

Date	MINUTES GBDG Meeting 14 th February 2017
Time	7:30am – 8:50am
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)

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

1. Business Arising from Minutes

K Fischer asked about “dry area” policy, nothing further heard at this stage

2. Confirmation of Minutes:

Motion: The GBDG Minutes of 10th Jan 2017 are accepted as a true and accurate record.
Moved: K Fischer **Seconded:** T George **Carried**

3. Chair’s Report:

ToG Meeting – L Drummond and C Brougham attended the monthly meeting. L Drummond gave an overview of meeting discussions. Engaged William Emke to present and advise us on business centres given he has set up and sold two as successful businesses. Federal government funding tied to some outcomes, invited CEO and Mayor. Coming up for funding agreement, need to justify existence. Need to align goals with council which are with business education focus. Is genuine business support being provided. Expectation that GBDG be involved in the Council “business hub” and need to get it activated.

Report to Council in March, need to have Phillip Arnfield

4. Treasurer’s Report:

Report provided by Treasurer on proposed budget, discussion, decisions made on some aspects. Final budget to be tabled next meeting ready for inclusion in report to Council.

Motion: That GBDG Board accept draft budget for 2017/18
Moved: P Caddy **Seconded:** K Fischer **Carried**

Motion: That GBDG cease Mainstreet SA membership and seek BECA membership
Moved: M Betts **Seconded:** P Caddy **Carried**

5. Correspondence and Invoices:

In – Invoices and Letter from ToG regarding Dry Zones. See letter in BL&M Report

Out – Payments for invoices

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

As C Brougham was absent the motion to accept the report will be delayed until the Fen meeting

7. Other Business:

All Wars Memorial – K Fischer discussed background, set up at Pioneer Park. Asking for support for GBDG board to be on board, market and promote the package from the All Wars Memorial report to businesses.

Motion: That GBDG board supports the All Wars Memorial group and to promote and market the package to Gawler business, with discussions on funding to be ongoing.

Moved: K Fischer **Seconded:** G Matz **Carried**

Gawler Textile weekend in October 2017 – 500 people per day in Gawler. Main exhibition at Jockey Club

Micro brewery looking to come to Gawler, having issues with planning approval

Next Meeting: Tuesday 14 March, 2017

Meeting Closed: 8.45am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

Nil

Meetings Attended

16 th – L Weiss ToG – Fringe discussion	30 th – T Piccolo – 2 nd Media Launch for NEGP
23 rd – H Grey - ACT (CRM) Training	30 th – Together SA in the North - discussions
25 th – A Uren, T Taylor – Branding Gawler Meeting	30 th – GBDG and P Arnfield – GBDG Review and planning

Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows	Testimonials Received
April '16	45	2146	n/a	2875	2600	n/a	1
May '16	104	2235	n/a	9606	5770	n/a	2
June '16	26	2239	n/a	3834	2467	n/a	2
July '16	29	2257	547	12204	1620	n/a	1
Aug '16	24	2281	356	15,618	2737	n/a	0
Sept '16	n/a	n/a	220	10,039	1359	n/a	n/a
Oct '16	14	2299	276	7728	1524	n/a	0
Nov '16	32	2331	545	17,653	3623	n/a	2
Dec '16	3	2334	216	16,055	1406	2222	0
Jan '17	10	2344	358	17,879	2293	2233	0

Marketing Activities – Jazz Festival Page

Jazz Festival Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement	Page Follows	Testimonials Received
April '16	4	946	n/a	132	n/a	n/a	0
May '16	4	950	n/a	15	63	n/a	0
June '16	3	951	n/a	166	45	n/a	0
July '16	7	954	1	247	58	n/a	0
Sept '16	5	959	3	1751	819	n/a	0
Oct '16	25	984	16	3856	1162	n/a	0
Nov '16	18	1002	795	5245	2520	n/a	5
Dec '16	0	1002	1	40	6	976	0
Jan '17	1	1003	6	320	96	971	0

Website

New page for the NEGP program now on website with links to register for programs.

