

<b>Date</b>	MINUTES GBDG Meeting 9 <sup>th</sup> January 2018		
<b>Time</b>	7:30am – 9:00am		
<b>Venue</b>	Symes Accountants Cnr Twelfth & Fourteenth Sts (Church Bldg at rear of property, Gawler South)		
<b>Attendees</b>	L Drummond J McColough K Fischer G Matz	P Caddy B Beattie K Peake	G Iremonger T Piccolo T George
<b>Guests</b>			
<b>Proxies</b>	J Wemmer		
<b>Apologies</b>	F Bagnall-Stevens, P Meznar		
<b>Absent</b>			

**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 12<sup>th</sup> December 2017, as true and accurate records.

**Moved:** J McCullough

**Seconded:** G Iremonger

**Carried**

**4. Chair's Report:** L Drummond gave an overview of the monthly Town of Gawler GBDG meeting. Current Development Applications were discussed and CEO H Inat requested that the planners ensure all new applicants were given the details of GBDG. Access ramps were discussed for some Murray St businesses and a "cheat Sheet" for new Planning and development Applications by potential new businesses.

**5. Treasurer's Report:**

P Caddy advised that GBDG finances are in good shape with large expenses due soon for the website and Expo. A financial report will be presented at the 2018 Planning Meeting on 22<sup>nd</sup> January 2018.

**Motion:** That GBDG Board accept treasurers report for the months of December 2017.

**Moved:** P Caddy    **Seconded:** B Beattie    **Carried**

**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 the month of December 2017

**Moved:** T Piccolo    **Seconded:** J McColough    **Carried**

**8. Other Business:**

- **ASBAS** – C Brougham advised that the ASBAS funding released in December is for a regional digital approach and that GBDG did not have the resources to manage a project of that size (incorporating 3 states). However a joint application is being discussed with Box Hill BEC, Tasmania and SA.
- **Website** – C Brougham advised that the new GBDG website was nearing completion with an expected February go live date.

**Motion:** That GBDG explore other funding opportunities for planned projects including the purchase of digital signage and supporting the implementation of digital signage with the Town of Gawler.

**Moved:** P Caddy    **Seconded:** G Matz    **Carried**

**Motion:** That T Piccolo invite relevant external people to attend the GBDG Planning Day.

**Moved:** P Caddy    **Seconded:** G Matz    **Carried**

**Next Meeting:** Tuesday 13<sup>th</sup> February 2018

**Meeting Closed:** 8:31am

**Signed:**



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L Drummond Chairperson GBDG

## Business Liaison & Marketing Coordinator- Report

### Events and Workshops

11 <sup>th</sup> Dec – Profit Improvement Program	
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### Meetings Attended

11 <sup>th</sup> Dec – ToG GBDG Monthly Meeting	14 <sup>th</sup> Dec – Interview with The Bunyip on Xmas Trade
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### Marketing Activities – GBDG Facebook Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17	4	2424	1235	6002	3709
Aug '17	17	2441	548	5317	2075
Sept '17	7	2448	634	5796	2085
Oct '17	2	2450	2000	4203	2500
Nov '17	7	2457	1191	5816	3865
Dec '17	13	2470	463	1964	1844

### Marketing Activities – GBDG Small Business Expo Page

GBDG Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17	6	84	1622	4837	470
Aug '17	1	85	29	136	17
Sept '17	2	87	24	359	16
Oct '17	1	88	18	515	98
Nov '17	2	90	16	912	157
Dec '17	0	90	6	39	33

### Marketing Activities – Jazz Festival Page

Jazz Festival Page	New Likes	Total Likes	Video Views	Post Reach	Post Engagement
Jul '17	0	993	1	584	64
Aug '17	11	1004	40	407	36
Sept '17	6	1010	33	2332	357
Oct '17	1	1011	151	900	212
Nov '17	2	1013	192	925	194
Dec '17	0	1013	3	145	10

### ASBAS Funding

The tender for funding under the ASBAS program have been released but with vast changes. The Federal Government has divided the country into 3 areas and any body wishing to apply to deliver the Digital programs it funds must deliver to the entire area. South Australia is grouped into Area 3 which consists of SA, Vic and Tas. GBDG does not have the capacity to deliver digital services to 3 states and therefore we could not submit an application. I have however, had a chat with the 2 major BEC's in Victoria and Tasmania and advised that if one of the were to submit an application that we would be more than capable of being a provider of services for their application. Effectively meaning that we could be listed as a body to deliver the digital programs under their funding agreement. Polaris has also offered themselves to provide services, as have many other business bodies throughout the country. There is a conference call meeting mid January to discuss the potential of a group application.

