,770.00		
Logo re-design	Vista Print	5	\$ 19,765.00		
Programs			\$ 19,765.00		
Posters/flyers			\$ 19,765.00		
GBDG Name Badges (17)	AMAJA	102	\$ 19,663.00		
MARKETING			\$ 19,663.00		
Radio			\$ 19,663.00		
Newspaper			\$ 18,163.00		
Other print			\$ 18,163.00		
Digital media			\$ 18,163.00		
Expo Bags		85.06	\$ 18,077.94		

CATERING		1000	\$	17,077.94	
Water			\$	17,077.94	
Pizzas			\$	17,077.94	
Drinks			\$	17,077.94	
Finger Food			\$	17,077.94	
Party Pies/pasties			\$	17,077.94	
Plates, serviettes,			\$	17,077.94	
VENUE COSTS			\$	17,077.94	
Venue Hire - Gawler & Barossa Jockey Club		900	\$	16,177.94	
Expo Stands & tables		5500	\$	10,677.94	
Chairs (provided by venue)		0	\$	10,677.94	
Signage for stands		200	\$	10,477.94	
PA System Hire (provided by venue)		0	\$	10,477.94	
EQUIPMENT			\$	10,477.94	
Extension cords		100	\$	10,377.94	
Power Boards		100	\$	10,277.94	
KEYNOTE SPEAKERS			\$	10,277.94	
Glenn Cooper		1000	\$	9,277.94	
Paulo Sebastien		4000	\$	5,277.94	
Adnan Zubcevic		0	\$	5,277.94	
Ali Uren		0	\$	5,277.94	
Justin McDonald		0	\$	5,277.94	
Chris Gregory		0	\$	5,277.94	
Liz Holland-Clark		0	\$	5,277.94	
Philip Arnfield			\$	5,277.94	
Trevor Taylor		0	\$	5,277.94	
ADVISORS			\$	5,277.94	
P Arnfield			\$	5,277.94	
A Uren		0	\$	5,277.94	
J McDonald			\$	5,277.94	
T Taylor			\$	5,277.94	
L Holland-Clark			\$	5,277.94	
MEDIA			\$	5,277.94	
Videographer		1000	\$	4,277.94	
Expo Bag Inserts			\$	4,277.94	
Business Cards	GBDG	0	\$	4,277.94	
About GBDG	GBDG	50	\$	4,227.94	
SPONSORS			\$	4,227.94	
Kornacraft	\$300		\$	4,227.94	\$ 300.00
The Bunyip	3000 (inkind)		\$	4,227.94	
nbn	\$500		\$	4,227.94	\$ 500.00
Small Business Commissioner	\$500		\$	4,227.94	\$ 500.00
EMCEE			\$	4,227.94	
Andrew Reimer		500	\$	3,727.94	
INSURANCE			\$	3,727.94	
			\$	3,727.94	
STAFFING			\$	3,727.94	

Caren Brougham	0	\$ 3,727.94	
Adele	250	\$ 3,477.94	
Doris Mantell	300	\$ 2,977.94	
	17022.06	\$ 2,867.94	\$ 4,277.94

Business Connections

Kasey Aplin – Katapult
 Soli Goodes – The Business Goddess and Gawler Women in Business

GBDG Memberships and New Businesses in Gawler

Asian Central – Julian Tce
 Pole 4 Fitness – Julian Tce

Business Engagement Statistics

13th March – 7th April - 33 Client Interactions


Correspondence

In – Invoices Out – Payments for invoices

Media Attachments


ENCOURAGING local businesses to work cohesively in offering unique experiences was identified as a key way to create a strong town identity, and drive visitation, following a branding workshop held in Gawler

on

Monday

night.

Around 20 local business owners attended a 'Kiik Start' workshop, hosted by the Gawler Business Development Group and Regional Development Australia Barossa, aimed at creating a unique brand for Gawler. Kiik Start director Ali Uren said the workshop was constructive and provided some good insight into how Gawler can build its identity to boost visitation and the local tourism economy. "It was really looking at how we start to get town pride, and some of the ways we can create an identity that will be useful for the future," she said. "We talked about how we can encourage businesses to have greater involvement in their own development and learning." She said creating business cohesion, and providing quality tourism offerings, were among the ideas floated to create a better town identity. "We need greater cohesion between businesses, and to have different methods of communicating some of the interesting happenings in the region," Ms Uren said. "It's about using more diverse and creative means to keep businesses up to speed with each other, and some of the connected offerings and experiences that are happening." Introducing brand ambassadors and a business accreditation system, like the Barossa Trust Mark, were suggested as ways to hold businesses accountable to deliver a quality service, according to Ms Uren. "Having ambassadors that want to work with myself, RDA Barossa and the Gawler Business Development Group may help with the execution of identity in business and create opportunities," she said. "At the moment there is no clear standard, or way, we do things in this town. "So we are looking at creating greater accountability, like introducing a 'Trust Mark', so businesses have to be accredited and reach certain standards.

