

Date	MINUTES GBDG Meeting 8 th August 2017
Time	7:30am – 9:00am
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South

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

1. **Meeting Open:** 7:45am
2. **Business Arising from Minutes**
3. **Confirmation of Minutes:** Minutes for the 11th July 2017 will be presented at the September meeting.
4. **Chair's Report:** No report as Chair was absent last meeting.
5. **Treasurer's Report:**

P Caddy advised that GBDG has \$200k+ in the bank but that a good deal of the funds are allocated to budget items that have not yet been expended. Funds for the NEGP have been received.

Motion: That GBDG Board accept treasurers report and that the amended budget for 2017-18 be adopted.

Moved: P Caddy **Seconded:** G Matz **Carried**

6. **Correspondence and Invoices:**

In – Invoices, Letter from Gawler Caravan Park

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 July 2017.

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

8. **Other Business:**

- **BEC Australia** – Application submitted, P Caddy to provide current Financial position statement to forward to BECA.
- **Makerspace Grant** – C Brougham gave an overview of the application submitted by S Bailey of Think, Gawler and advised the board that there was no commitment by GBDG to provide funds even if the grant was successful as there was a clause to enable the funds to be returned if additional funding could not be

sourced to cover the lease payments or for any other reason that Thisnk Gawler decides not to go ahead with the project.

- **GBDG Budget** – An updated budget with a reallocation of expenditure to more relevant areas was presented.
- **Karen McColl** – The Liberal candidate for the region will be invited to attend the October meeting of the GBDG Board to meet and greet and for her to get to know what the Boards objectives are.
- **Community Grants** – L Drummond gave an overview of a potential funding source to upgrade the toilet facilities on Julian Tce. L Drummond will forward information to board members to peruse.
- **Gawler Caravan Park** – Discussion of the letter was taken with the Board considering all potential economic impacts on the region for and against the topic.

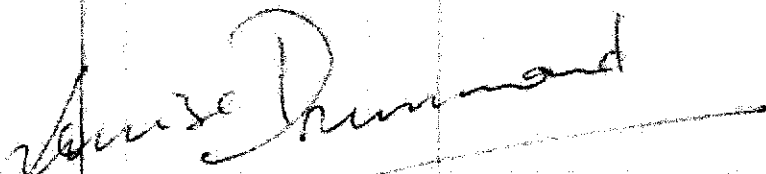
Motion: That the GBDG respond to the owners of the Gawler Caravan Park via letter. C Brougham to draft a response and forward to the Board members for approval prior to sending

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

Next Meeting: Tuesday 12th September 2017

Meeting Closed: 9am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

11 th July – Workshop – Employer Essentials	18 th July – Workshop – Taxation Essentials
14 th July – Business Women's Networking Lunch	25 th July – Workshop – Record Keeping

Meetings Attended

17 th July – Car Parking Forum	18 th July – ACT CRM Training
17 th July – Town of Gawler Meeting	1 st Aug – A Uren - Branding

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
Apr '17	9	2392	506	6901	2238	2285
May '17	17	2409	777	5820	4037	2303
Jun '17	11	2420	863	8565	2242	2315
Jul '17	4	2424	1235	6002	3709	2318

Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows
Commenced 29 th March 2017	38	38	8	82	69	35
Apr '17	2	40	5	151	73	39
May '17	6	46	9	1612	441	47
Jun '17	32	78	1514	4785	473	79
Jul '17	6	84	1622	4837	470	84

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
Apr '17	5	1020	5	515	91	970
May '17	1	1021	3	180	24	974
Jun '17	0	993	0	78	22	969
Jul '17	0	993	1	584	64	969

Hero Building

The Abbey will be contacted to discuss potential to improve the frontage under the Hero Building Fund.

Customer Relationship Management System (ACT CRM)

Act training occurred this month and the upload to the cloud should occur on Wednesday 2nd August.