This change of focus by the Federal Government was not at all what any of the business bodies were expecting and as it only provides funding for digital programs there is a huge hole in the services available for business owners. We must now look for other funding sources to be able to add value to our current services.

### Business Connections

#### Businesses in Crisis, Closed or New

- Gawler's Ironing Man has moved to home premises
- Master Cask have moved from Theen Ave to Prospect
- Gawler Sweets opened on Murray St
- Ferris Key

### Business Engagement Statistics

December 20 interactions



### Correspondence

**In** – Invoices,

**Out** – Payments for invoices,



Local disability service providers and Gawler Council representatives met with Member for Light Tony Piccolo (front, far right) on the International Day of People with Disability, earlier this month, to discuss how to better service locals' needs. PHOTO: Supplied

## Disability advocacy network formed

**MATTEO GAGLIARDI**

A NEW advocacy network is being set up in Gawler to help people living with a disability influence government policy.

The planned Disability Engagement and Advocacy Network (DEAN) will engage people living with a disability and support them in advocating for their needs, at all levels of government.

It also intends to provide the National Disability Insurance Agency (NDIA) with feedback,

based on the experiences of local National Disability Insurance Scheme (NDIS) recipients.

Member for Light Tony Piccolo said, while the roll-out of the NDIS has offered hope of a better life for people living with disability, along with their families and carers, there are many issues that are not resolved by the NDIS funding model.

"Simple changes to basic infrastructure will greatly assist people living with a physical disability to access important services," Mr Piccolo said.

"I am particularly interested in hearing from people living with disability who find it difficult to access public transport and other services because of physical barriers.

"Councils are now required to adopt disability and inclusion plans, so the DEAN can provide important feedback to local council on their policies and practices."

The idea for the DEAN resulted from discussions at an International Day of People with Disability event held by Mr Piccolo earlier this month, concerning

how the community can better support people living with a disability.

Mr Piccolo said that in the new year he will convene a forum for advocates already working in the disability and aged care area, to enable the DEAN to learn the best ways to engage and advocate on behalf of people living with disability.

He also hoped the DEAN would work closely with the **Gawler Business Development Group to help local businesses become more disability-aware.**

# Look local for last-minute shopping

LAURA COLLINS

WITH only days left until Christmas, last-minute shoppers are being urged to support local traders.

Christmas time is a major money maker for small businesses, with "up to two thirds of total annual turnover" attributed to this time of year, according to Gawler Business Development Group co-ordinator **Caren Brougham**.

"By choosing local and independent businesses for your services, shopping, dining and other needs, you not only enjoy a more distinctive and personal experience, you're helping to build community, strengthen the local economy, and create jobs and opportunities," she said.

"Each dollar you spend at a local business returns around twice the money to your local economy than if you buy online, or in large cities."

Ms Brougham said shopping local has a wider impact on the community, and without supporting small businesses in the region there is a risk they will disappear.

"It is vital that we all shop in the region in which we live to ensure the survival of the town," she said.

"Whilst it might be convenient to shop online, or in a large department store or supermarket, consider this: many of us pick up flowers in the supermarket while we are doing the grocery shopping, rather than making another stop at the local florist.

"But, imagine not being able to place an order for flowers for your wedding, or for a funeral, because the local florist has closed.

"It is quite simply a matter of use it, or lose it."

Willaston-based **Craig's Market** owner **Craig Lloyd-Jones** said Christmas is a crucial time of year for his business.

"We rely on this time of year as it really does pay for the rest of our year," he said.

"We also have a shop in the Barossa, and need the support from locals.

"We offer seafood, fruit and veggies, and meat – really, we are a one-stop shop for all your Christmas needs."

Strong support for local traders also has a "flow on"



Craig's Market owner Craig Lloyd-Jones is looking forward to seeing lots of local faces support his business this Christmas.  
PHOTO: Laura Collins

effect for employment, and has a meaningful impact on the community.

"A strong local economy will not only provide stable employment for local people but

will also create a flow on impact, whereby the stronger the local economy, the more stable the local employment becomes," Ms Brougham said.

"This, in turn, creates more

jobs, attracts new business, and increases and retains residents and improves local services.

"By shopping locally this Christmas, you are keeping Gawler alive."