

Date	MINUTES GBDG Meeting 12 th December 2017		
Time	7:30am – 9:00am		
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)		
Attendees	L Drummond J McColough K Fischer	P Caddy B Beattie K Peake	G Iremonger T Piccolo T George
Guests			
Proxies	J Wemmer		
Apologies	F Bagnall-Stevens		
Absent	G Matz, P Meznar		

1. Meeting Open: 7:30am

2. Business Arising from Minutes

Mobile Food Vans – Small Business Commissioner J Chapman to be invited to speak with the Board about Mobile Food vans. Mr Chapman has been invited to meet with the Board on 13th February 2017.

Town of Gawler Strategic Document – K Fischer to provide GBDG with a copy of this document to enable GBDG to develop a vision in line with the stated objectives of the Council.

Board Member Position Amendment

Motion: That GBDG Board appoint B Beattie to the position of Secretary/Public Officer for the current term.

Moved: K Fischer **Seconded:** J McColough **Carried**

3. Confirmation of Minutes:

Motion: That GBDG Board accept the Minutes from the meetings held 10th October 2017, as true and accurate records.

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

4. Chair's Report: L Drummond welcomed new members to the Board and gave an overview of the monthly Town of Gawler GBDG meeting. Current Development Applications were discussed and CEO H Inat requested that the planners ensure all new applicants were given the details of GBDG. H Inat advised that the tender for managing the digital hub had been awarded. D Barrett will send us some information on the provider.

5. Treasurer's Report:

P Caddy advised that GBDG has \$174k+ in the bank account and the expected decrease has begun as large payments are made for the Jazz festival, Marketing and other events.

Motion: That GBDG Board accept treasurers report for the months of October and November 2017.

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

6. Correspondence and Invoices:**In** – Invoices**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 the months of October and November 2017.

Moved: K Peake **Seconded:** J McColough **Carried**

8. Other Business:

- **Hero Building** –General discussion on the buildings to focus the Hero Building program on this year. C Brougham to source other potential buildings.
- **Disability Engagement & Access Network** – T Piccolo suggested that the GBDG work with the D.E.A.N to help resolve issues of access to businesses for disabled persons. A general discussion was had over the potential introduction of ramps for some buildings.
- **Actions** – C brougham to contact M Mattei to determine who owns the building housing Brereton jewellers and surrounding buildings. C brougham to enquire with accountants in Gawler re: placing GBDG information sheets in the offices.
- P Caddy shared a success story with RDA's B2B program potentially being extended to the Clare region.

Next Meeting: Tuesday 9th January 2018

Meeting Closed: 8:15am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

16 th Oct – Profit Improvement Program	14 th Nov – Build Your Own Website Program
17 th Oct – Build Your Own Website Program	20 th Nov - Profit Improvement Program
24 th Oct – Build Your Own Website Program	21 st Nov – Build Your Own Website Program
27 th Oct – Business Women’s Luncheon/Networking	27 th Nov – Branding Forum
31 st Oct – Build Your Own Website Program	4 th Dec – Xmas Networking Event
7 th Nov – Build Your Own Website Program	11 th Dec – Build Your Own Website Program
13 th Nov - Profit Improvement Program	11 th Dec - Profit Improvement Program

Meetings Attended

12 th Oct – Radio Interview	14 th Nov – GBDG AGM
12 th Oct – A Uren – Branding Gawler	20 th Nov – ToG/GBDG Monthly Meeting
16 th Oct – ToG/GBDG Monthly Meeting	27 th Nov – Launch of Gig City
17 th Oct – Nixons – AGM Preparations	27 th Nov – A Uren Meeting to finalise Branding Forum details
24 th Oct – Stretton Centre – ASBAS Support and program delivery	11 th Dec – ToG Monthly Meeting

Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17	4	2424	1235	6002	3709
Aug '17	17	2441	548	5317	2075
Sept '17	7	2448	634	5796	2085
Oct '17	2	2450	2000	4203	2500
Nov '17	7	2457	1191	5816	3865

Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17	6	84	1622	4837	470
Aug '17	1	85	29	136	17
Sept '17	2	87	24	359	16
Oct '17	1	88	18	515	98
Nov '17	2	90	16	912	157

Marketing Activities – Jazz Festival Page

Jazz Page	Festival	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17		0	993	1	584	64
Aug '17		11	1004	40	407	36
Sept '17		6	1010	33	2332	357
Oct '17		1	1011	151	900	212
Nov '17		2	1013	192	925	194

BEC Australia

Confirmation via email received on Thursday 28th October that our application to become a member of BEC Australia was approved and that the ASBAS (Australian Small Business Advisory Services) funding would most likely not be open for applications until January 2018.

