

Date	MINUTES GBDG Meeting 13 th June 2017
Time	7:30am – 9:00am
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)

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

- Meeting Open:** 7:30am
- Confirmation of Minutes:**

Motion: The GBDG Minutes of 9th May 2017 are accepted as true and accurate records.
Moved: G Iremonger **Seconded:** P Caddy **Carried**

- Business Arising from previous minutes - nil**
- Chair's Report:**

L Drummond raised the topic of GBDG submitting an application to manage the Business Innovation Hub. C Brougham, L Drummond and S Bailey to arrange a meeting. L Drummond also gave an overview of a report by S Bailey which outlines GBDG potential to provide quality services from the hub.

- Treasurer's Report:**

P Caddy advised end of financial year carry over will be larger than expected due to funds not yet being expended on some projects. Council has been invoiced for the Hero Building funds (\$10,000)

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

- Business Liaison and Marketing Coordinator's Report (see attached)**

Motion: That GBDG Board accept the Business Liaison and Marketing Coordinators report for April 2017.
Moved: P Caddy **Seconded:** G Matz **Carried**

- Other Business:**

GBDG Funding – Council approved a 1 year extension to GBDG funding to 30 June 2019

Governance – C Brougham gave an overview of Governance implemented

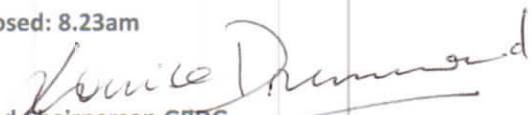
Branding Strategy A Uren – Ali gave an overview of moving forward with the Gawler Branding Strategy. GBDG to consider if the Board should continue working towards this strategy. C Brougham to confirm with A Uren the total costs involved.

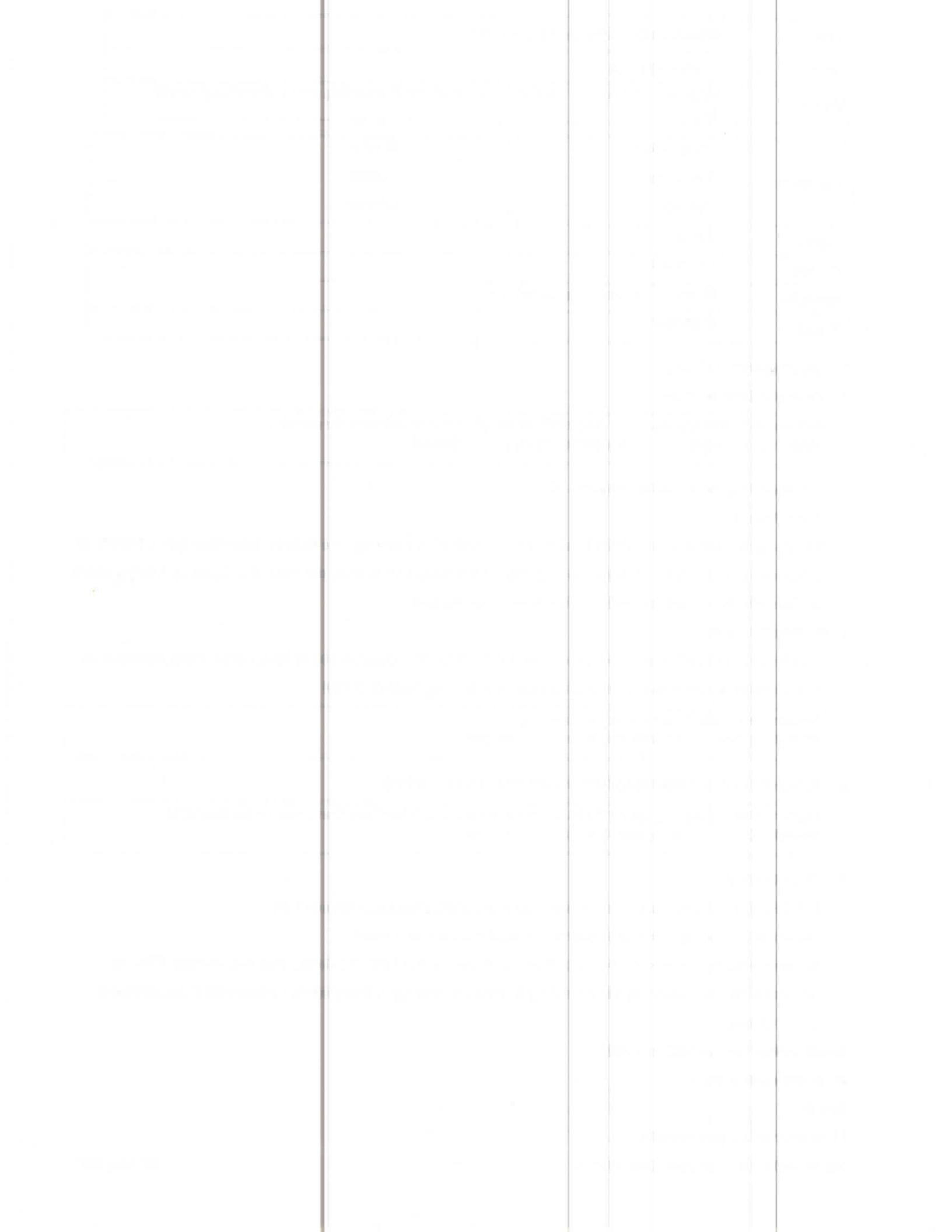
Next Meeting: Tuesday 11th July, 2017

Meeting Closed: 8.23am

Signed:

