

| | |
|--------------|--|
| Date | MINUTES GBDG Meeting 18 th December 2018 |
| Time | Meeting Opened 7:32am – Meeting Closed 9:07am |
| Venue | Terrace Function Centre, Gawler and Barossa Jockey Club, Barnet Rd, Evanston |

| | | | | |
|------------------|-------------------------|-------------|-----------|------------|
| Attendees | A Eberhard | G Iremonger | B Beattie | K Peake |
| | B Sambell | T Robson | T Piccolo | P Arnfield |
| | D McGee | S Bailey | | |
| Guests | P Koch | | | |
| Proxies | | | | |
| Apologies | J McColough, L Drummond | | | |
| Absent | | | | |

1. Business Arising from Minutes - Nil

2. Confirmation of Minutes:

Motion: That GBDG Board accept the Minutes from the meeting held 16th October 2018, as true and accurate record.
Moved: K Peake **Seconded:** A Eberhard **Carried Unanimously**

3. Chair’s Report: L Drummond provided an overview of the monthly Town of Gawler, GBDG meeting and BECA Forum.

Motion: That the GBDG Board accept the Chairs Report for October and November 2018.
Moved: T Piccolo **Seconded:** B Beattie **Carried Unanimously**

4. Treasurer’s Report: Profit and Loss Reports, Balance Sheet provided.

Motion: That GBDG Board accept the Treasurer’s report for October and November 2018, as an accurate record of the current financial position of the GBDG.
Moved: A Eberhard **Seconded:** S Bailey **Carried Unanimously**

5. Correspondence :

- General Invoices

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

7. Other Business:

| | | |
|---|---|------------------------|
| Christmas Market and Sidewalk Sale Update | Building Better Regions Funding – application submitted | Gawler Fringe |
| GBDG/ToG Funding Agreement | Innovation Hub equipment | Willaston on the Green |
| Grants SA Funding – unsuccessful | SA Business Conference | |

Motion: That GBDG Board sponsor the Gawler Fringe event for \$500
Moved: A Eberhard **Seconded:** K Peake **Carried Unanimously**

Motion: That GBDG Board sponsor the Willaston on the Green event for \$500.
Moved: T Piccolo **Seconded:** T Robson **Carried Unanimously**

Discussions –

The Board discussed the “image” that the window fronts for buildings in Murray St portray and the need for updated displays.

C Brougham to source a facilitator to deliver a Visual Merchandising Workshop for front window displays.

C Brougham to send a letter of thanks to Kevin Fischer for his contributions to the Board of the GBDG

T Piccolo to approach Committee of Adelaide to have a meeting in Gawler, potentially February 2019

C Brougham to send last annual report to Board members.

8. Next Meeting: Planning Day Tuesday 22nd Jan 2019 6pm Café Nova

9. Meeting Closed: 8:55am

Business Liaison & Marketing Coordinator- Report
Meetings Attended

| | |
|--|---|
| 15 th Oct – Tog and GBDG Monthly meeting | 27 th Nov – ATO – Workshop – Tax Essentials |
| 16 th Oct – GBDG and T Taylor monthly meeting | 3 rd Dec – GBDG and T Taylor monthly meeting |
| 25 th Oct – Cr I Tolley – event sponsorship | 3 rd Dec – Lisa Goode – ANZ Bank Manager – Involvement with GBDG |
| 29 th Oct – D Martin, B Menadue – Starplex – marketing via Starplex and GBDG newsletter | 3 rd Dec – Workshop - Digital Marketing |
| 30 th Oct – John Shane – Light Council – GBDG workshops | 4 th Dec – T Dundas – Adelaide Business Hub |
| 7 th Nov – D Barrett - ToG Agreement | 5 th Dec – Gawler Business Breakfast |
| 9 th Nov – Gawler Flower Gallery – Community Award | 5 th Dec L Drummond, G Hudd – Bunyip Interview |
| 19 th Nov – GBDG and T Taylor monthly meeting | 6 th Dec – GBDG and ToG Monthly Meeting |
| 21 st Nov – L Weiss ToG - Fringe Sponsorship | 7 th Dec – L Budden – Budden Law – ToG Agreement |
| 26 th Nov – D Barrett - ToG Agreement | 12 th Dec – Tog, D Barrett, L Budden – Funding Agreement |