Hero Building

We now have 2 potential buildings for this year's Hero Building program. TechMe and Breretons Jewellers are both currently obtaining quotes to have the fronts of the buildings painted. K Fischer raised a concern that the exterior painting of these buildings may not fit the criteria for the program as painting could be deemed maintenance. T Shillabeer from ToG has provided us with notations on the funding which indicate that exterior painting is an eligible activity. See attachment 2 page 5 Selection points.

Jazz Festival Report

See attachment 1

Business Connections
Businesses in Crisis, Closed or New

- Battery World opened on Adelaide Rd
- Baked has had to relocate due to a leasing issue. Has purchased a building in Two Wells for another café.
- Beta Electrical closed November
- Michelle's Alterations closed
- Rite Price opening in Phoenix Plaza end of November
- Crazy Claws opened in Evanston behind Gawler Body Art
- Elite Signs has moved to Edinburgh
- Hair by Stephanie Whales has replaced Shabby Scissors in Willaston main street
- Red Centre will be opening on January in Evanston
- Eco Waste has opened in Willaston
- SSS Tyres and Brakes has opened in Seventh St Gawler South

Business Engagement Statistics

October 42 interactions, November 58 interactions



Correspondence

In – Invoices

Out – Payments for invoices, letter to Ian Tooley, letter of support to Gawler Council Re: Walker Place: Gawler Central Urban Precinct Project

Jazz Festival Report 2017

The 2017 Gawler Jazz Festival had a very slow start with the majority of venues not confirming their intention to be involved until 4 weeks prior to the event. Many of the venues who had participated in the past made the decision to not be involved this year for the following reasons:

1. There was no measurable return on their investment
2. The regular patrons to the venues were “miffed” that they could not enjoy the usual musical offerings and therefore did not attend over the weekend.

Participating venues:

Venue	Address	Musicians
Café Nova	19 Murray St. Gawler	Elisabeth Belltrame
Cibo	81 Murray St Gawler	No Place Like Home and Company of Strangers
Eagle Foundry	23 King St Gawler	Dukes of Jump and Adelaide City Jazzmen
Exchange Hotel	155 Murray St Gawler	The Jazz Guys
P A Hotel	109 Murray St Gawler	Jazz in Cheek
Golden Fleece Hotel	77 Murray St Gawler	The Jazz Guys

Buskers/Street Performers:

Venue	Address	Musicians
Rotary Village Fair	Lyndoch Rd Gawler	Gawler Town Band and Adelaide City Jazzmen
Outside Gawler Mensland	92 Murray St gawler	Jaz Buz
Under The Gum Tree	Gawler Arcade	Gawler Town Band

Opening Night Friday 3rd November

The Opening night concert was held at the Gawler Greyhound Racing Track in Nixon’s Function Centre with 71 people turning up to listen to a very entertaining band, The Foenander Brothers. Feedback from the attendees was very positive with comments including:

1. A Jazz Concert with a few bands would be better than having to go to different venues all weekend
2. Great night, the band and atmosphere was terrific
3. Great venue, easy access and good parking
4. Loved the nibbles

The Opening night event is gaining in popularity and though there is a lack of suitable venues, I would suggest that the Opening night concert should become a bigger event and shared between venues.

Rotary Village Fair

The Gawler Jazz Festival continued with sponsorship of the Rotary Village Fair by supplying the Adelaide City Jazzmen and the Gawler Town Band to perform at the Fair. The attendees at the fair were quite obviously enjoying the entertainment and the cool but sunny weather assisted with ensuring attendee numbers were high.