L Drummond Chairperson GBDG





Business Liaison & Marketing Coordinator- Report

Events and Workshops

8 th May – Build your own website Session 3	22 nd May – Build Your Own Website Session 5
9 th May - Bus Fundamentals Plus Session 1	23 rd May - Bus Fundamentals Plus Session 2
15 th May – Build Your Own Website Session e	29 th May – Build Your Own Website Session 6
16 th May – Bus Fundamentals Start Ups Session 2	30 th May – Bus Fundamentals Start Ups Session 3
17 th May – Small Business Expo	

Meetings Attended

9 th May – A Tripodi - Expo	11 th May – Radio Interview
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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

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

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

Hero Building

Renovations to the Simply Pine building nearing completion with the tenant expecting to move in very soon. Mr Mattei has been asked to organise the Tax Invoices ready for submission for Hero Building payment. (photos attached)

Small Business Expo

The Expo was held on 17th May with 53 exhibitors. The feedback received was mixed with a Expo report to be provided at the July meeting with a feedback summary included.

Walk in visitors 75+

Business Connections

Sue Edwards – Up To Date Consulting

GBDG Memberships

Adelaide Quality Electrical
Knights Roses

Up Close and Personell

Businesses in Crisis, Closed or New

Closed – Gawler 4 x 4

New – Paws Grooming

In Crisis - Neds

Business Engagement Statistics

4th May – 30th May - 163 Client Interactions



Correspondence

In – Invoices, Expo registrations

Out – Payments for invoices

Purchases

The projector and laptop approved in April have been purchased.

Media Attachments – Half page ad-The Bunyip

GAWLER SMALL BUSINESS EXPO

MAY 17th, 2017

Gawler & Barossa Jockey Club – Barnet Road, Evanston

Open to the public to purchase goods, order services or discover
businesses you didn't know existed in this region

Keynote speakers, workshops, free business advice

3pm-8.30pm

Register for workshops via <http://e.mybookingmanager.com/E420205756184366>

Enquiries 0488 440 588

Gawler Business Development Group proudly acknowledges and thanks it's Expo sponsors



Anthony Daniels
University Property Centre
Adrian Daniels



David Cooper
David Cooper
David Cooper



Lisa Cooper
Lisa Cooper
Lisa Cooper



David Cooper
David Cooper
David Cooper



Lisa Cooper
Lisa Cooper
Lisa Cooper



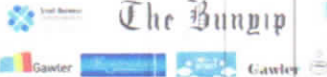
David Cooper
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David Cooper



Businesses pack out expo



Small Business Commissioner John Chapman left, Gawler Business Development Group (right) sponsor Louise Thurnham and Cooper Brewery (right) sponsor Glenn Cooper all agreed the first ever Gawler Small Business Expo was a success.

PHOTO: Matteo Gagliardi

MATTEO GAGLIARDI

THE first-ever Gawler Small Business Expo, held last week, was praised by attendees and organisers, after the event was "oversubscribed" by business exhibitors.

The Gawler Business Development Group hosted the expo – the first of its kind to be held in Gawler – at the Gawler & Barossa Jockey Club last Wednesday, with 53 businesses and groups exhibiting their product or service.

This was despite organisers initially planning for 50 business exhibits, with some businesses expressing their interest to participate at the last minute, according to Gawler Business Development Group business liaison Caren Brougham.

"So far it's been fantastic, it's been absolutely flat out all morning," she said on the day.

"We already have our first registration for an exhibitor for next year."

Mrs Brougham said the "business-to-business" expo was an opportunity for local small businesses to network with one another, not just to market their products or services.

It was also a chance for them to become familiarised with government support agencies, and listen to experts and motivational speakers, like Coopers Brewery chairman Glenn Cooper and the 2017 SA Young Australian of the Year, Adelaide fashion designer Paul Visollet.

Mr Cooper said he was surprised with the interest shown by local businesses to participate, labelling their enthusiasm as "very impressive".

"There are many family businesses (in South Australia), they all start like this," he said.

"Some will survive, some will

grow, and I think having a function like this allows them to grow and to get their name out there."

"Advertising is so hard today, and so expensive, that it's hard to get your name out."