Date	Sessions (number of hits)	Page Views (number of pages viewed)	Average duration	Device Category			Top Ranking Business	2 nd Ranking Business
				Mobile	Desktop	Tablet		
Dec '16	7065	9041	47%	4037	2277	751	Hollywood Nails	Events
Jan '17	6,389	8,268	46 secs	3453	2252	684	Home Page	Willaston Fish & Chips Shop

Hero Building

No progress

Media

See attached

Business Connections

Nil new connections

GBDG Memberships and New Businesses in Gawler

New Business – On the Run

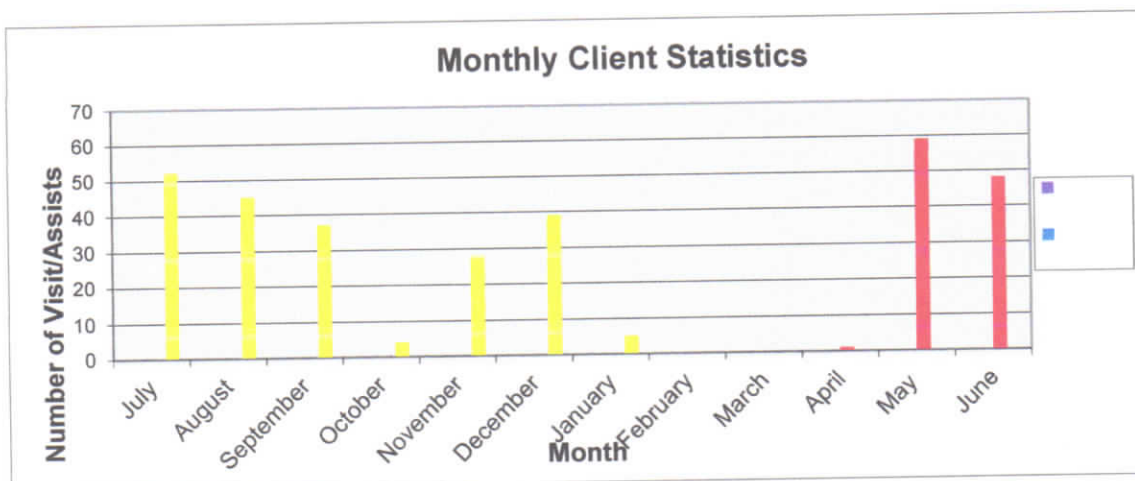
Customer Relationship Management

1 afternoon of training received January. Reporting categories now being set up and updated to enable reporting

Business Engagement Statistics

From 10th Dec – 29th Jan there were: 5

Client interactions – All 5 being for business advice



Correspondence

In – Invoices

Out – Payments for invoices

Media Attachments

Business Profile

GAWLER BUSINESS DEVELOPMENT GROUP
www.gawler.org.au
Phone 0488 440 588

Name: Caren Brougham.

What services do you offer? Our main focus is to promote Gawler businesses beyond the ability of an individual business.

How long have you been operating in Gawler? Approximately 14 years.

To what do you attribute your success? I think having an openness and a willingness to hear what businesses want and what their concerns are, as well as being happy to work around the clock. All businesses should be aware that I am happy to take calls over the holidays – especially if they are in real need.

What is the best part of your job? Fulfilling people's dreams and hearing that you have actually helped them through whatever they have needed help with.



TIME FOR ACTION

Businesses demand better CCTV system in Gawler

LAURA TILLY

A new security system for Gawler businesses is set to be implemented by the Gawler Business Development Group (GBDG) in partnership with the Gawler Shire Council.

The Gawler Business Development Group (GBDG) is a not-for-profit organisation that works to support and promote businesses in the Gawler region. It is currently working on a project to improve the security of businesses in the area.

All the businesses in the Gawler region will be offered a free security system and a free alarm system. The system will be installed by the end of the year.

The project is being funded by the Gawler Shire Council and the Gawler Business Development Group. The project is a result of a survey conducted by the GBDG in 2015, which found that many businesses in the area were concerned about their security.

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