Eagle Foundry B&B

160 people attended over the weekend with catering for 30 meals on Saturday and 40 meals on Sunday. The atmosphere was positive and happy with the venue owners happy with the results. The venue owners put in a lot of time, energy and funds to make this a good event with no profit made. The hosts participate to promote their business, the region and the Festival. The garden setting is perfect for the type of event and would be an excellent venue to host the Opening night concert.

The venue had visitors from Adelaide who had not heard about the Jazz Festival before and advised they would return.

Café Nova

Very few people attended specifically for the Jazz festival, which is quite unusual for this venue. There was very little foot traffic just popping in whereas they usually get people who have been to other venues or to the Rotary Village Fair visiting their venue for food and drinks. Probably broke even. Would be keen to see the number of venues reduced.

Wish it was busier!

The Exchange

50 – 60 people attended with the Manager stating that they were not the usual people he would see out on the deck which would indicate that they were there specifically for the festival. Foot traffic to and from the Rotary Village Fair worked in their favour with additional customers popping however many of the “followers” of Jazz do not consume much in the way of food or drinks.

The venue advised that they probably broke even with no profit made. Jazz bands are typically more expensive than the usual bands.

Prince Albert Hotel

No feedback

Cibo

50 extra people attended over the 2 days with a good atmosphere. The price of \$200 for 2 sets was reasonable for the band but the venue would not spend more than this amount and there was no return on the investment.

Golden Fleece Hotel

No definite numbers other than a table booking for 20 to see the band. There were more people purchasing drinks than usual and the people who attended appeared to be enjoying themselves. Not a profitable exercise.

Jazz Festival Budget 2017			
ITEM	COST	INCOME	BUDGET REMAINING
MARKETING MATERIALS			10000
Flyers, programmes and DL stands	332.80		9667.2
Banner updates	1703.5		7963.35
programs and flyers bunyip print	625.00		7338.35
MARKETING			7338.35
Facebook Boosts	70.00		7268.35
Radio - Regional, Jazz Radio	200.00		7068.35
SA Life, Jazz magazine	200.00		6868.35
Bunyip	2700.6		4168.29
CATERING			4168.29
Platters of finger foods @\$79 each (serves 10 - 12) x 7	550.00		3618.29
VENUE COSTS			3618.29
Nixons Restaurant	250.00		3368.29
ARTISTS/BANDS			3368.29
Foenander Brothers	1750.0	250	1618.29
Adelaide City Jazzmen	600.00		1018.29
Gawler Town Band	350.00		668.29
Jaz Buz	300.00		368.29

While the event budget was halved this year, it was well promoted locally- Facebook, websites, The Bunyip, The Leader, Barossa Living Magazine, programs and street banners. The promotion of the event was very cost effective and the figures include the Launch (food and live music).

COUNCIL MEETING AGENDA
23 April 2013

2

Consultation

Ms Sigrd Murljacic, Business Liaison & Marketing Officer, GBDG Inc.
Cr Kevin Fischer

Policy Implications
N/A

Statutory Requirements
N/A

Financial/Budget Implications
N/A

Strategic Implications

Outcome 1.2 Well presented Gawler assets
Outcome 2.2 Services and facilities that meet community needs
Outcome 2.3 A local government that is financially viable
Outcome 3.4 An active community
Outcome 5.4 Good administration

OFFICER'S RECOMMENDATION

Item 10.13 - Hero Building Grant (CC13/207)

1. That the Hero Building Grant report be received.
 2. That the Council approve the payment of \$10,000 to the Gawler Business Development Group (GBDG) and for the allocation of the grant funding based on the recommendation of their Hero Building Committee. Final application to the preferred building site is to be communicated to Council before the grant funds are applied.
 3. That the Gawler Business Development Group provide a written report to the Council on how the \$10,000 grant funds are acquitted.
-

COUNCIL MEETING AGENDA
23 April 2013

3

ATTACHMENT 1

Extract from the Minutes of the Gawler Business Development Group Meeting dated
9 November 2012

D Hero Building

Buildings recommended by the Hero Building Committee for consideration were:

- **Gawler Hotbread**
- Gawler Cycles (former Murray St. location)
- OPSM/ Gawler Fishing & Outdoors
- Corner Carlton Rd. & Murray St. (Lendlease)

Action: Kevin Fischer and Louise Drummond to establish an order of merit to determine which building would be best suited for façade restoration

Item Number	10.13
Title	HERO BUILDING GRANT
Date	23 April 2013
Author(s)	Director Corporate & Community Services
Reference	CC13/207
Previous Reference/ Motion	Nil

Background

The Council allocated \$10,000 in the 2012/13 Budget for the provision of grant funding towards the refurbishment of shop fronts in the Gawler CBD. It is a demonstration of Council's commitment in supporting the enhancement and appearance of the Town Centre.

