

Date	MINUTES GBDG Meeting 10 th April 2018		
Time	7:30am – 8:19am		
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)		
Attendees	L Drummond K Fischer J McColough	P Caddy K Peake T Piccolo	G Iremonger T George B Beattie
Guests			
Proxies			
Apologies	P Meznar		
Absent	G Matz		

1. **Meeting Open:** 7:30am
2. **Business Arising from Minutes - Nil**
3. **Confirmation of Minutes:**

Motion: That GBDG Board accept the Minutes from the meeting held 10th April 2018, as true and accurate record.

Moved: J McColough

Seconded: K Fischer

Carried

4. **Chair's Report:** C Brougham gave an overview of the monthly Town of Gawler GBDG meeting as Chair L Drummond was an apology for that meeting. Current Development Applications were discussed plus an overview of Innovation Hub operators, Inabox, brief discussion on Hero Building Program and the potential for it to go back under the management of Council.

5. Treasurer's Report:

P Caddy gave an overview of the current financial position.

Motion: That GBDG Board accept the Treasurer's Report for the month of Mar 2018, as a true and accurate record.

Moved: P Caddy

Seconded: K Peake

Carried

6. Correspondence and Invoices:

In – Invoices, Zonta Womens Award **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 month of March 2018, as a true and accurate record.

Moved: L Drummond

Seconded: P Caddy

Carried

8. Other Business:

- Annual Report and Budget – C Brougham to email draft report to Board members for review and comment prior to submitting to Council.

- Jazz Festival

Discussion on whether to replace the now defunct Jazz Festival with a month of “entertainment” whereby the GBDG market on behalf of the business community for events they have planned for the month of November. Businesses will be asked if they would be keen to take part in promoting Gawler as an entertainment destination.

Motion: That C Brougham explores the interest of business owners to participate in a “Let us Entertain You” promotion for the month of November.

Moved: T Piccolo **Seconded:** G Iremonger **Carried**

- SALA

Motion: That the current SALA Art Trail event be replaced with a month long promotion of “Art in Gawler” for participating businesses.

Moved: B Beattie **Seconded:** J McColough **Carried**

- Business Expo

L Drummond congratulated C Brougham and A Stoakes on the success of the Gawler Business Expo and Gawler Big Sale Event. An expo report will be tabled at the May Board Meeting.

Next Meeting: Tuesday 8th May, 2018

Meeting Closed: 8:19am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

19 th March – Profit Improvement Program	
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Meetings Attended

19 th March – Town of Gawler IES Meeting – Food Vans Report	19 th March – T Taylor RDA Barossa
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Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Dec '17	13	2470	463	1964	1844
Jan '18	2	2472	432	1902	1339
Feb '18	8	2480	925	3108	2330
Mar '18	5	2485	1771	5496	2833

Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Dec '17	0	90	6	39	33
Jan '18	2	92	6	1632	228
Feb '18	9	101	22	599	182
Mar '18	33	134	168	3391	623

Hero Building

Information has been provided to 2 other businesses for consideration.

Expo

Completely booked out. Report next month.

Business Connections

Nil

Businesses in Crisis, Closed or New

- Ink Supremacy (burnt out)
- Hair Factor have relocated to Gawler Arcade
- Physioactive have relocated to Willaston
- Barossa Eye Clinic open next to Centrelink

Memberships

- Tindo Solar
- The Yellow Kangaroo
- VIP Home Cleaning

Business Engagement Statistics

6th Mar – 4th Apr 60 Client Interactions



The

Bunyip

29-3-18

Gawler Big Sale Event & Gawler Business Expo SAT 7th APRIL
 Open to public 10.30am-4pm Gawler & Barossa Jockey Club ADVERTISING FEATURE

Dorinda excited to share her story

MATTEO GAGLIARDI

CELEBRITY South Australian chef and food writer Dorinda Hafner is looking forward to "energising" the crowd at next week's Gawler Business Expo with her motivational philosophies on how to embrace and overcome challenges in life.

Speaking ahead of the expo, in which she will be one of two guest speakers, Ms Hafner said she will be taking the opportunity to share her own personal journey, which she described as being "fairly long and convoluted".

"It's not so much a speech, because I don't believe in speeches - I believe in sharing life experiences," she said.

"It's just how to end up a winner after starting from behind the eight ball.

"A lot of the time it's very easy to give up, because there's only so much energy people can expend swimming upstream."

A key message Ms Hafner will look to impart is how to use "every stumbling block as another step upwards and forwards".