Marketing Activities – GBDG Facebook Page

| Date Range | New Likes | Video Views | Post Reach | Post Engagement | Total Page Likes |
|---------------|-----------|-------------|------------|-----------------|------------------|
| November 2018 | 28 | 866 | 10,729 | 3,191 | 2656 |

Marketing Resources

To reduce the costs associated with creating flyers for our events, we have moved away from using a graphic designer for the monthly workshops and networking event flyers. We usually create the design and search for graphics ourselves then send to the graphic designer to put the flyer together at an average cost of \$50 - \$100. We are now using an online forum - Poster My Wall and designing using templates at a cost of \$4 - \$5. We still use the graphic designer for banner design.

| New Business Connections/Enquiries | | Businesses Updates | New Memberships |
|-------------------------------------|---|--------------------|--|
| PT Nails Vinnies Thai Massage | Brand Outlet Beauty Attractions – Nail Bar | Nil | Beauty Attractions – Nail Bar opening December in Gawler Arcade. |

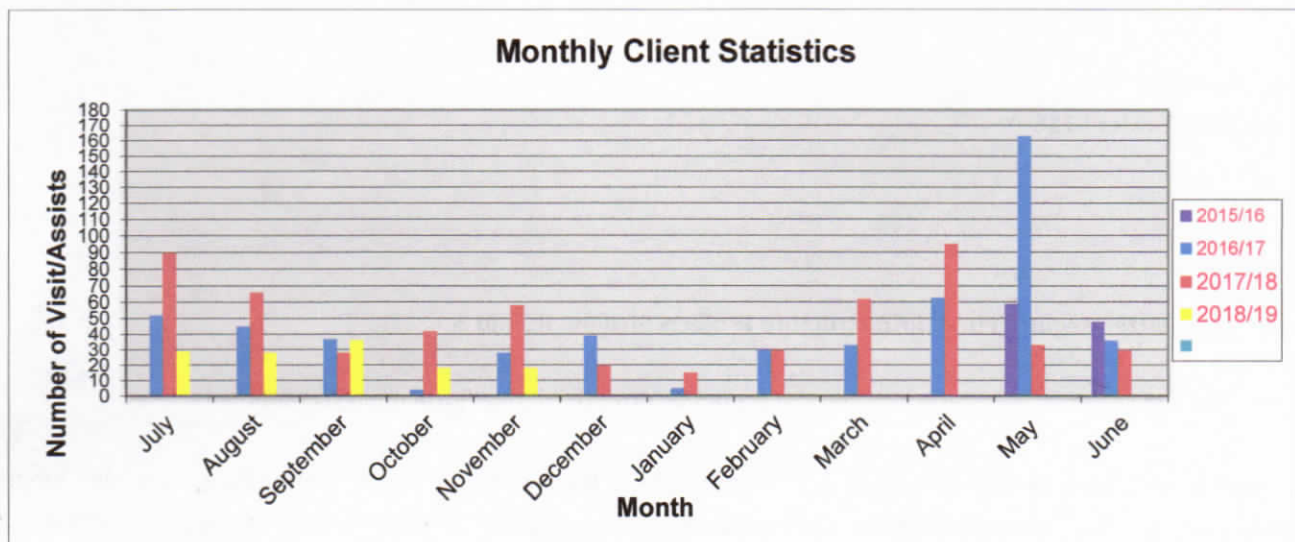
Events

Christmas Market – Completely booked out, entertainment for children and busker booked.

Sidewalk Sale – The uptake of this offer is poor with only 7 business registered to date.

Gawler Music Month – Review update report in January.