The Gawler Business Development Group (GBDG), who represent businesses in Gawler has established a Hero Building Committee and has agreed to work with Council by identifying buildings which could benefit from the grant funding. Cr Kevin Fischer is Council's representative on the Gawler Business Development Board (GBDB).

This report seeks the Council's approval to make a \$10,000 payment to the GBDG and for them to allocate the grant(s) funding as determined by their Hero Building Committee.

Attachment(s)

Attachment 1 – Extract of GBDG Minutes dated 13 November 2012
Attachment 2 – Gawler Bakery - Hero Building Project

Comments/Discussion

At the meeting of the GBDB on 13 November 2012 the Board received the following recommendations from their Hero Building Committee with an action that Cr Kevin Fischer and Chair Louise Drummond establish an order of merit which would be best suited for façade restoration:

1. Gawler Hotbread Bakery
2. Gawler Cycles (former Murray Street location)
3. OPSM/Gawler Fishing Outdoors
4. Corner Calton Road and Murray Street (Lendlease)

In discussion with Ms Sigrd Murljacic, Business Liaison & Marketing Officer of the GBDG, Council's Director Corporate & Community Services was advised that negotiations were still progressing with the landlord of the preferred building, Gawler Hot Bread Bakery. Refer Attachment 2 for details of the before and after photos including the objective and selection criteria as well as an estimate of costs.

It is recommended that the GBDG receive the \$10,000 grant funding and for the GBDG to allocate the grant(s), on the condition that the GBDG would provide a written report (and provide a presentation as part of their normal delegation to the Council) on the final allocation(s) of the grant funding.

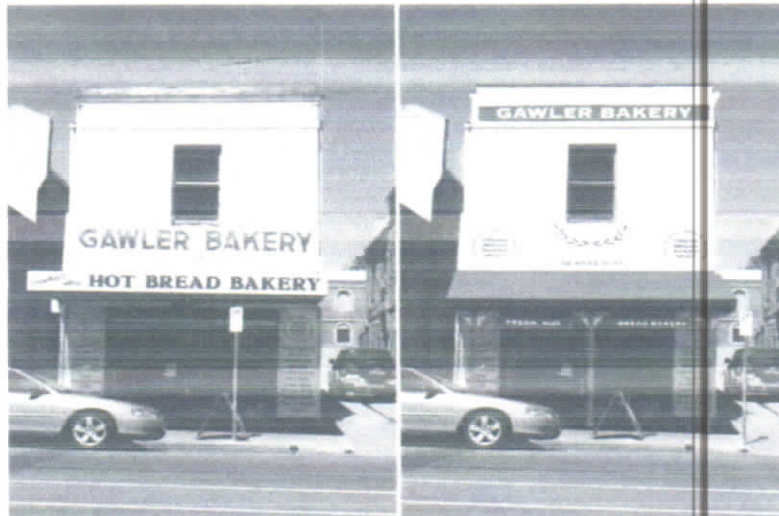
Communication

N/A

COUNCIL MEETING AGENDA
23 April 2013

4

ATTACHMENT 2



Pictures provided by David West, MainstreetSA

1. OBJECTIVE

A picture speaks a thousand words! It is the hope of the Gawler Business Development Group Inc. in partnership with Town of Gawler that it may be able to assist businesses and landlords in restoring the facades and appearance of a series of Gawler buildings, in need of some TLC.