Business Connections

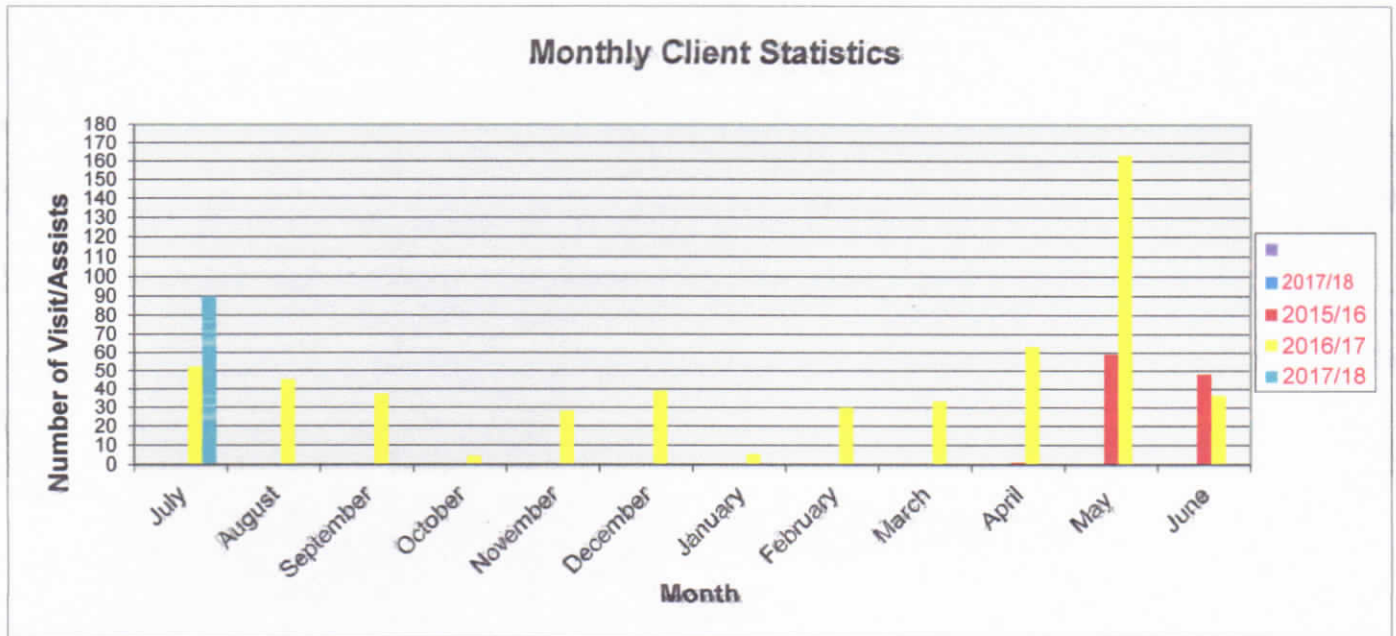
Nil

Businesses in Crisis, Closed or New

New – Baked

Relocating – RAA, Gawler Office Country National

Business Engagement Statistics

 7th July – 2nd August - 90 Client Interactions

Small Business Expo

 The final figures for the Expo. Income **\$2430** Expenses **\$19235.57** Budget \$20000.00 Balance **\$3194.33**

The date for the 2018 Expo is Saturday 7th April, the time frame has been reduced to 6 hours and the venue has been booked. I am in discussions with a potential sponsor to raise funds to pay for a television commercial. The purpose of the television commercial is to reach the largest possible audience in the 2 weeks prior to the Expo to attract "shoppers" and business visitors. Costs for a commercial are expected to be within the vicinity of \$18,000 to \$20,000.

Potential Keynote speakers are being researched and contacted for their availability and costs involved. Andrew Reimer has once again agreed to be the emcee and networking motivator.

Expo Budget 2017

ITEM	COST	INCOME	BUDGET REMAINING
MARKETING MATERIALS			\$ 20,000.00
Fridge Magnets, pens	130		\$ 19,870.00
Banners, logo redesign, cable ties etc	691.49		\$ 19,178.51
GBDG Name Badges (17)	63		\$ 19,115.51
MARKETING			\$ 19,115.51
Newspaper	1136.86		\$ 17,978.65
Expo booklet and flyers	192.21		\$ 17,786.44
Expo Bags	85.06		\$ 17,701.38
CATERING			\$ 17,701.38
Lions BBQ and drinks	421		\$ 17,280.38
Cakes/biscuits/speaker gifts/serviettes/plates/water	455.92		\$ 16,824.46
Tea/coffee	266.5		\$ 16,557.96
VENUE COSTS			\$ 16,557.96
Venue Hire - Gawler & Barossa Jockey Club	900		\$ 15,657.96
Exhibitor Registrations		1100	\$ 16,757.96
Expo Stands & tables	5810.4		\$ 10,947.56
Signage for stands	421		\$ 10,526.56
EQUIPMENT			\$ 10,526.56
Extension cords, power boards	141.37		\$ 10,385.19
KEYNOTE SPEAKERS			\$ 10,385.19
Glenn Cooper	1000		\$ 9,385.19
Adnan Zubcevic	80		\$ 9,305.19
Paulo Sebastien	4400		\$ 4,905.19
ADVISORS			\$ 4,905.19
P Arnfield	500		\$ 4,405.19
MEDIA			\$ 4,405.19
Videographer	1270		\$ 3,135.19
Expo Bag Inserts			\$ 3,135.19
Income		30	\$ 3,165.19
SPONSORS			\$ 3,165.19
Kornacraft		300	\$ 3,465.19
The Bunyip (\$3000 worth of marketing)			\$ 3,465.19
nbn		500	\$ 3,965.19
Small Business Commissioner		500	\$ 4,465.19
EMCEE			\$ 4,465.19
Andrew Reimer	500		\$ 3,965.19
STAFFING			\$ 3,965.19
Caren Brougham	640		\$ 3,325.19
Adele	300		\$ 3,025.19
Doris Mantell	500		\$ 2,525.19
Miscellaneous			\$ 2,525.19
check ticket books, cards and badges holders, velcro tabs	101.76		\$ 2,423.43
Totals	20006.57	2430	\$ 2,423.43

