

Date	MINUTES GBDG Meeting 13 th February 2018		
Time	7:30am – 9:00am.		
Venue	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South		
Attendees	L Drummond K Fischer K Peake	P Caddy B Beattie G Matz	G Iremonger T George
Guests	J Chapman Small Business Commissioner SA, A Uren Kiik Start, S Bailey B Music, D Whiterod Office of Local Government		
Proxies	J Wemmer		
Apologies	P Meznar, J McCulough, T Piccolo		
Absent	F Bagnall-Stevens		

1. **Meeting Open:** 7:30am
2. **Business Arising from Minutes**

Nil

3. **Confirmation of Minutes:**

Motion: That GBDG Board accept the Minutes from the meetings held 9th Jan 2018, as true and accurate records.

Moved: K Fischer **Seconded:** G Matz **Carried**

4. **Chair's Report:** L Drummond gave an overview of the monthly Town of Gawler GBDG meeting. Current Development Applications were discussed plus mobile food vans new legislation and reactivation of empty "floors" in currently occupied buildings.

Motion: That GBDG Board accept the Chairs Rport for the month of Jan 2018, as a true and accurate record.

Moved:L Drummond **Seconded:** P Caddy **Carried**

5. **Treasurer's Report:**

No report due to lack of time, report to be tabled at next meeting.

6. **Correspondence and Invoices:**

In – Invoices **Out** – Payments for invoices

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

No report due to lack of time, report to be tabled at next meeting.

8. Other Business:

Branding Gawler – A Uren of Kiik Start discussed findings from 2nd forum. The Board will now determine which of the key findings it feels are critical to work towards achieving within the next 12 – 18 months.

Food Vans in Gawler – Mr J Chapman to discussed with Board the role of his department with the new legislation about to come into force. Rates that apply to the vendors are \$200 per month or an annual fee of \$2000

Launch of New Website – Representatives from The Bunyip to take photographs and report on the launch

Next Meeting: Tuesday 13th February 2018

Meeting Closed: 8:31am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

Nil for January	
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Meetings Attended

9 th Jan – A Uren – Branding forum findings	2 nd Feb – T Zorich – Retailing in Gawler
22 nd Jan – GBDG Planning Meeting	6 th Feb – D Cussen, Stretton Centre - NEGP
8 th Feb – A Stuyt – GBDG Interview	

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

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

BEC Australia

NAB Micro Enterprise Loans information coming through and we will soon be offering this service to our business community.

Hero Building

Still awaiting confirmation of application from Berertons Jewellers.

Expo

As is usual for this period, the exhibitor registration numbers are still low and expected to increase dramatically over the next 4 weeks. 2 guest speakers are confirmed to date, Dorinda Hafner and Liz Chiera. A letterbox drop distribution to attract exhibitors will occur around the 17th February to 10,000 homes with the hope of attracting more home based businesses to the expo/Gawler Big Sale Event. Businesses that have registered have provided their "expo only" specials. (commenced marketing). A second letterbox drop to 36,000 homes will focus on attracting consumers to the Gawler Big Sale Event component of the Expo with the hope of a minimum of 250 people coming through the doors.

Business Connections

A Stuyt, T Zorich,

Businesses in Crisis, Closed or New

Business Engagement Statistics

9th Jan – 9th Feb 15 Client Interactions



Print Media –

Business Profile

GAWLER BUSINESS DEVELOPMENT GROUP
www.gawler.org.au
Phone 0488 440 588

Name: Caren Brougham

What services do you offer? Provide marketing services for our members, along with monthly networking and business development opportunities. We also provide an online business directory listing, business advisory services, act as a liaison between businesses and council and provide assistance with council planning and development applications.

How long have you been operating in Gawler? Over 10 years.

To what do you attribute to your success? Being accessible to all businesses when they need us, providing valuable services and providing up-to-date, relevant information.

What is the best part of your job? Helping business owners to achieve their goals and dreams, and assisting them through any crisis.





GAWLER BUSINESS EXPO & BIG SALE EVENT

Saturday, April 7

Open to public 10.30am-4pm
Gawler & Barossa Jockey Club

Gawler Enquiries 0488 440 588

UPCOMING WORKSHOPS

MARKETING YOUR SMALL BUSINESS	INCREASE FOOT TRAFFIC TO YOUR BUSINESS IN AN AGE OF ONLINE CONVENIENCE	POLICIES AND PROCEDURES PROVIDE A SAFETY NET FOR BUSINESSES
<p>To be successful in business you must be able to attract and retain customers</p> <p><i>Presenter: Peter Mantell</i></p> <p>Monday, March 5, 6.00-8.30pm at Cafe Nova, 19 Murray Street, Gawler</p> <p>Members free Non members \$20</p>	<p>Come and discover what you can do to compete, through the use of visual merchandising.</p> <p><i>Presenter: Ali Uren "Kikstart"</i></p> <p>Monday, March 19, 6.00-8.30pm at Cafe Nova, 19 Murray Street, Gawler</p> <p>Members free Non members \$20</p>	<p>This workshop will help you to streamline and protect your business using policies and procedures.</p> <p><i>Presenter: Doris Mantell</i></p> <p>Tuesday, March 27, 6.00-8.30pm at Cafe Nova, 19 Murray Street, Gawler</p> <p>Members free Non members \$20</p>

Gawler Business Development Group | 0488 440 588
caren@gawler.org.au | www.gawler.org.au

Gawler Business Expo

Incorporating Gawler's Big Sale Event

Saturday 7th April 2018
Open to the public 10.30am - 4pm

EXHIBITOR REGISTRATIONS OPEN

- Showcase your business
- Sell your goods with members directly on the stalls
- Gain your business a boost
- Meet some exceptional local suppliers
- Connect with a network you may be able to partner with
- Speak with state and local government representatives
- Have a free 30 minute business advisory session

Exhibitors from Gawler are special for the Gawler Big Sale Event

Gold ticket up to \$100
Opening and presentation 9:30-10am
Networking and presentation 10:30-11am
Park up 10:30pm

Free for members of the Gawler Business Development Group
\$99 (inc GST) for Non Members

Gawler Business Development Group is a not-for-profit organisation. All proceeds from the Expo will be used to fund the group's activities and projects. For more information contact: Gawler & Barossa Jockey Club, Barossa Road, Gawler SA 5154. Phone: 0488 440 588. GBDG@GAWLER.ORG.AU