By restoring heritage buildings the GBDG aims to:

- Enhance the building's longevity and sustainability
- Increase street appeal and vibrancy
- Showcase the beauty of Gawler's heritage
- Restore buildings to their charming 'former glory' and enhance tourism
- Encourage and inspire landlords to participate
- Design an easy to use project template and render assistance to landlords wishing to follow suit and undertake such a project

**COUNCIL MEETING AGENDA
23 April 2013**

5

ESTIMATED HERO BUILDING COST

2. SELECTION

Several buildings have been earmarked. The building was selected because it is:

- Heritage Listed
- Painted facade is in poor condition
- A stand alone building, very noticeable and would create a strong impact
- Small and the least expensive to restore
- Owner occupier, having direct access to the landowner

3. COST

Description	Approx. Cost \$
Heritage Council Heritage Advice	Unknown
OH&S Barricade footpath/ OWH&S Requirements	Unknown
Awning Removal and Reinstallation of Light Box Removal & Disposal of Existing Awning Installation of New Awning Council Development Application	200.00 7,000.00
Facade Facade Preparation Paint & Painting Cherry Picker +/or Scaffolding	5,830.00 770.00
Signage Sign Writing & Installation	1,500
	15,300.00*

* It should be noted that these costs are approximates only and subject to unforeseen heritage construction and OWH&S expenses.

PO Box 130
GAWLER SA 5118

Dear Mr Inat

Re: Walker Place: Gawler Central Urban Precinct Project

The Gawler Business Development Group writes in support of Town of Gawler's application to the Places for People grant program for Walker Place: Gawler Central Urban Precinct Project.

Walker Place is a significant urban space in Gawler's growing town centre. It is currently focussed on traffic movement and there are limited opportunities for pedestrians to linger and engage socially, or with their surrounds.

Walker Place is the first stage of a town centre redevelopment identified in the Gawler Town Centre Urban Design Framework.

Walker Place connects Gawler's main street, Murray Street, to parks and open spaces. In partnership with the Federal Government, Town of Gawler has invested more than \$20M in the past three years in enhancements and upgrades in Murray Street. This includes the \$14M redevelopment of the State Heritage Listed Town Hall and Institute buildings into a significant hub for business, cultural and social enterprise.

The Gawler Central Urban Precinct Project will showcase quality and modern urban design. It will increase pedestrian connections to the town centre precinct through a transformable road space and increase permeability from main street activity to open space including the Gawler River Corridor.

The Gawler Central Urban Precinct Project will be a modern, vibrant and inclusive space, enticing residents and visitors to experience the vibrant, economic, social and cultural life of Gawler's town centre.

We fully support Town of Gawler's submission to the South Australian Government for partnership funding for Walker Place: Gawler Central Urban Precinct Project.

Yours sincerely

Caren Brougham
Coordinator - Gawler Business Development Group
16/10/2017

Bunyip November 1st 2017

refresh on website layout

GAWLER Business Development Group (GBDG) is in the process of developing a new, up-to-date website to improve its marketing of local businesses.

GBDG marketing co-ordinator **Caren Brougham** said the current website, which achieves an average of more than 200 hits per day, was adequate, but “not great”.

“Elements of the current website will remain (in the updated version), but with a new look and easier usability,” she said.

“The Business Directory will show not only the business name, contact details and general information, but also a map of exactly where the business is located, nearby parking, trading hours, images and links to its own website (if they have one).

“Members’ businesses will be able to update details themselves (or ask the GBDG to do it for them).”

Ms Brougham said the majority of small businesses have neither the time or available funds to spend on building and maintaining an effective website.

“So, having a website available for them to market themselves, that is on trend, user-friendly, informative and includes fresh content and useful tools, is imperative,” she said.

“The new GBDG website will have content that is unique, interesting, and will generate a buzz, encourage discussions, and promote social sharing, all of which will, in turn, help promote our local businesses.

“The new site will be desktop, laptop, tablet and mobile-friendly.”

The new website should be live by the end of the year, according to Ms Brougham.

APC backs business council proposal

TOM STAGGARD

ADELAIDE Plains Council (APC) has officially thrown its support behind the development of a business council, which will seek to identify business opportunities within the Adelaide Plains region.

The idea, originally presented to council by Adelaide Plains Ratepayers & Residents Association (APRR) chairman John Lush, seeks to bring together successful local business minds to identify areas of strength and weakness for businesses within the APC region.

Council moved a motion supporting the proposal and, in turn, advised its staff to develop a draft charter and terms of reference for the business council.