Business Engagement Statistics – October 18 client sessions, November 18 client sessions



Henry Inat
 CEO
 Town of Gawler
 PO Box 130, Gawler 5118

Dear Mr Inat

Re: Building Better Regions Fund, Community Investments Stream, Round 3 - Gawler Economic Development Strategy

I am writing in support of Town of Gawler's submission to the Building Better Region's Fund for funding to develop an economic development strategy and action plan for Gawler. Gawler is the fastest growing Local Government area in South Australia. Growing at a rate of nearly 2% per annum, which is twice the State average. Many families and newly retired people are choosing to settle in our town which has a regional catchment of 100,000 and growing. Gawler is rich in history, being the first country town in South Australia. Heritage is retained within Gawler making it an attractive place to live, however recent major infrastructure developments, including the multi-million dollar Civic Centre redevelopment has seen Gawler successfully mix heritage and modern architecture. It is important that Gawler builds on growth by leveraging the unique characteristics of Gawler in order to build the economic capacity and deliver prosperity for our Town and its residents. Council needs an overarching economic development strategy that will consider how key assets, projects and partnerships can be leveraged to increase economic activity, create local jobs and business development opportunities in the region, including:

- Gawler Civic Centre – restoration, transformation and adaptive re-use of the Town Hall and Institute into the Gawler Civic Centre.
- Railway electrification
- Gawler East Regional Growth precinct, including the Gawler East Link Road
- Council's shared path network and proposed strategic cycling connections.

- Key strategic partnerships with Gawler Business Development Group and Regional Development Australia (Barossa, Gawler, Light, Adelaide Plains).

The Gawler Economic Development Strategy project delivers on the intended outcomes of the Building Better Regions Fund. I fully support this funding application to provide a clear vision and action plan to increase economic activity, create local jobs and business development opportunities in the region.



Henry Inat
CEO
Town of Gawler
PO Box 130, Gawler 5118

Dear Mr Inat

Re: Building Better Regions Fund, Infrastructure Projects Stream, Round 3

Gawler Tourism Precincts – generating regional economic growth from cultural and cycle tourism

I am writing in support of Town of Gawler's submission to the Building Better Region's Fund for partnership funding to create new cultural, recreational and social tourism assets. The Gawler Tourism Precinct's project will increase the number of visitors to the region and boost tourism activity that will have a strong impact on the region's economy.

Gawler and the region have a strong artistic community who are renowned for their high-quality artwork and artisans. However, there is a lack of high quality and accessible spaces for the region's artists to exhibit their works, participate in residencies, run public workshops and skills/education sessions. The project will fund infrastructure upgrades at the existing Pioneer Park tourism precinct to create a new Cultural Tourism Centre. The Gawler Tourism Precincts project will also provide a continuous shared, off-road path from Adelaide through the local government regions of Gawler and Barossa. This path will link visitors and residents of Adelaide directly to Gawler's town centre, the Gawler bike hub, other tourism precincts in Gawler and the Barossa wine region.

The project will directly increase economic activity, create local jobs and business development opportunities in the region. Regional tourism expenditure is expected to grow by 15% or \$30M through this project and will create more than 20 jobs during construction and 35 sustained jobs once the project is completed.

The project will improve community facilities and encourage positive wellbeing and community cohesion through increased access to art and culture, entertainment, cycling and nature-based tourism.

The Gawler Tourism Precincts project delivers on the intended outcomes of the Building Better Regions Fund. I fully support this funding application to improve vital cultural and cycle tourism infrastructure in our community.

Yours sincerely



Louise Drummond Chairperson 5th November 2018

GBDG - REVISED FINANCIAL COMMITMENT 2018/19 (subject to change)

