

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

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

1. **Meeting Open:** 7:35am
2. **Business Arising from Minutes**
3. **Confirmation of Minutes:** 13th June 2017

Motion: The GBDG Minutes of 13th June 2017 are accepted as true and accurate records.
Moved: K Fischer **Seconded:** P Caddy **Carried** Yes

4. Chair's Report:

No report as Council Meeting was cancelled due to Mayor and CEO being interstate. However C Brougham advised that GBDG and Council are discussing options for all new business enquiries and planning requests be referred to GBDG.

5. Treasurer's Report:

P Caddy advised that GBDG has \$174,206 in the bank but that a good deal of the funds are allocated to budget items that have not yet been expended.

Motion: That GBDG Board accept treasurers report.
Moved: P Caddy **Seconded:** K Fischer **Carried** Yes

Motion: That C Brougham be added as a signatory/payment authoriser on the GBDG accounts.
Moved: P Caddy **Seconded:** G Matz **Carried** Yes

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 June 2017.
Moved: K Fischer **Seconded:** M Betts **Carried** Yes

100

100

100

100

100

100

100

100

100

100

8. Other Business:

- **Jazz Festival** – Planning is underway and venues are starting to confirm participation.
- **Innovation Hub Meeting** – GBDG request to submit an interest to operate the hub was denied as the closing date had occurred.
- **SALA** – Flyers and marketing organised and website uploads have been completed.
- **A Uren Branding Strategy** –

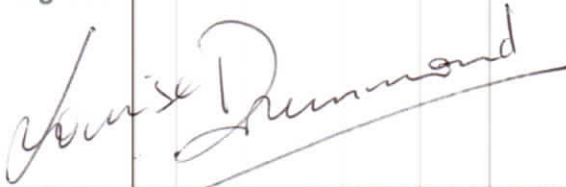
Motion: That GBDG Board accept the proposal by A Uren of Kiikstart to move forward with the next phase of the Gawler Branding Strategy and accept the costs of \$6500 (plus GST) subject to confirmation by A Uren that no extra costs will be incurred.

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

Next Meeting: Tuesday 8th August 2017

Meeting Closed: 9am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

13 th June – Bus Fundamentals Start Ups Session 4	27 th June - Bus Fundamentals Plus Session 4
17 th June – Bus Fundamentals Start Ups Session 5	28 th June – RDA/GBDG Breakfast
20 th June – Bus Fundamentals Plus Session 3	4 th July - Bus Fundamentals Plus Session 5

Meetings Attended

14 th June – NEGP Stakeholder Meeting	15 th June – Radio Interview
22 nd June – GBDG Special Board Meeting	6 th July – ToG/GBDG Innovation Hub Meeting

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

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

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

Hero Building

Mr Mattei issued a Tax Invoice for Hero Building Works which has been paid.

Small Business Expo

Feedback requests were issued to all exhibitors to gauge the level of success of the Small Business Expo.

Feedback forms issued	63	Feedback forms returned	18
Venue – please rate the venue for ease of access, cleanliness, temperature control, light and sound		<p>Dark spots where lights were not working x 1</p> <p>Excellent x 5</p> <p>Great x 2</p> <p>Corner by windows cold x 1</p> <p>Layout could be improved x 1</p> <p>More signage x 1</p> <p>Access – for me, great. For patrons, poor. The building is on the wrong side of the racecourse and has no passing traffic. X 1</p> <p>Cleanliness. 7/10 x 1</p> <p>Temperature. 10/10 x 1</p> <p>Light 10/10 x 1</p> <p>Sound 5/10. Too loud. All conversations stopped when the microphone was being used x 2</p> <p>Very good x 1</p> <p>Speakers room too small x1</p> <p>Open the carpark earlier x 1</p>	
Booth Set Up – The bump in time for Exhibitors was advertised as 9:30am – 10am however numerous exhibitors arrived early whilst the hire company was still setting up walling. This was a potential OHS issue and therefore we will seek to have the hire company set up the night prior to the expo in future. Please rate the booth you were allocated for space, location and lighting.		<p>The location and space was adequate x 1</p> <p>Excellent x 5</p> <p>Great x 1</p> <p>Booth walls set up night prior x 2</p> <p>There was a bit of a mix up and I wasn't allocated a booth however Caren very quickly sorted that out which I really appreciate x 1</p> <p>Happy with location and size x 1</p> <p>Change Sponsor location x 1</p> <p>Ok x 1</p> <p>Very good x 1</p>	
Duration – Please comment on the duration of the expo – would you prefer a shorter time frame, longer time frame or stay the same		<p>Shorter x 13</p> <p>After Bus Hours x 1</p> <p>Not sure x 1</p>	
Day of the Event – Please advise what day of the week you feel would work best for the event, remembering that Government Departments and Guest Keynote speakers may not be available on weekends		<p>Thursday or Friday x 1</p> <p>Happy with Wednesday x 6</p> <p>Weekend x 3</p> <p>Any week day x 2</p>	
Non-Business Visitors – Although this event was marketed as a business to business event, the general public were invited to attend. Emailed invitations and Social media invitations were issued to all local high schools and those in neighbouring council regions, all real estate agents, business groups and property development companies throughout northern Adelaide. All exhibitors		<p>Have as businesses only or open to public with less speakers x 1</p> <p>Not enough visitors x 4</p> <p>How about a cross street banner x 1</p> <p>I think more food/entertainment would need to be provided to attract families. Food trucks are one option. Perhaps if it was during daylight saving that might help also. X 1</p> <p>Next year, if you print out small flyers and give them to us leading up to the event, we can hand them out to our clients to advertise the event and encourage them to attend. X 1</p>	