In – Invoices, Receipt for donation to the Cooper Foundation, 2017-18 Invoice from Mainstreet Sa (advised them we are not continuing membership), T Piccolo Fund My Neighbourhood Forum, Meet Karen McColl
Out – Payments for invoices



Ms Caren Brougham
 Gawler Business Development Group
 PO Box 402
 GAWLER SA 5118
 11/07/2017

Chair
 Ms Melaine Cooper AM
Governors
 Dr Tom Cooper AM
 Mr Haydn Duffield
 Mr Kevin Scarce AC CSC
 Ms Leanne Gally
Executive Officer
 Mrs Briany Seibert
Patrons
 Mr Glenn Cooper AM
 Mrs Jo Cooper

Dear Ms Brougham,

On behalf of the Governors, I wish to thank you for your generous donation. Please find your receipt below.

Your support in joining us in our mission to improve and protect the lives of everyday Australian families and individuals in need is greatly appreciated.

Your contribution will assist the Foundation in its mission to support Australian charities with a focus in the areas of:

- Medical research and health care
- Educational development for the young
- Aged care
- Family and community support based on Christian values.

You can be assured that your entire donation is distributed to charity.

Yours sincerely



Melaine Cooper AM
 Chair

OFFICIAL RECEIPT NUMBER

ABN 27 527 326 152

815

DATE	RECEIVED FROM	PARTICULARS	AMOUNT
11/07/2017	Gawler Business Development Group	Donation	\$1,000.00

Gifts of \$2 and over are tax deductible

Received with Thanks

Tony Piccolo MP

Member for Light



Light Electorate Office
144 Murray Street GAWLER SA 5118
t.piccolo@parliament.sa.gov.au
phone 080 8532 8878
fax 080 8523 1592

Gawler Business Development Group
Caren Brougham
PO Box 402
Gawler SA 5118

Dear Caren Brougham

Do you have an idea for a community project?

Have you heard about this exciting new \$40 million *Fund My Neighbourhood* grant based on the very successful *Fund My Community* initiative, where the community have the opportunity to vote for the successful project?

Nobody knows your community better than you and your neighbours.

That is why I am inviting community groups to help improve our local communities and neighbourhoods through this new and exciting program where the community will decide where the money will be spent.

Your ideas for a project can be as diverse as a new bus stop, improving local lighting, restoration of a historic feature or a monument, a work of community art, the publication of a book, or a community event. Perhaps something entirely different?


This is a great opportunity for our community to deliver on a number of those ideas. Together, I believe we can deliver some great projects for our community.

If there is something you think needs to be fixed or needs to be improved in the community, I encourage you to share your ideas at my forum to be held on **Monday 31st July 2017 at 7:00pm in the Courtyard of Café Nova 19 Murray Street, Gawler, 5118.**

If you are unable to make my forum, please tell me about your idea at <http://www.tonypiccolo.org/fund-my-neighbourhood> or phone me on 85 222 878.

I look forward to hearing from you and your group.

Kind regards,



Tony Piccolo MP
Member for Light
12 July 2017



www.tonypiccolo.org
[facebook.com/tonypiccoloMP](https://www.facebook.com/tonypiccoloMP)
twitter.com/tonypiccoloMP

FINANCIAL COMMITMENT 2017/18

Item	Amount
Approx. carry over June 30, 2017	\$ 65,000.00
Business Development Levy 2017/18 2017/18 Increase (2.9%)	\$167,727.00
Memberships (Voluntary)	\$ 2,000.00
Business Development Levy CPI Increase (2.9%)	\$ 4,864.00
Hero Building Fund	\$ 10,000.00
NEGP Funding	\$ 32,600.00
Total Funds Available	\$282,191.00