| Item | Amount |
|--|---------------------|
| Carry over June 30, 2018 | \$139,996.00 |
| Business Development Levy 2018/19 | \$172,591.00 |
| Memberships (Voluntary) | \$ 900.00 |
| Event Income | \$ 2,500.00 |
| Total Funds Available | \$315,987.00 |
| | |
| Business Plan Expenditure 2018/19 | |
| Advertising | |
| - Print media (newspapers, letterbox distribution) | \$ 7,000.00 |
| - Event marketing (radio, digital) | \$ 3,000.00 |
| Marketing | |
| - Contractor fees | \$ 70,460.00 |
| - Events | \$ 10,000.00 |
| - New Business Attraction/resources | \$ 4,000.00 |
| - Website/IT Support | \$ 4,000.00 |
| | |
| New Initiatives & Projects | |
| Website & Social Media Support for Business Community | \$ 3,000.00 |
| Television Commercial | \$ 30,000.00 |
| Projects – Campaigns, Business attraction, Gawler Triathlon, Markets | \$ 20,000.00 |
| Events | |
| Gawler Music Month | \$ 3,000.00 |
| Business Expo/Gawler Big Sale Event | \$ 25,000.00 |
| Networking events | \$ 1,000.00 |
| B2B services (value add to RDA B2B) | \$ 4,000.00 |
| SALA | \$ 3,000.00 |
| Markets | \$ 3,000.00 |
| Business Development & Activity Expense | |
| Start Your Own Business Initiatives | \$ 1,000.00 |
| Profit Improvement Program | \$ 24,000.00 |
| Digital Marketing Programs | \$ 2,500.00 |
| Workshops /activity consultants | \$ 6,000.00 |
| Administration | |
| Contractor fees | \$ 49,400.00 |
| Insurance | \$ 5,000.00 |
| Audit/Bookkeeper and Accounting fees | \$ 12,000.00 |
| Postage, printing, licences, memberships, admin costs | \$ 5,000.00 |
| Other | |
| Community Grants/sponsorship | \$ 2,000.00 |
| Board Expense | \$ 5,000.00 |

Total Planned 2018/19 Cash Expenditure

\$ 301,360.00

Estimated surplus at June 30, 2019

\$ 14,627.00

Profit and loss
Gawler Business Development Group Inc 2

01 Oct 2018 - 31 Oct 2018

| Income | | Actual | Budget |
|--|---|------------------|------------------|
| Event Income | | | |
| 4-1169 | Markets | 109.08 | 180.00 |
| Total Event Income | | 109.08 | 180.00 |
| Funding | | | |
| 4-1100 | Council Receipts - Levied Fees | 14,382.58 | 14,383.00 |
| 4-1190 | Carry over funds | 11,663.86 | 11,665.00 |
| Total Funding | | 26,046.44 | 26,048.00 |
| 4-1140 | Memberships | 200.00 | 75.00 |
| Total Income | | 26,355.52 | 26,303.00 |
| Less Cost of Sales | | | |
| Total Cost of Sales | | - | - |
| Gross Profit | | 26,355.52 | 26,303.00 |
| Less Expense | | | |
| Activity Expenses | | | |
| 6-1145 | Workshop Expense & Activity Consultants | 651.54 | 500.00 |
| Total Activity Expenses | | 651.54 | 500.00 |
| Administration | | | |
| 6-1000 | Accounting and Auditing fees | 340.91 | 3,000.00 |
| 6-1120 | BMC Admin | 3,042.00 | 4,118.00 |
| 6-1518 | Memberships and Licensing Expense | 131.82 | 200.00 |
| 6-2600 | Insurance | - | 418.00 |
| 6-4000 | Postage & courier | - | 13.00 |
| 6-4200 | Stationery & Office supplies | 193.11 | 83.00 |
| 6-5600 | Telephone | 209.55 | 120.00 |
| Total Administration | | 3,917.39 | 7,952.00 |
| Advertising & Marketing | | | |
| 6-1121 | BMC Marketing | 4,563.00 | 4,051.00 |
| 6-1200 | Advertising | 556.00 | 500.00 |
| 6-1201 | Marketing Admin Officer | 1,500.00 | 1,820.00 |
| 6-1202 | New Business Attraction / Resources | 36.77 | 333.00 |
| 6-1205 | Event Marketing | 215.91 | 1,000.00 |
| 6-3612 | IT support and Website Maintenance | - | 335.00 |
| Total Advertising & Marketing | | 6,871.68 | 8,039.00 |
| Business Development | | | |
| 6-1900 | Start Your Own Business Initiatives | - | 83.00 |
| 6-1901 | Profit Improvement Program | - | 2,000.00 |
| 6-1903 | Digital Marketing Programs | - | 210.00 |
| Total Business Development | | 0.00 | 2,293.00 |
| Community Support | | | |

