

Date	MINUTES GBDG Meeting 13 th March 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 J McColough	P Caddy K Peake T Piccolo	G Iremonger T George
Guests			
Proxies			
Apologies	B Beattie, G Matz		
Absent	P Meznar		

1. Meeting Open: 7:33am
2. Business Arising from Minutes

K Fischer asked a question about the draft budget carry over figure which was addressed by P Caddy.

3. Confirmation of Minutes:

Motion: That GBDG Board accept the Minutes from the meetings held 13th Feb 2018, as true and accurate record.

Moved: K Fischer **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 plus an overview of Innovation Hub operators, Inabox.

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

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

5. Treasurer's Report:

P Caddy gave an overview of the draft 2017/18 Budget and current financial position.

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

Moved: P Caddy **Seconded:** K Peake **Carried**

6. Correspondence and Invoices:

In – Invoices **Out –** Payments for invoices, Letter to The Editor Bunyip

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

Motion: That GBDG Board accept the Business Liaison and Marketing Coordinators Report for the months of Jan and Feb 2018, as a true and accurate record.

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

8. Other Business:

- Board Resignation – F Bagnall-Stevens resigned due to personal commitments.
- New Initiatives
- Annual Report and Draft Budget
- SALA suggestions eg artists in store doing drawings/paintings. C Brougham to follow through
- Record Keeping and Financial Reporting Assistance for Treasurer

Motion: That GBDG Board approve MYOB access and assign financial recording of income and expenditure to C Brougham in assistance to the Treasurer.

Moved: K Fischer

Seconded: J McColough

Carried

Next Meeting: Tuesday 10th April, 2018

Meeting Closed: 9:00am

Signed:



L Drummond Chairperson GBDG

Business Liaison & Marketing Coordinator- Report

Events and Workshops

12 th Feb – Profit Improvement Program	1 st March – Business women’s Lunch
19 th Feb – Employing Staff and Dealing with Staff Issues	5 th March – Marketing Workshop

Meetings Attended

13 th Feb – Town of Gawler IES Meeting – Food Vans Report	22 nd Feb – Gawler Sweets, T Piccolo Reactivating Empty Space
15 th Feb – Inabox – Innovation Hub operators	26 th Feb – RDA Barossa – T Taylor Monthly catch up
19 th Feb – Barossa Radio Interview - Expo	27 th Feb – Salvos – D Cox New facilities
19 th Feb – Town of Gawler Monthly Meeting	28 th Feb – C Reynolds – New Business Mentoring
19 th Feb – Meeting D Scott and H Inat – Multi Council Procurement Group	6 th March – T Vallelonga – Café Nova
20 th Feb – Balloons Infinity – Expo Sponsorship	

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

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

I suggest we should close this page and include in the Gawler Business Development Group page where the majority of “likes” and “engagements” occur.

Hero Building

Brereton's Jewellers have appointed a painter and are discussing heritage requirements with Douglas Alexander. They hope to complete the Hero Building application before the end of March.

Expo

Exhibitor numbers are improving with 30 now registered which we hope to get to over 50 before the event. Marketing is on track, banners are now up throughout the main street and major entry/exit points. 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.

Potential New Initiatives

After several meetings with business, sporting and community representatives, the potential for new initiatives to attract customers to the region have started to take shape and I ask the Board to consider and discuss:

- Sidewalks sales (first event to be around the Carols in Gawler date)

- Moonlight cinema (in conjunction with local businesses including Gawler Cinema)
- Gawler Triathlon (in conjunction with Gawler Wheelers, Triathlon SA, Sportspower)

Business Connections

D Scott – Barossa and multi council procurement group
 G Morris – Saxton Speakers Bureau
 D Cox – Salvation Army Gawler