<p>were asked to advise their customers of the expo and to invite them to come along to find a bargain (each exhibitor was asked to have an expo special).</p> <p>GBDG team members counted 75+ visitors on the day and next year we aim to at least triple that number. If sponsorship funding can be found, a television commercial will be produced (assuming adequate funding), please provide suggestions on other ways to attract visitors.</p>	<p>The majority of the benefit came to us via Business to Business opportunity. X 1</p>
<p>Networking – An emcee was hired to “work” the room to try to connect businesses, interview exhibitors to enable them to give a quick blurb on what it is that they do, introduce keynote speakers and encourage networking. Please comment on your networking experience at the expo.</p>	<p>Quite good x 1 Good x 4 Great x 4 Please have him again x 1 Great networking opportunity, loved it x 1 Excellent x 1 This was great idea and worked well. I did get to network with a few business x 1 I would not run an event like this, the business community don't want it, you should canvas them x 1</p>
<p>Keynote Speakers – The speakers were chosen to ensure GBDG provided a range of topics that would benefit businesses from infancy to long term established companies. How many speaking sessions did you attend and please comment on each.</p>	<p>Excellent and inspiring x 1 More marketing of speakers x 1 Good x 3 Good but not back to back x 1 Great x 2 Didn't go to any, too loud, use CCTV x 1 Excellent - I would come just to listen to the speakers x 1 John Chapman – Excellent x 1 Glenn Cooper – Fantastic and humorous x 1 Paul Vasileff – Inspiring x 1 Kasey Aplin – Uplifting x 1 All were great – especially Philip Arnfield x 1</p>
<p>Catering – Having attended hundreds of expos in the past and none providing food or refreshments, this was a key item to provide at our expo. Please provide comment on the catering, did you expect to be “fed and watered”, was it a nice surprise/benefit, was it enjoyable, could it be improved, should it not be provided?</p>	<p>Carb overload need some healthy, fresh options x 1 Good x 1 Great to be provided food/drink x 3 More variety even if we have to buy it ourselves x 1 It was a nice touch having the Lions Club do the food. Access to catering is essential though the cost doesn't necessarily need to be covered. X 1 It was very much appreciated to be given food and drink – thank you very much! The food and drink was lovely 😊 x 2 Great x 1 Great please do it again x 1 This was great idea. Maybe a healthier option?x1</p>

<p>Cost – The expo was provided for GBDG members at no cost, with non-members paying \$90 for the day. Do you feel the non-member price is adequate? If not, why not? Suggestions appreciated.</p>	<p>Introduce small fee for members x 1 Stay the same x 4 Good value x 3 non-members could be charged \$150 x 1 Appropriate x 1 Happy to pay more to get more marketing x 1 Great price x 1</p>
<p>Other Comments and suggestions:</p>	<p>Invite businesses and bodies from other Council regions x 1 Well done Caren, and we look forward in participating again as a local business to the community x 1 Great expo – thanks very much to everyone who worked very hard to put it all together! 😊 x 1 I wonder if more public may visit if the Expo was held in the institute as it is a more central location for passers by. X 1 Why was there no buy in from the business community x 1</p>

Business Connections

Nil

GBDG Memberships

Nil

Businesses in Crisis, Closed or New

New – Salubrious Health, One Barrel Brewing
 Closed – Taste on Main

Business Engagement Statistics

31st May – 6th July - 36 Client Interactions



Business group's new plan

MATTEO GAGLIARDI

GAWLER Business Development Group (GBDG) has pursued a new strategy to help improve local businesses' profitability, after a review found the group needed to refocus its efforts.

The GBDG recently developed a new "operational and strategic model" focused more on business training and education, and has already begun transitioning towards it (such as through the business training programs it's running locally, alongside the State Government).

The new focus, which takes it away

from its original funding objective of providing local businesses with marketing, promotions and events, resulted from an independent review, commissioned by GBDG and published earlier this year.

The review found that the funds that were being spent by the group "would do little to add to the economic viability of businesses within the council region".

"Even the services that fall within the category of business education and support, such as networking events, keynote speakers, and training breakfasts, are what I would consider to be low end and low impact in respect to



Caren Brougham

business growth, profitability, and business viability," the review's author wrote.

However, the review also found that due to new personnel in GBDG, such as business liaison **Caren Brougham**, the group has acquired access to resources that

could enable it to roll out a program to increase the profitability of local businesses.

These resources were identified as being a business owner's education program, full access to a highly-credentialed business advisor, and a training platform for education of future advisors.

GBDG's business plan for 2017-18, which council approved last month, now allocates more than half of its non-administrative expenditure towards business training and education.

Gawler Mayor Karen Redman agreed with the importance of the new strategic model, saying

council supported the change of direction.

"There is always a need for education and development to ensure economic growth and business sustainability," she said.

"Council believes that the GBDG has an important role to play in this education and development."

Council last month agreed to extend its funding agreement with GBDG for another 12 months, and will now conduct its own review into the group to ensure its services do not duplicate those expected to be provided by the future Business Innovation Hub at the Gawler Civic Centre.