Councillor Karen McColl said the success of Gawler Council’s Gawler Business Development Group (GBDG) serves a precedent that

council could follow as it develops the charter.

“I think this is a fantastic initiative and it has the potential to drive some economic growth in our region,” she said.

“Rather than start from bare bones, grab a hold of their (GBDG) terms of reference and charter and have a look at what they are doing, in conjunction with the Town of Gawler, because it seems to be working.”

Adelaide Plains Mayor Tony Flaherty agreed with Cr McColl, and said it was a “great idea” to learn from the successes of the GBDG.

Cr Marcus Strudwicke was also supportive of the business council idea, but stressed it should be driven by local business people.

“For all the excellent skills we have around the table, and within our administration, our business focus is quite different to the business focus out in the community,” he said.



Gawler Business Development Group marketing coordinator Karen Brogham (left) and Kwikstart director Al Uren are looking forward to hosting their second branding forum upstairs at Cafe Nosta after the event. Photo: Matteo Gagliardi

Marketing strategy kicking into action

MATTEO GAGLIARDI

GAWLER Business Development Group (GBDG) is looking to start up a new action group to help drive its unified marketing strategy for the town as it enters into the second stage of its branding process.

GBDG and business consultancy firm Kwikstart are hosting the second planning workshop in their bid to develop a new overarching marketing strategy for Gawler later this month.

GBDG business liaison and marketing co-ordinator Karen Brogham said at the workshop, local businesses will be provided with a summary of the feedback they gave at their first forum, in April, about what makes the town unique, and what some of the key roadblocks to achieving future success were.

They will then brainstorm ideas on how to go about pursuing those outcomes, such as through developing an action group made up of businesspeople to consult GBDG about the branding process moving forward.

"We already decided what they wanted to actually see, in one, three and five years time, but now we'll examine how we do that, and how we engage with the business owners to come on board and become part of an action board, so to speak, to take us to that next level," she said.

"We need a group of champions that are going to say, 'right, this is what we've decided we want to see happen over the next X amount of time, let's start working at how we want to achieve that'."

Kwikstart director Al Uren said the main trend she saw from the first meeting, and from subsequent consultation, was that there has been a wave of enthusiastic new local businesses that are proactive in wanting to progress the town's image.

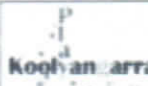
While Ms Uren wanted to capitalise on the new business' enthusiasm, she said there could be greater engagement from commercial agents and building owners on Murray Street, along with business owners on Adelaide Road.

"This is going to be a more robust discussion because we are going to be saying 'what are you prepared to do?'," she said.

"Let's put it on the table and say 'this is what we want, how do we achieve it?'"

The facilitated interactive workshop is being held at Cafe Nosta on Monday, November 27.

Anyone interested in attending, or in obtaining more information, is urged to contact Ms Uren by emailing enquiries@kwikstart.com.



"Friendships begin at playgroup"
For ages 0-5 years

Opening times:
Monday 9:30-11:30am | Thursday 9:30-11:30am
St George's Anglican Church Hall
26 Cowan Street, Gawler

For more information contact
Amanda on 0402 289 052

Murray Street vacancy rates below industry average

LAURA COLLINS

CURRENT vacancy rates of commercial properties within Gawler's Murray Street and the surrounding area are below the industry average, according to Gawler Council.

Murray Street has historically been Gawler's central shopping and dining precinct, and Mayor Karen Redman said current figures show it continues to be a strong place for business.

"According to council's rating database for 2017-18 there are 155 properties/tenancies rated as commercial in Murray Street," she said.

"In a recent meeting with commercial real estate agents, council staff were advised that the current vacancy rates within Murray Street and surrounds is below industry averages.

"Therefore, it can be assumed that occupancy rates for businesses within the main street and surrounding precinct within Gawler is higher than the average for similar locations."

The latest business to move into Murray Street is Mexican restaurant franchise Zambreno, which will occupy the former 'Taste on Main' building in the centre of the main street.

Zambreno Gawler owner Tony Canalonga said he is thrilled to be opening his doors to the community, which has already made him feel right at home since work first commenced at the site.

The new restaurant is expected to employ up to 20 people, and intends to open in late December.

