

Date	MINUTES GBDG Meeting 17 th January 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
	T Piccolo	K Lane
	P Caddy	K Fischer
	M Betts	T George
	G Iremonger	
Guests	S Bailey, J Wemmer	
Apologies	G Matz	
Absent	M McLeod	
	F Bagnall-Stevens	

1. Business Arising from Minutes

Nil

2. Confirmation of Minutes:

Motion: The GBDG Minutes of 13th December 2016 are accepted as a true and accurate record.

Moved: K Lane **Seconded:** K Peake **Carried**

3. Chair's Report: ToG Meeting –C Brougham gave an overview of GBDG and ToG Monthly meeting. Discussions around Dry Zones and ToG wishing to host a forum on 27th Feb with GBDG as a stakeholder. Also, discussion around NEGP and why council was not involved.

4. Treasurer's Report:

- a) P Caddy reported that we currently have approx \$210k in the bank but that a great deal of that will be used on wages, Business Expo, Business Education and workshops. P Caddy and C Brougham to catch up and go over proposed budgetary items for new events.

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
Events and Workshops
Workshops or Events Held for December

 Tues 6th Dec – Christmas Networking - 35

Meetings Attended

7 th – Parliament House – Northern Economic Growth Program (NEGP)	19 th – GBDG and ToG Monthly Meeting
13 th – GBDG Board Meeting	23 rd – NEGP Meeting and introduction of P Arnfield to D Cussen
15 th – NEGP Media Launch	29 th – Business Coaching Session

Marketing Activities – GBDG Facebook Page

GBDG Facebook Page	Monthly Page Likes	Total Page Likes	Video Views	GBDG Post Reach	GBDG 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

Marketing Activities – Jazz Festival

Jazz festival Page	Monthly New Page Likes	Total Page Likes	Video Views	GBDG Post Reach	GBDG 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

Website

Uploads – 2 new online registrations

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

Hero Building

R Viney has confirmed that they are now waiting for State Heritage approval for the landlord to continue with the renovations.

Media

See attached

Business Connections

Nil new connections

GBDG Memberships and New Businesses in Gawler

Nil

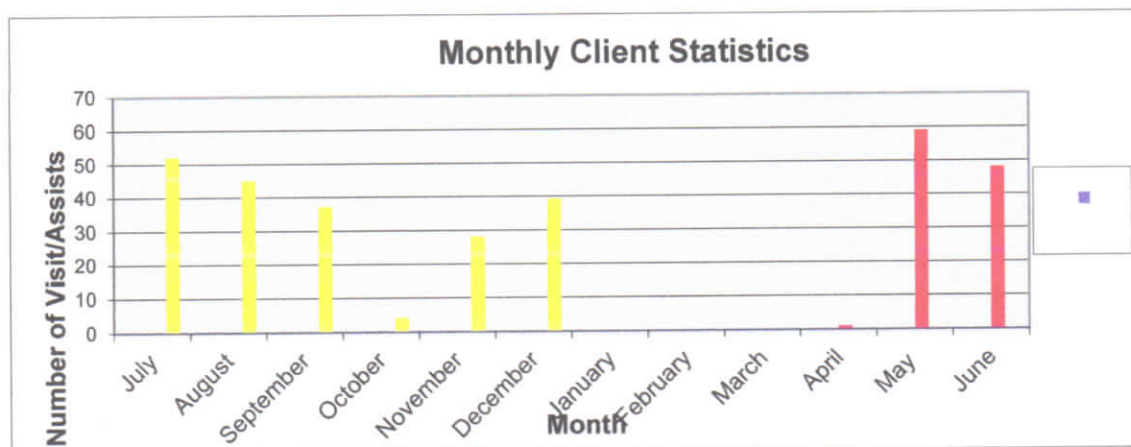
Customer Relationship Management

Reporting categories now being set up and updated to enable reporting

Business Engagement Statistics

 From 9th Dec – 4th Jan there were: Client interactions - 4, Christmas Networking - 35

Business Advise and/or issuing Membership Cards and Meet and Greet. - 39



Media

Northern Economic Growth Program (NEGP)



Funding for a new \$114,000 pilot program to accelerate the growth of entrepreneurs, businesses and jobs for the Gawler region was announced this morning. The pilot program, called the Northern Entrepreneur Growth Program (NEGP), is an initiative of the State Government under the Northern Economic Plan (NEP) and has been delivered thanks to a campaign for additional funding from the Member for Light, Mr Tony Piccolo MP.