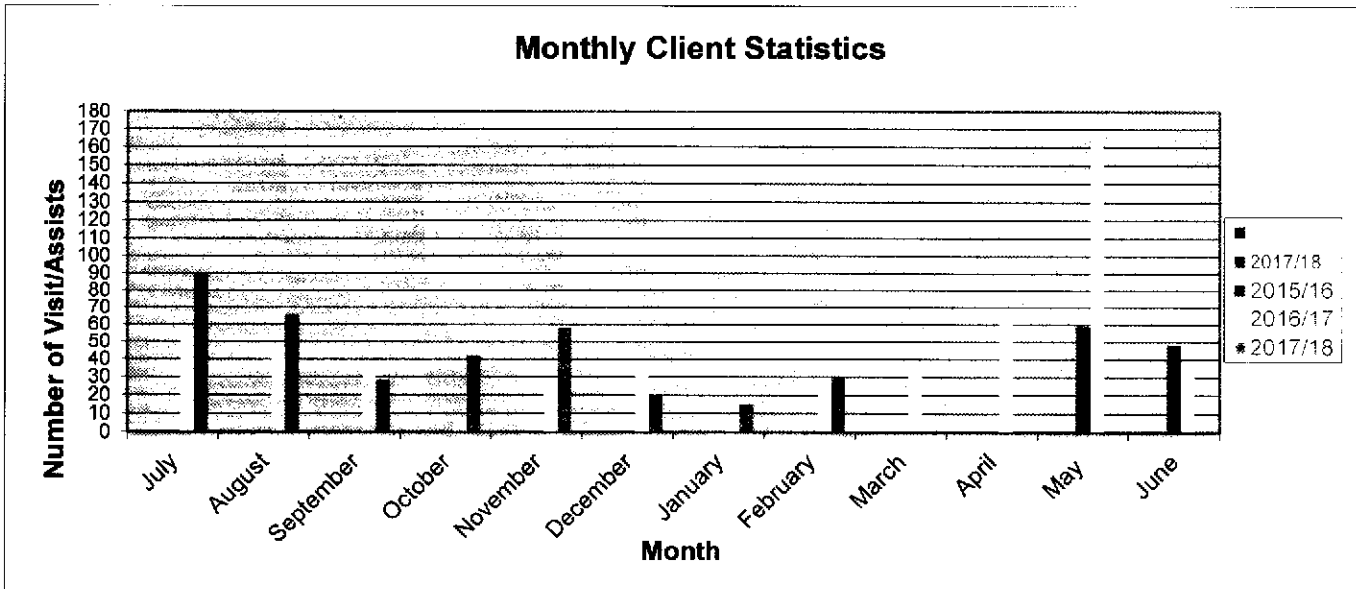
Businesses in Crisis, Closed or New

New

- The Yellow Kangaroo (home based)
- Josephina Skin Essentials (home based)
- Alpha Home Loans (home based)
- Crazy Claws Boutique relocated to Mawson lakes

Business Engagement Statistics

10th Feb – 6th Mar 30 Client Interactions



Print Media – Letters to the Editor

SIR -- Regarding 'Pilot program to support young business people' (The Bunyip, February 21), it's great to see support for young entrepreneurs in our area, and I wish them well. However, I'm waiting to see the same resources invested in older entrepreneurs in our community. Starting a business is not for everyone, but international and Australian research over the past 20 years into mature-aged entrepreneurs demonstrates that more new businesses are started by those aged between 55 and 64 years old than in the 20-34 age group. Research also underlines the fact that, in general, mature entrepreneurs have more developed networks, better business experience, superior technical and managerial skills, are often in a stronger financial position than younger entrepreneurs, and their firms earn more than twice the profits of younger entrepreneurs. Encouraging and tangibly supporting mature people to establish new businesses will have substantial spin-offs for this region and Australia generally, including: - People with valuable experience and skills getting off the 'too old' treadmill of age discrimination in the workplace. - Greater contribution to the economy via generating taxable income and reducing demand on government social support funding. - Greater financial preparedness for retirement.

- Generating new jobs for younger Australians both within those businesses, and in providing services to those businesses. Doug Jacquier, Gawler East.

GBDG Response

The Editor

The Bunyip Newspaper

In response to: Doug Jacquier, Gawler East. Regarding 'Pilot program to support young business people'

(The Bunyip, February 21).

The Gawler Business Development Group would be very pleased to chat with Mr Jacquier to discuss support, programs and assistance available for Senior Entrepreneurs. The pilot program Mr Jacquier refers to is a great initiative for the young people of our region and the Board of the GBDG looks forward to seeing the outcomes of the program participants and to offer assistance where possible to ensure that the end of the program is the start of a future in business for these people.

That being said, Mr Jacquier is correct in saying "*in general, mature entrepreneurs have more developed networks, better business experience, superior technical and managerial skills, are often in a stronger financial position than younger entrepreneurs, and their firms earn more than twice the profits of younger entrepreneurs*".

More mature entrepreneurs have the benefit of years of life and work experience behind them to put into their business ventures and GBDG would be keen to hear from any people who would be keen to explore support options for their entrepreneurial aspirations.