| | | | |
|---|-------------------------------------|------------------|------------------|
| 6-1450 | Community Support and Sponsorship | 1,000.00 | 100.00 |
| Total Community Support | | 1,000.00 | 100.00 |
| Event Expenses | | | |
| 6-1509 | Gawler Music Month | 7,777.74 | 1,000.00 |
| 6-1511 | Markets - expenses | 104.77 | 1,000.00 |
| 6-1520 | Networking Events | 363.64 | - |
| 6-1521 | B2B services | - | 335.00 |
| Total Event Expenses | | 8,246.15 | 2,335.00 |
| GBDG Board and Other | | | |
| 6-1125 | Board Expenses | 802.20 | 418.00 |
| Total GBDG Board and Other | | 802.20 | 418.00 |
| New Initiatives & Projects | | | |
| 6-1699 | Website & Media support for members | - | 250.00 |
| 6-1702 | Projects | - | 1,666.00 |
| Total New Initiatives & Projects | | 0.00 | 1,916.00 |
| 6-5200 | Sundry expenses | 27.27 | - |
| Total Expense | | 21,516.23 | 23,553.00 |
| Operating Profit | | 4,839.29 | 2,750.00 |
| Plus Other Income | | | |
| 8-1200 | Interest income | 39.08 | - |
| Total Other Income | | 39.08 | - |
| Less Other Expense | | | |
| Total Other Expense | | 0.00 | - |
| Net Profit | | 4,878.37 | 2,750.00 |

Profit and loss
Gawler Business Development Group Inc 2

01 Nov 2018 - 30 Nov 2018

| | | Actual | Budget |
|----------------------------|---|------------------|------------------|
| Income | | | |
| Event Income | | | |
| 4-1169 | Markets | 81.81 | - |
| Total Event Income | | 81.81 | - |
| Funding | | | |
| 4-1100 | Council Receipts - Levied Fees | 14,382.58 | 14,383.00 |
| 4-1190 | Carry over funds | 11,663.86 | 11,665.00 |
| Total Funding | | 26,046.44 | 26,048.00 |
| 4-1140 | Memberships | - | 75.00 |
| Total Income | | 26,128.25 | 26,123.00 |
| Less Cost of Sales | | | |
| Total Cost of Sales | | - | - |
| Gross Profit | | 26,128.25 | 26,123.00 |
| Less Expense | | | |
| Activity Expenses | | | |
| 6-1145 | Workshop Expense & Activity Consultants | - | 500.00 |

| | | | |
|---|---|------------------|------------------|
| Total Activity Expenses | | - | 500.00 |
| Administration | | | |
| 6-1120 | BMC Admin | 3,744.00 | 4,116.00 |
| 6-1518 | Memberships and Licensing Expense | 63.23 | 200.00 |
| 6-2600 | Insurance | - | 416.00 |
| 6-3610 | Computer expenses - Hardware and Software | 450.00 | - |
| 6-4000 | Postage & courier | - | 12.00 |
| 6-4200 | Stationery & Office supplies | - | 83.00 |
| 6-5600 | Telephone | - | 120.00 |
| Total Administration | | 4,257.23 | 4,947.00 |
| Advertising & Marketing | | | |
| 6-1121 | BMC Marketing | 3,771.00 | 4,052.00 |
| 6-1200 | Advertising | 93.64 | 500.00 |
| 6-1201 | Marketing Admin Officer | 2,430.00 | 1,820.00 |
| 6-1202 | New Business Attraction / Resources | - | 335.00 |
| 6-1205 | Event Marketing | 1,888.99 | 1,000.00 |
| 6-3612 | IT support and Website Maintenance | 449.95 | 333.00 |
| Total Advertising & Marketing | | 8,633.58 | 8,040.00 |
| Business Development | | | |
| 6-1900 | Start Your Own Business Initiatives | - | 83.00 |
| 6-1901 | Profit Improvement Program | - | 2,000.00 |
| 6-1903 | Digital Marketing Programs | - | 208.00 |
| Total Business Development | | 0.00 | 2,291.00 |
| Community Support | | | |
| 6-1450 | Community Support and Sponsorship | - | 100.00 |
| Total Community Support | | - | 100.00 |
| Event Expenses | | | |
| 6-1509 | Gawler Music Month | 463.68 | 1,000.00 |
| 6-1511 | Markets - expenses | 45.29 | 1,000.00 |
| 6-1514 | Expo Expenses | - | 500.00 |
| 6-1521 | B2B services | - | 333.00 |
| Total Event Expenses | | 508.97 | 2,833.00 |
| GBDG Board and Other | | | |
| 6-1125 | Board Expenses | 297.90 | 416.00 |
| Total GBDG Board and Other | | 297.90 | 416.00 |
| New Initiatives & Projects | | | |
| 6-1699 | Website & Media support for members | - | 250.00 |
| 6-1702 | Projects | - | 1,668.00 |
| Total New Initiatives & Projects | | 0.00 | 1,918.00 |
| Total Expense | | 13,697.68 | 21,045.00 |
| Operating Profit | | 12,430.57 | 5,078.00 |