Mr Piccolo said the announcement of the NEGP recognises that the Gawler region is also being impacted by the end of Australian automotive vehicle manufacturing in 2017, as it is home to many automotive industry workers. Scheduled to commence in February 2017, the pilot program is being delivered through the Stretton Centre in partnership with the Gawler Business Development Group and Business SA. The NEGP consists of the following six initiatives designed to cater for a range of small businesses and those entrepreneurs who wish to establish a new business. "The Northern Entrepreneur Scheme (NES) and the Northern Business Coaching will be delivered by Business SA," said Mr Piccolo.

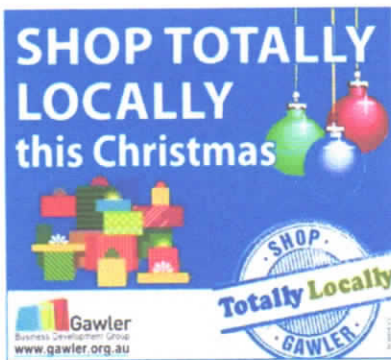
Minister for Manufacturing and Innovation, and Minister for Automotive Transformation Kyam Maher is keen to foster innovative growth in the Gawler area. "These pilot programs will give extra support to some of the brightest minds in the Gawler region, giving them every chance to succeed, and in doing so generate economic activity and jobs for local families." said Minister Maher. Kerry Sutton, Manager of Learning Solutions with Business SA said, based on the successful South Australian Young Entrepreneur Scheme model, the NES will assist eligible participants, aged 18 and above to develop a business model and the skills and confidence to establish their new business. "Over a period of 12 months, participants will attend interactive workshops and be assigned a personal business mentor for the entire program duration, said Ms Sutton. "Northern Business Coaching is designed to provide local businesses with strategies for growth. "Sessions are interactive with industry experts in their particular field facilitating monthly workshops. "Over a period of six months, participants share and collectively solve issues affecting their business, which may include: leadership, finance, marketing, sales management or business planning," she said. Each Business Coaching participant also receives six individual sessions with a business coach.

The Gawler Business Development Group (GBDG) will deliver the Profit Improvement for Existing Businesses Program. Caren Brougham, GBDG Co-ordinator said the program helps businesses build on their current level of business knowledge and skills to support increased business growth, profitability and employment. "Those seeking to start up a business will find the GBDG program, Business Fundamentals for Start Ups ideal, as it provides new start-up ventures with information and assistance that is required to operate a successful enterprise, said Ms Brougham.

" For existing home based businesses, the Business Fundamentals Plus program will provide essential business information for growth focused and early stage businesses," she said.

The Stretton Centre at Munno Para will provide a home to curated office environment, with mentoring support through the Gawler Business Development Group and Business SA. Stretton centre Director, Mr Dermot Cussen said The Home to Curated Office program provides home based business with the opportunity to operate their business from the Stretton Centre’s curated co-working office floor. “Successful applicants, in addition to receiving one to one business mentoring, will benefit from working alongside and learning from other small businesses, said Mr Cussen. “The Stretton Centre’s purpose is to explore and enable local jobs and it is very pleased to be supporting the delivery of this important regional initiative in partnership with the Gawler Business Development Group and Business SA,” he said.

Mr Piccolo added the NEGP will be piloted for businesses and residents in the post codes of 5115, 5116 and 5118. NEGP guidelines and application forms will be posted on the Stretton Centre’s, Gawler Business Development Group’s and Business SA’s website in late January 2017. Interested businesses and residents in the eligible posts codes, are encouraged to register their interest with the Stretton Centre on t: 8254 4666 or connect@strettoncentre.com.au



GUIDE TO ALL THINGS Christmas

It's time to shop local

LAURA TILLEY

CHRISTMAS shopping has long stopped being a chore. These days families are becoming the shopping family that really counts.

The Gawler Business Development Group recently launched a campaign called 'Shop Locally, Locally, Buy It Here' which encourages shoppers to support local business and create jobs in our region.