Gawler Business Development Group (GBDG) business liaison and marketing co-ordinator Caren Brougham welcomed the new restaurant, saying that new business in central Gawler is highly important.



The former Taste on Main site is set to be the new home of Zambreno. PHOTO: Alec Urquhart

"The arrival of new business to Gawler is vital for the economical viability of the region, and as Murray Street is the centre of the business heart of Gawler, occupancy rates need to be as high as possible," she said.

"A high rate of occupied buildings in any main business thoroughfare creates a higher level of activity and vibrancy, attracting more foot traffic, which, inevitably, means more sales for our businesses."

Mrs Redman said it is a council priority to continue to encourage businesses to look toward Murray Street as a place of business.

"Businesses who contact council... are referred to the GBDG to receive information regarding Gawler's economic opportunities, and access to business development opportunities that the group provides," she said.

"Council's development services department is (also) currently preparing a checklist for businesses wanting to open in Gawler.

"This checklist will provide general information regarding the processes that need to be followed when a business wants to do something that requires development approval, and/or building rules consent."

Jazz festival gets toes tapping

MATTEO GAGLIARDI

GAWLER Business Development Group (GBDG) is satisfied with the feedback it's received so far about the 2017 Gawler Jazz Festival, which was held over the weekend.

The event was held across 12 different venues throughout the town, kicking off with a launch concert at Nyvion's Function Centre on Friday night.

"The opening concert was great; we had 70 people turn up to that, so that went really, really well," GBDG marketing co-ordinator Caren Brougham said.

"We've already had feedback from some of the people saying it was fantastic; they thoroughly enjoyed the night, and (asking) 'where can they see more

Mrs Brougham said it was a slower than usual start to the Gawler Rotary Village Fair, where some of the acts were playing, on Saturday morning, but things built up throughout the rest of the day.

"We had people performing in the street, so outside the Golden Fleece, outside Gawler Mensland and under the gum tree, so you can't really make a clear, accurate call about how many people have been entertained by it," she said.

"Eagle Foundry always have a good group there; whenever I've gone out there, they've had 30 or 40 at a time sitting there under the gum trees, sipping their wines, which is a very nice atmosphere.

"It was quite a good vibe."

Mrs Brougham said the GBDG is still yet to finish its debrief of the festival, but all indications were that it was growing.

"At this point it seems to have grown from last year, or at least the opening did," she said.

"It's interesting; the bands really want to see the jazz festival grow – apparently, there isn't another big jazz festival at all in South Australia.

"The Feenander Brothers that we had on Friday night, for the opening, are really keen to be ambassadors for the festival and help us develop it.

"This was their second time, two years in a row.

"I'm going to be meeting with (the artists) prior to Christmas to see what we can do for next year to grow it even more."



Jack Thomas (left) and Jenni Forsyth Campbell took in the jazz music while relaxing in the garden of Eagle Foundry.



The Gawler Town Band performed underneath the gum trees in Gawler Arcade on Saturday.



The Dukes of Jump drew crowds under the gum trees of Eagle Foundry on Saturday. PHOTO: Stacey Lehmann

WEDNESDAY, NOVEMBER 1, 2017

The Bunnip

www.bunyippress.com.au

\$1.50

All that jazz!

Gawler was teeming with activity over the weekend as the Rotary Village Fair and Jazz Festival rolled into town.

Stories pages 12 and 13

The Adelaide City Jazzmen were one of the many acts helping Gawler entertained over the weekend for the Gawler Jazz Festival, and were seen performing at the Gawler Rotary Village Fair on Saturday. PHOTO: Stacey Lehmann



The Coopers Brewery Foundation welcomes

Gawler Business Development Group

as a

Friend of the Foundation

We thank you for joining us in our mission to improve
and protect the quality of life of Australians.
Your donation is greatly appreciated.



Melanie Cooper

Foundation Chair
July 2017



FOUNDATION 
Brewing support for the community

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

11/10/2017

Dear Caren

Thank you for your generous support to the Coopers Brewery Foundation this year.

In appreciation of your generosity, please find enclosed your Friend of the Foundation certificate.

The Foundation has, and will further continue to improve and protect the lives of everyday Australians. We hope that you will continue to partner with us in our aim to make a lasting difference.