"We are also looking at how we can communicate offerings and happenings, while creating a sense of town pride."

Ms Uren said blending Gawler's unique heritage and culture with modern elements and offerings is essential in building a strong identity. "It's about how we can bring together that unique heritage and put it in a way that's modern and has benefit across the community," she said. The workshop findings will be presented at the Gawler Business Development Group expo on Wednesday, May 17.



GAWLER businesses and community members have been called upon to help characterise the town's identity, in a bid to create a unique brand to encourage more visitation and tourism.

Gawler Business Development Group and Regional Development Australia (RDA) Barossa have teamed up with business consultancy organisation 'Kiik Start' to run a forum on Gawler's branding next week. RDA Barossa business solutions and strategic growth executive Trevor Taylor said the point of the forum was to find Gawler's niche, in order to create a memorable, consistent customer experience for visitors. "When we have this workshop, we're hoping to create the brand values of what Gawler's identity is, and what the brand actually stands for," he said.

"From that, we'll build on it...and follow that theme throughout the town of Gawler, and we'll work closely with council and the business development group in making sure that that theme is followed through. "That will support (Gawler's) logo, that the brand, and that drives visitation revenue to the Gawler town." Mr Taylor said Gawler had a number of around which it could build its brand, such as its built heritage, jazz history, café culture or its role as a manufacturing base -- among other things. In finding its brand, Mr Taylor said Gawler could emulate the tourism success of several other South Australian towns, such as Mount Barker, Stirling or Tanunda. "Hahndorf, for instance, is known as a German town and it's, basically, focused very closely on promoting German activities in the town, and it's a massive tourist destination,"

he said. "That's really where we want to go (with Gawler)."

Gawler Business Development Group marketing co-ordinator Caren Brougham said even though the workshop was aimed at benefiting local businesses, ratepayers were also encouraged to register and have their say on the town's identity. "It is going to be an interactive workshop -- it's not going to be someone standing at the front lecturing people on what they think the brand should be," she said. "Everyone will be working together and suggesting ideas, and working through the pros and cons of those ideas."



Gawler Senior Constable Mark Bevis is keen to improve safety in Gawler by improving the town's current closed circuit television (CCTV) system.

PHOTO: Laura Tilley

LOCAL police have joined a chorus of voices calling for improvements to Gawler's electronic security and surveillance camera capabilities.

Gawler Senior Sergeant Lou Costello said officers were keen to see the town's current closed circuit television (CCTV) system upgraded and, potentially, expanded, in a bid to improve public safety. He said, while the current system was "satisfactory", an upgrade would provide clearer vision and more comprehensive coverage, which would aid in identifying potential offenders and suspects. "The system is certainly satisfactory, but if we could improve its capabilities, then that's a bonus," Snr Sgt Costello said. "Upgrading the technology would provide clearer vision and cover a greater area, making it easier to identify an offender.

"Those cameras are only able to capture footage within a certain range; perhaps we can get a bit of an interlock between the cameras down the street." Snr Sgt Costello identified Gawler's Murray Street and Julian Terrace as potential "hot spots" needing better security and surveillance cameras.

"In the past 12 months, we've had some issues along Julian Terrace in relation to some individuals being intoxicated, and behaviour offences," he said. "Whether or not we need to put CCTV there, that's something we'd need to consult with council about. "It's about forming a partnership and working together to achieve the best result." Snr Sgt Costello said CCTV footage was an effective tool in managing crime, vandalism, accidents and antisocial behaviour. "It's a helpful tool used by local governments and police to investigate crime," he said. "Once we have that vision, we are able to show neighbouring LSA (Local Service Area) police officers, and then we can go further than that, if necessary, and release it to the general public.

"There's nothing better than being able to produce, to a court, clear vision of a person committing a crime. "It provides greater security and people feel more safe within the community." Earlier this year, the Gawler Business Development Group consulted with local business owners, who strongly support a new CCTV system in Murray Street and at other high-traffic areas. Gawler Mayor Karen Redman encouraged local residents to share their thoughts about the town's current CCTV footage via a short survey.

"We are keen to hear from our residents about the current safety measures in Gawler as it relates to CCTV," she said.