"This allows them the opportunity to get their name out to customers."

Synergy Bodywork & Wellness owner and fitness instructor Jodie Malkin, a stall-holder at the expo, agreed that the event was a "pretty big success", but it remained to be seen how much help it would provide in the long run.

"It's been a great networking opportunity and an opportunity to expose yourself to different ideas about promoting and projecting your business in the local space," she said.

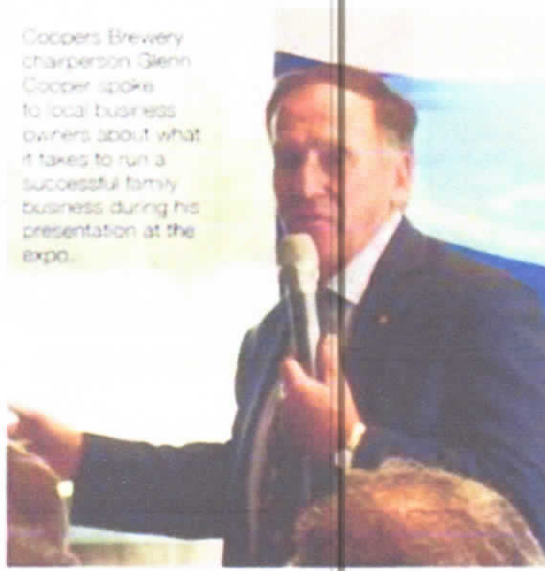
"It's the first one, so I can only use this year as a bit of a benchmark to see if it is beneficial for my business or not."



Gawler Business Development Group staff member Adele Stoakes (left) and business liaison Caren Brougham with Paolo Sebastian fashion designer, and 2017 SA Young Australian of the Year, Paul Vazileff



Synergy Bodywork & Wellness owner and fitness instructor Jodie Malkin exhibits her business at the Gawler Small Business Expo last Wednesday.



Coppers Brewery chairperson Glenn Cooper spoke to local business owners about what it takes to run a successful family business during his presentation at the expo.



GAWLER SMALL BUSINESS EXPO

TIME	DETAILS		EMCEE
8:30am – 10am	Exhibition Booth set up		
10am – 11am	Exhibitors Bump In		
11am – 11:45am	Exhibitor networking	Emcee Andrew Reimer to facilitate & assist connections	Announce at 10:55am
11:45am – 11:55am	Official Welcome and Opening	GBDG Chair - L Drummond	Call Exhibitors to speakers room 11:45am & introduce Louise Drummond
11:55am – 12:05pm	Mayors Address	Mayor of the Town of Gawler - K Redman	Thank Louise and introduce Karen Redman
12:05pm – 12:10pm	Small Business Commissioner SA Address	Mr John Chapman	Thank Karen Redman & John Chapman Small Business Commissioner SA
12:15pm – 12:45pm	Presentation	Glenn Cooper - Coopers Brewery	Thank John Chapman & introduce Glenn Cooper, afterwards thank Glenn & advise short break until next speaker
1:15pm – 2pm	Presentation plus Q & A	Paul Vasiloff – Paulo Sebastian	Call Exhibitors to speakers room at 1pm & introduce Paul Vasiloff
2pm – 2:30pm	Exhibitor networking	Emcee Andrew Reimer to facilitate & assist connections	Thank Paul & announce networking for 30 minutes prior to opening to the public.
2:30pm	Event Opens to Public		Announce to exhibitors
2:30pm – 3pm	Presentation plus Q & A	Liz Holland-Clark – Holland Clark	Announce at 2:25 the next 2 speakers then from speakers room introduce Liz
3pm – 3:30pm	Presentation plus Q & A	Philip Amfield – Build a Better Business	Thank Liz and introduce Philip and at conclusion thank Philip
4pm – 4:30pm	Presentation plus Q & A	William Ehrncke - Sneloeder	Announce at 3:55pm the next 2 speakers then from speakers room introduce William
4:45pm – 5:15pm	Presentation plus Q & A	Chris Gregory - nbn	Thank Williams and introduce Chris
5:30pm – 6pm	Presentation plus Q & A	Adnan Zubcevic – Commercial Property Centre	Announce at 5:25pm then from speakers room introduce Adnan and at 6pm announce a 30 minute break
6pm	Break		
6:45pm – 7:15pm	Presentation plus Q & A	Alli Lren – Kirk Start	Announce at 6:40pm the next 3 speakers and then from speakers room introduce Alli
7:15pm – 7:45pm	Presentation plus Q & A	Justin McDonald – Stellar Digital	Thank Alli and introduce Justin
7:45pm – 8:15pm	Presentation plus Q & A	Trevor Taylor – RDA Barossa	Thank Justin and introduce Trevor
8:30pm	Official Close & Exhibitor Bump Out	GBDG Chair - L Drummond	Introduce Louise Drummond to declare the expo closed