I look forward to sending you the Annual Report later in the year.

Kind regards



Melanie Cooper
Chair

Chair
Ms Melanie Cooper AM

Governors
Dr Tim Cooper AM
Mr Haydn Duffield
Mr Kevin Scarce AC CSC
Ms Jeanne Gelly

Patrons
Mrs Jo Cooper
Mr Glenn Cooper AM

Executive Officer
Ms Brony Nendorf

Coopers Brewery Foundation Incorporated Trust ABN 27 527 326 153

The Bunyip 22/11/17

Food vans free to trade

MATTED GAGLIARDI

LOCALS could soon see more food and drinks vans popping up around Gawler after the State Government passed reforms making it easier for mobile food vendors to get permits from councils.

A report presented to Gawler Council last month revealed that, under new laws passed in August, councils will no longer be able to refuse permits for mobile food vendors, nor regulate their opening hours or what they're allowed to sell.

Councils will, however, be able to outline "location rules" governing where the mobile food vendors will be able to set up shop.

Gawler Mayor Karen Redman said Gawler Council was generally supportive of the changes.

"Mobile food vendors can play a critical role in addressing a particular service shortfall, provided they are still managed in a way that complements, rather than detracts, from more traditional 'bricks and mortar' restaurants," she said.

"In the past, they have been used successfully to address a particular market gap – either a lack of variety or production service in a particular locality."

Mrs Redman said a report will be presented back to council's Infrastructure & Environmental Services Committee in February, identifying which locations could be suitable for mobile food vendors.

"It is envisaged that these draft locations will be developed in consultation with the Gawler



Business Development Group," she said.

Gawler South coffee van owner Cosie Annesse welcomed the changes, saying they would make it easier for mobile food vendors to tap into a group of consumers who wouldn't normally access cafes and food retailers.

Mr Annesse, who co-owns Fresh Bean Adelaide with his wife, Babs, currently conducts business on weekends, at festivals and events all over Adelaide, but hasn't been able to get a permit to operate in Gawler.

While the couple have been content to just cover events, Mr Annesse said they were considering expanding the business to operate on weekdays, in the future, to pick up more of an

income and become more self-sufficient.

He said he would love to do that closer to home, but stressed that he didn't want to steal customers from local traders.

"I've been trying to steer away from that ... but there are places I think you could do it where you wouldn't be impacting on an existing cafe, or restaurant," Mr Annesse said.

"I could see myself setting up on the side of the road and doing a drive-through type trade for drivers who don't have time to stop for a coffee.

"But, that would depend on where we're allowed to go."



GBDG chairwoman Louise Drummond (left), **GBDG** liaison and marketing co-ordinator Caren Bruggeman, and Kikostart business consultant Ali Uren at the **GBDG** branding workshop at Café Nova on Monday night. PHOTO: Matteo Gagliardi

Branding process continues

MATTEO GAGLIARDI

THE second forum held as part of Gawler Business Development Group's (**GBDG**) process to formulate a new, unified brand identity for Gawler businesses took place on Monday night.

The forum, which was held in conjunction with business consultant Ali Uren, from Kikostart, was designed at workshoping ideas to build on the opportunities and challenges identified by participants at the first meeting.

These included creating relationships between businesses, and consistent sig-

nage, to develop themed offerings; promoting heritage shops and architecture; linking the river network and walking trails back into relevant lifestyle offerings in the town; and developing a Gawler business council to sit under the **GBDG**.

The challenges, meanwhile, included the need for greater consistency in service experiences and business philosophy; turning Gawler into a destination in its own right, rather than the "gateway to the Barossa"; and placing a greater focus on Gawler's future as a prosperous and educational hub.

GBDG chairwoman Louise Drummond said it was great to have people engaged in

the process, and that some very interesting thoughts and comments came out of the workshop.

"Once our consultant, Ali Uren, has an opportunity to collate that data (from the workshop) into a report, we'll be in a position to implement some of the things that came out of the night," she said.

"We continue to see how we can create a sustainable brand for Gawler and a marketing plan that benefits all the businesses in Gawler into the future.

"We'll be having another session early next year, building on what we did last night and in the last forum."