"When people criticise you, it's very easy to give up," she said. "I don't see it as criticism, I see it as free market research because, obviously, I'm not doing something well and I need to improve upon it."

"I can use that to propel me forward, to energise me to do better."

The award-winning TV chef said she was looking forward to returning to Gawler and meeting with a number of fellow foodies from the area.

Ms Hafner will also be offering her best-selling healthy eating book, "Honey I Shrank The Chef", at a discounted price for attendees.

"It's especially for the people who take the time of day to hear what I have to share - the goodness of 'being', as I call it," she said.

Describing herself, with a laugh,

as an "active woman", Ms Hafner said she will be speaking early in the morning at the expo so that she could "energise" people for the day ahead.

"On paper I'm not a spring chicken, but in my head I'm still 30," she laughed.

"Your body will respond to the information that you feed to it from your brain, and my philosophy is get up every morning and say to yourself: what goodness can I enjoy today, and what can I do for other people today?"



ABOVE: Celebrity chef Dorinda Hafner is keen to invigorate attendees at this year's Gawler Business Expo with her vivacious personality. PHOTO: Supplied

LEFT: Dozens of local business people attended the guest speeches at last year's Gawler Business Expo. PHOTO: Facebook

Big sale brings bargains

LOCALS will get an exclusive chance to find a bargain, and learn more about what's on offer in the local business community, at the Gawler Business Expo next weekend.

Over 50 businesses will showcase their products and services at the expo, organised by Gawler Business Development Group (GBDG) on Saturday, April 7, at the Gawler & Barossa Jockey Club.

GBDG co-ordinator

Caren Brougham said the event builds on the great success of the inaugural expo last year, and that a new addition this time around will be the Gawler Big Sale Event in which locals will have access to special expo-only deals.

"The Gawler Big Sale Event is one not to be missed," she said.

"All exhibitors have been asked to provide a special deal that will only be available to people who attend the event and, from what we have already seen, some of the specials

are amazing.

"I strongly urge everyone to get down to the Gawler & Barossa Jockey Club (Barnet Road, Evanston) between 10.30am and 4pm to grab a bargain, and to check out some of the businesses that they may not have been aware exist in the region.

"We have completely filled the indoor venue and are now filling the undercover pavilion area and, to date, we have over 50 exhibitors showcasing their products and services on the day."

Gawler Big Sale Event & Gawler Business Expo **SAT 7th APRIL**
 Open to public 10.30am-4pm **Gawler & Barossa Jockey Club** ADVERTISING FEATURE

Businesses still welcome to join

MATTEO GAGLIARDI

THERE is still time for business owners looking to host a stall at the Gawler Business Expo, or to make use of the wide range of business support services available on the day, to register their interest.

According to Gawler Business Development Group (GBDG) co-ordinator **Caren** Brougham, there will be a strong business-to-business component on the day, during two periods where the event is closed to the public (before 10.30am and between 4pm-5pm).

Business owners, or intenders, who wish to attend the B2B component but not register as exhibitors are encouraged to contact Mrs Brougham for details.

The expo will be a great opportunity for local business owners to network and make use of a number of business resources made available by the GBDG, such as business advisors, council representatives and the Office of the Small Business Commissioner.

"We will also have business advisors there on the day to chat to anyone who would like to



Gawler Business Development Group staff member Adele Stuaikes (left) and co-ordinator **Caren** Brougham (right) with the guest speaker at last year's Gawler Business Expo, fashion designer and 2017 SA Young Australian of the Year **Dorinda** Hafner. PHOTO: File

know more about setting up a new business, or get answers to issues they have in their current business," Mrs Brougham said.

"The business advice will be totally free on the day."

The expo will also feature two guest speakers – **Dorinda** Hafner and **Liz** Chiera – who will share

their personal stories and advice on how to build a business.

"We are very fortunate to have two amazing ladies as guest speakers," Mrs Brougham said.

"**Dorinda** will share her story of success and how she overcame numerous obstacles to get to where she is today – a global

businesswoman – and **Dorinda** will be signing copies of her book, 'Honey I Shrunk the Chef', on the day.

"**Dorinda's** expo special is that she will reduce the price of her book from \$34.95 to \$15 for expo attendees.

"**Liz** Chiera is the founder and

owner of **Fliza** French fashion label – an SA-based, highly sought-after label – and will share her journey with the exhibitors."

Mrs Brougham said there is still room for a few more exhibitors and encourages those interested to contact GBDG at caren@gawler.org.au or by calling 0488 440 588.