Support local and marketing officer Laura Tilley says the goal was to promote local jobs and our Gawler Business Hub.

It was encouraging people to think with all their family's needs when they go to the shops.

It was a goal to be able to do as much of their Christmas shopping in the area as they can, because that is contributing to the economic development and stability of the region.

It's really about supporting the local business sector, it takes money out of the region and that can have a huge impact.

Ms Tilley says the 4 business speaking panel was supported by the local business community and the local media. It's a really good time for local business.

going through the busy months of the year. It's time to shop local.

It could be that a business that is struggling to survive is the one that is the most successful in the area.

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Ms Tilley (left) recently launched the 'Shop Locally, Locally, Buy It Here' campaign. She is surrounded by local business owners who are participating in the campaign. The women are holding shopping bags and are smiling for the camera.



Ms Tilley is seen wrapping gifts at a table. She is surrounded by various items and a 'SHOP Locally GAWLER' sign. She is smiling and looking at the camera.

Snubbed businesses boosted

Laura Tilley

CVS R&D businesses previously snubbed from the Northern Economic Plan's funding support have been given a lifeline thanks to a new program aimed at boosting local jobs and offsetting the blow of Holden's closure next year.

The \$1.4 million Northern Economic Growth Program (NEGP) - which is an extension of the government's Northern Economic Plan (NEP) - will now be rolled out following feedback by 1,400 local business leaders to additional funding.

The grant program, scheduled to commence in February, will continue to be delivered through the Northern Centre in partnership with the Gawler Business Development Group and Business SA, and will focus on supporting businesses and jobs in Gawler and Hallett.

Mr Percival said the program will help offset the job losses occurring from the impending closure of Holden's 1,000 job manufacturing plant, with more than 30 workers working in the area.

"I was disappointed money from the Northern Economic Plan wasn't originally allocated to this region, but these programs will help boost economic activity in the Gawler and Hallett areas while the community adjusts to the closure of Holden," he said.



Businesses in the Gawler and Hallett areas will benefit from the new Northern Economic Growth Program. Pictured are Northern Centre Director Dermot Cussen, Learning Solutions Manager Kerry Sutton, and Business SA Group Co-ordinator Caren Brougham, with other business leaders.

"It's designed to generate different jobs through a range of ways, such as grants to support businesses that allow existing businesses to support them to make their own efforts and efforts to grow and create employment."

Leading the program from the Northern Centre is Ms Kerry Sutton, Learning Solutions Manager. Ms Sutton said the NEGP will assist

eligible participants apply for and obtain a business credit line and the NEGP will contribute to establish their new business. Additionally, the Centre's Northern Development Group will deliver the Pacific program aimed at increasing business growth, which helps businesses build on their current level of knowledge and skills to support international growth opportunities and competitiveness.

Meanwhile, the Northern Centre

based in Mount Pleasant will continue to help businesses with increasing support through the Growth Business Development Group and Business SA.

Mr Percival hoped some of these businesses might also access the \$400 million in Job Acceleration Program. Businesses and workers in Gawler and Hallett will also benefit from the new \$1.4 million NEGP.

“I was disappointed money from the Northern Economic Plan wasn't originally allocated to this region, but these programs will help boost economic activity in the Gawler and Hallett areas to help this community respond to the closure of Holden.”
DERMOT CUSSEN

What they said:

"We've seen businesses move from home to Hallett, and then take on new employees and grow."

"We'll be looking for growth-oriented business with the best platform to support local jobs, so we can give the region the best opportunity to grow."

**- STRETTON CENTRE DIRECTOR
DERMOT CUSSEN**

"Over a period of 12 months, participants will attend interactive workshops and be assigned a personal business mentor for the entire program duration."

Sessions are interactive, with industry experts in their particular field, facilitating monthly workshops."

**- LEARNING SOLUTIONS MANAGER
KERRY SUTTON**

"Those looking to start up a business will find the GBDG program Business Fundamentals for Start-Up Ideal, as it provides new start-up ventures with information and assistance that is required to operate a successful enterprise."

"For existing home-based businesses, the Business Fundamentals Plus Program will provide essential business information for growth forward, and early stage businesses."