Business Plan Expenditure 2017/18
Primary Objectives

2017 Jazz Festival	\$ 10,000.00
Gawler SALA Arts Trail	\$ 5,000.00
Hero Building Assistance in-kind wages	\$ 5,000.00
Hero Building Fund	\$ 10,000.00
Marketing	
- New website	\$ 10,000.00
- Marketing of Business Development opportunities	\$ 9,000.00
- Wages (100% A Stoakes, 50% C Brougham)	\$ 52,000.00
- Bunyip and other print media	\$ 6,000.00
- Promotional Items	\$ 5,000.00
Business Development	
- B2B Networking Expo	\$ 20,000.00
- Business Advisory Services	\$ 10,000.00
- Profit Improvement Program	\$ 27,500.00
- Business Fundamentals for Start Ups	\$ 4,000.00
- Business Fundamentals Plus	\$ 4,000.00
Administration	
Business Liaison & Marketing Coordinator (50%)	\$ 40,000.00
Insurance	\$ 3,800.00
Audit fee	\$ 2,500.00
Postage, printing and licences/memberships	\$ 6,500.00
Website/IT Maintenance	\$ 6,000.00
Other	
Community Grants	\$ 5,000.00
NEGP Programs	\$ 32,600.00
Total Planned 2016/17 Cash Expenditure	\$ 273,900.00
Estimated cash at June 30, 2018	\$ 8,291.00



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Gawler Regional Development Group

17/07/2017

Dear Chair and board members,

After conversations with Caren Brougham and Ian Tooley (Deputy Mayor), I wish to formally protest the action of the Development Group supporting Deputy Mayor Tooley's campaign for a RV parking area in the town of Gawler. I am also a little concerned that as a result of a coffee meeting with Caren, Mr Tooley was then alerted and contacted us to set up a meeting.

My husband and I believe that Deputy Mayor Tooley has not considered the potential damage to the two existing caravan parks in the town of Gawler caused by his motion. We also believe that the Development Board believes it is voting on a proposal which is not accurately described in the minutes. I have looked online to try to source the actual minute that was voted on and have been unable to find it.

I believe the board has been informed that single night stays of 'a few RV's' will not affect our business, but single night stays are over 50% of our existing bookings.

The RV Park described by Deputy Mayor Tooley is a council run, council managed parking area with a dump point for vehicles who do not wish to use the existing dump point in our park. The vehicles he is aiming to attract must be able to hold their black water, which effectively describes every van and motorhome built after the year 2000. He is proposing to develop the site near the SA Water waste management plant which is about 5 minutes' walk from the main street of Gawler. Mr Tooley tells us that there is a market out there who do not want to stay in caravan parks – don't even want to drive into the caravan park (situated 5 minutes' walk from the main street with ample parking outside) to use the dump point for \$5. These are the people he proposes to attract, who will apparently spend hundreds of dollars in the town, rewarding ratepayers for their investment in this proposed park.

Our areas of contention are:

1. Every ratepayer in the Town of Gawler will be paying to develop this site – yet only the shop owners in the main street stand to reap any proposed benefits.
2. This proposal is a direct competitor to 2 existing Town of Gawler businesses.
3. This proposal requires the long-term resources of council staff, not only in set up, but of the Rangers who will be required to patrol and apparently move people on if they stay longer or don't fit the required demographic of the proposed clientele. Again, ratepayers will be paying for this cost.

We wish to state that we fully support extra parking and signage for large caravans and motor homes in the town, and have presented an alternative to the RV Friendly signage to council in the form of RV Welcome. This signage is available to council free of charge from the SA Parks Association.

We believe there are two scenarios in play:

1. The council changes the use of the proposed land area, develops the land at a cost to ratepayers and monitors the comings and goings of the land users at a cost to ratepayers in direct competition to a council owned business. Or
2. An association, such as CMVA develops the land, creates a business with a caretaker to monitor the movements of the visitors, which is effectively another caravan park in the Town of Gawler council area -- in direct competition to our council owned park.

In either scenario, there appears to be no evidence of the legislative and safety requirements that park owners are governed by. For example:

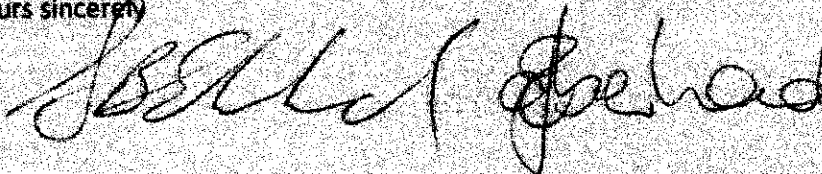
- Flood evacuation plans
- Fire evacuation plans and firefighting equipment
- Evacuation points
- Knowledge of how many people are on site at any one time
- Monitoring of illegal dumping
- Non-compliant camping

As park owners, we know that these things are monitored by us 24/7, however it all costs money. If this parking area is to become legislatively compliant, there is another potential ongoing impost to ratepayers.

We are employers of local residents and wish that to remain the case.

We ask that you consider these points very carefully before supporting the proposal currently before you.

Yours sincerely



Simon and Ali Eberhard

Gawler Caravan Park