Balance Sheet
Gawler Business Development Group Inc 2
 30 Nov 2018

| | | Total |
|------------------------------------|---------------------------------------|-------------------|
| Asset | | |
| Banking | | |
| 1-1000 | ANZ Bus Extra **11045 | 20,737.07 |
| 1-1200 | Petty cash | 95.00 |
| 1-1400 | ANZ Bus Online **11053 | 80,970.04 |
| Total Banking | | 101,802.11 |
| Current Assets | | |
| 1-1800 | Accounts receivable | 47,462.53 |
| Total Current Assets | | 47,462.53 |
| Fixed Assets | | |
| Total Fixed Assets | | 0.00 |
| Total Asset | | 149,264.64 |
| Liability | | |
| Credit Card | | |
| 2-1400 | Visa C Brougham | 1,465.93 |
| Total Credit Card | | 1,465.93 |
| Current Liabilities | | |
| 2-2100 | ATO - Integrated Client Ac | -382.24 |
| 2-2200 | GST collected | 4,426.79 |
| 2-2400 | GST paid | -3,072.78 |
| 2-2500 | GST Clearing Ac | 1.07 |
| Total Current Liabilities | | 972.84 |
| Funding | | |
| 2-1560 | Council levied funding | 14,382.59 |
| 2-1570 | Carry over funds - historical | 81,647.02 |
| Total Funding | | 96,029.61 |
| Long Term Liabilities | | |
| Total Long Term Liabilities | | 0.00 |
| Total Liability | | 98,468.38 |
| Net Assets | | 50,796.26 |
| Equity | | |
| Current Earnings | | |
| 3-1800 | Current year earnings | 49,320.16 |
| Total Current Earnings | | 49,320.16 |
| Retained Earnings | | |
| 3-1600 | Members Funds - Accum Surplus-deficit | 1,476.10 |
| Total Retained Earnings | | 1,476.10 |
| Total Equity | | 50,796.26 |

The Bunyip 7/11

Businesses quizzed on **GBDG** benefits

LOCAL businesses will be given the chance to provide feedback on the services offered by the Gawler Business Development Group (**GBDG**) in a survey being conducted by the group and Gawler Council.

The survey, presented to council's October meeting last

fortnight, seeks to question the Gawler business community on the perceived value and services offered by the **GBDG**, and what expectations or suggestions businesses have in regards to business development, marketing, and promotion of local businesses.

Speaking at the meeting,

Councillor Kevin Fischer said he was impressed with the survey.

"I think it's a lot better than what we've previously offered," he said.

"It's short enough that we might capture some interest... but it's long enough and there's enough room in there for com-

mentary, which is what I'm interested in."

Commercial and industrial properties within the council area are charged a separate rate to generate the revenue that funds the **GBDG's** operations, with council's support for the group in 2018/19 costing \$172,591.

Cherise Drummond

19.2.19