There are numerous programs and events occurring in SA for entrepreneurs of all ages and I refer Mr Jacquier and other budding entrepreneurs to just a few:

South Australian Entrepreneurs Week is a collaboration between the Adelaide Entrepreneurship Forum, Brand South Australia, Adelaide City Council, the State Government, and a broad range of stakeholders who are interested in hosting events with an entrepreneurial focus. Mon 9th – Fri 13th July

<https://www.brandsouthaustralia.com.au/entrepreneurs-week>

and

The Business SA Encore Program is a workshop and mentoring program for South Australians aged 35 or above looking to either establish a new business or grow an existing one. Applications open, close end of March

<https://business-sa.com/LiveMenu/How-We-Can-Help/encore-entrepreneurs>

Regards

Caren Brougham

Coordinator

Gawler Business Development Group

caren@gawler.org.au

Website goes live at last!

LAURA COLLINS

GAWLER Business Development Group (GBDG) will better market the town through its new website, launched last Tuesday.

The group, which aims to promote and market Gawler businesses, support and encourage the town's economic environment, and represent the interests of the business community, worked tirelessly to get the project off the ground.

"It is a big step forward... we had 15 businesses last year attend workshops to build their own websites, which is an amazing effort, but people in business know that they have to keep up with current times and current trends." GBDG business liaison and marketing co-ordinator Caren Brougham said.

"It is not always easy for them



Gawler Business Development Group chair Louise Drummond (left) launched the new website last week, alongside South Australia Small Business Commissioner John Chapman. PHOTO: Laura Collins

to do that because they're time poor, and most of them are cash flow poor.

"One of the things we are here for is to help those who might not be able to help themselves, for whatever reason.

"We try and provide marketing tools for them, or marketing

resources, to try and help them maintain their business, grow their business, and have a strong and viable business, which helps the region grow."

Mrs Brougham said Gawler's main street business occupancy rates are hovering between 90 and 95 per cent, which is around

a 15 per cent increase on recent years figures.

Additionally, the website lists over 320 businesses in town.

However, to ensure the positive business environment is maintained, efforts to keep promoting Gawler must be continued.

"It is good to see all of these new businesses coming into the region," Mrs Brougham said.

"(The website) is all about growing the brand of the Gawler business community, engaging the community and engaging people outside of Gawler, and attracting them to come to Gawler.

"All it takes is one person visiting our site and connecting with a business, or looking at the directory and seeing a business that they didn't know existed in Gawler."

To view the new website, visit gawler.org.au

Relaxing building regulations a sweet idea

MATTEO GAGLIARDI

A LOCAL confectionery store owner with ambitions to open an art gallery in his heritage-listed Murray Street premises is one of several local business owners who could benefit from a relaxation of building restrictions in Gawler.

Having opened his business just last month, Gawler Sweets' owner, Mario Caruana, has a vision of starting up an art gallery on the second floor of his shop - located on the corner of Murray and Jacob streets - to showcase the work of local artists, in particular young artists.

"If I can get some help with heritage restrictions, that would be a bonus, to restore or paint the room - that's going to have a bit of a cost to it," Mr Caruana said.

"Once this becomes an art gallery, we can go down (to the basement) and make it completely into a little coffee shop/café, just something different.

"It's got a kitchen and everything - so being down there, it's (currently) a waste."

Mr Caruana is one of a number of business owners in the Gawler CBD that have had to contend with the costs of meeting National Building Code regulations, according to Gawler Business Development Group



Gawler Business Development Group's Caren Brougham (left), incumbent Member for Light Tony Piccolo and Elders Real Estate's Jackson Dare would be happy to see Gawler Sweets business owner Mario Caruana's vision of developing an art gallery in the second level of his heritage-listed business premises. PHOTO: Matteo Gagliardi

business liaison Caren Brougham.

"Unfortunately, if a business decides that they want to change a previous use of a space that they have whether that be upstairs, at street level, or the basement - it, all of a sudden, opens up the building codes, which makes sense," she said.

"But there has to be a way that we can work with government - local government and state government - to try to make it easier for people to actually reinvigorate space, because it's just vital for the survival of the town to make use of as much space as we possibly can."

Incumbent Member for Light Tony Piccolo said he has written to Planning Minister John Rau about the businesses' concerns regarding the regulations.

Mr Piccolo said he suggested extending the State Government's initiative to revitalise under-utilised buildings in Adelaide's CBD to include Gawler.

"While I appreciate the need for compliance with these regulations, the empty floors are a huge financial burden to landowners, tenants and potential investors," he said.

"I'm not suggesting that all spaces would be suitable for all uses, but a case-by-case approach could deliver greater outcomes for owners, tenants and the town, generally."

Elders Real Estate commercial consultant Jackson Dare said such a move would not just benefit current business owners, but encourage more tenants to set up businesses in Gawler.