**GAWLER BUSINESS DEVELOPMENT
GROUP CO-ORDINATOR
CAREN BROUGHAM**

Signs welcome Chinese visitors

Laura Tilley

THE State Government will welcome Chinese visitors with new signage, billboards and maps in mandarin, directing them to key destinations.

The information, which includes maps, signage, pavement decals and billboards, has been rolled out around Adelaide's airport and city, ahead of an expected increase in Chinese visitor numbers due to China Southern Airlines' new direct service to Adelaide.

Tourism Minister Leon Bignell said the move coincides with new statistics showing South Australia has attracted a record number of international visitors, who are spending more than ever.

"For the first time, visitors will be greeted with Chinese language signs at Adelaide Airport, on our main roads and key spots in the city."

"It's so important we cater for Chinese visitors, and these signs will play a significant role in not only welcoming them to Adelaide, but ensuring their overall

experience in South Australia is even more enjoyable."

In August, a number of local business representatives attended a workshop, held at the Gawler Greyhound Racing Club and hosted by the Gawler Business Development Group, that discussed ways in which to engage Chinese tourists.

Implementing Chinese signage and greetings, and employing different advertising methods, were listed as two key ways businesses could attract more Chinese tourism interest.

Gawler Business Development Group Inc.
PO Box 402
Gawler SA 5118

Mr Henry Inat
Chief Executive Officer
Town of Gawler
Murray Street
GAWLER SA 5118

Dear Henry

Dry Zones

We are aware that the Town of Gawler was undertaking a review of the current Dry Zones and seeking community input. At its recent meeting the Board of the Gawler Business Development Group was advised that the Council had placed the review on hold and would not implement dry zones in the foreseeable future as it felt they discriminated against one particular section of the community.

While the Board acknowledges that any policy should not discriminate against a group of people it believes that having no dry zones in the town is a retrograde step and one that is proven to be having an adverse impact on small business in the commercial centre. The Board would support the Council in its endeavours to adopt an 'holistic' approach to the issue of alcohol driven anti-social behaviour but it strongly believes any inclusion measures should be in addition to the dry zones, not at their expense.

The Board would be keen to work with the Council to have the dry zones reintroduced along with other measures to tackle the issues of anti-social behaviour. We understand there is a broader social issue to address. Perhaps the Council could take into account anti-social behaviour which impacts on the viability of the businesses in town also impacts on the livelihood of residents who operate businesses in the community.

Please advise what role the GBDG may play in assisting the review process to progress.

With Kindest Regards

Louise Drummond
Chairperson

<p>Motion: That the GBDG Board accept the Business Liaison and Marketing Coordinators Report Moved: K Peake Seconded: G Iremonger Carried</p>

7. Other Business

IT, Website report – S Bailey gave an overview of how the GBDG website was performing and that the traffic statistics had now changed from people merely seeking information from our database to people also now seeking information on our events. The indicators are that the website would benefit from an upgrade and redevelopment of how visitors can interact with information on the page.

Motion: That the GBDG allocate \$10k to upgrade the website to ensure it remains high on the Google search list, that visitors can maneuver through the site with ease, that information is presented more professionally and in clearly defined categories.

Moved: K Fischer

Seconded: T George

Carried

Business Enterprise Centre – General brief discussion as to the benefits of GBDG becoming a member of BEC Australia. Deferred to next meeting.

Northern Economic Growth Program – general discussion, overview of programs and overview of funding.

Visa Limits – C Brougham requested an increase to the visa card monthly limit as she was experiencing difficulties purchasing items with the current limit of \$500 per month.

Motion: That the GBDG approve an increase in the monthly limit for the Business Liaison and Marketing Coordinators visa to \$200 per month

Moved: P Caddy

Seconded: K Fischer

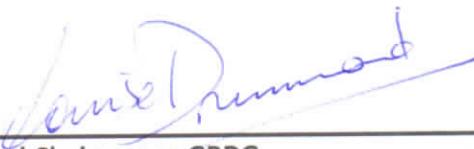
Carried

Action: L Drummond to organise limit increase

Next Meeting: Tuesday 14th February, 2017

Meeting Closed: 8:50am

Signed:



L Drummond Chairperson GBDG