

Date MINUTES GBDG Meeting 16th April 2019
Time Meeting Opened 7:32am – Meeting Closed 9:00am
Venue Terrace Function Centre, Gawler and Barossa Jockey Club, Barnet Rd, Evanston

Attendees	A Eberhard	G Iremonger	B Beattie	P Arnfield
	D McGee	S Bailey	J McCollough	L Drummond
	R Milanese			

Guests Leon Budden

Proxies

Apologies B Sambell, T Piccolo, K Peake

Absent

1. Business Arising from Minutes - Nil

2. Confirmation of Minutes:

Motion: That GBDG Board accept the Minutes from the meeting held 19th March 2019, as true and accurate record.
Moved: P Arnfield **Seconded:** A Eberhard **Carried Unanimously**

3. Chair's Report: L Drummond welcomed Robert Milanese to the Board in the position of Treasurer and provided an overview of:

Development	Feedback from business	Walker Place	Car Parking – access to	GBDG update
Applications x	survey – predominantly	Development – no new	Pheonix Plaza all day –	Menus in Chinese
1 (signage for	issues with Council not	updates	no new update	TV Commercial filming
restaurant)	GBDG			date
				Member packs

Motion: That the GBDG Board accept the Chairs Report for March 2019.
Moved: L Drummond **Seconded:** L McCollough **Carried Unanimously**

4. Finance Report: Profit and Loss Reports, Balance Sheet provided.

Motion: That GBDG Board accept the Finance report for March 2019, as an accurate record of the current financial position of the GBDG.
Moved: P Arnfield **Seconded:** B Beattie **Carried Unanimously**

5. Correspondence :

- General Invoices and Letter from ANZ on new rewards processes

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

7. Other Business:

Lee Atkinson and MNF Group

BBRF Round 2

GBDG Funding Agreement

T Robson Motion to remove T Robson from access to bank accounts and ATO portal

Motion: That the GBDG Board authorize C Brougham to have T Robson removed as having access to bank account and ATO portal relating to GBDG.

Moved: J McCollough

Seconded: A Eberhard

Carried Unanimously

Discussions:

Leon Budden attended the meeting to discuss the possibility of GBDG moving the Xmas Market event up to Pioneer Park as part of the Gawler Carols event.

- Carols have been going for 8 years and have a new 5 year contract with Council for funding for the event.
- Leon would like to see GBDG and Apex working together on the event to grow it further
- If the event is moved to the Carols event there would be a need for additional resources eg extra portable toilets
- There would need to be a stall holder fee and the preference would be that the first offer would be to Gawler based businesses and only offered to non Gawler businesses if numbers are not adequate.
- The event is 14th December

GBDG board discussed and decided to ask for feedback from the business community as to the involvement of the Board.

Motion: That A Eberhard draft a letter to be issued to all Gawler based businesses seeking feedback on the proposed move of Gawler Xmas Market to the Gawler Carols Event at Pioneer Park.

Moved: A Eberhard

Seconded: J McCollough

Carried Unanimously

Motion: That GBDG alter the financial reporting process to reflect Year to date against budget.

Moved: P Arnfield

Seconded: A Eberhard

Carried Unanimously

Next Meeting: Tuesday 18th June 2019

Meeting Closed: 9:00 am

Signed: _____

L Drummond - Chair

Business Liaison & Marketing Coordinator- Report

Meetings Attended

19 th Mar – ToG Special Meeting – Funding for GBDG	26 th Mar – Digital Solutions Workshop – Email Marketing & CRM
25 th Mar – T Taylor – Monthly catchup	15 th Apr – ToG/GBDG Monthly meeting
26 th Mar – T Piccolo – Business In Crisis Talks	

Marketing Activities – GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes
Mar 19	708	16442	4897	2855

New Connections/Enquiries

J Cufone – Startup
Shelley - Startup

Businesses Updates

Barossa Land Conveyancers moving to Paxton St

New Memberships

Boss Plumbing – Andrews Farm
Konnect Heart to Heart and Latvian Décor – Evanston

SA Business Conference

As of 26th March there are 22 registrations for this event. Flights for interstate speakers have been booked and paid for, accommodation has also been booked at Eagle Foundry B and B.

Television Commercial

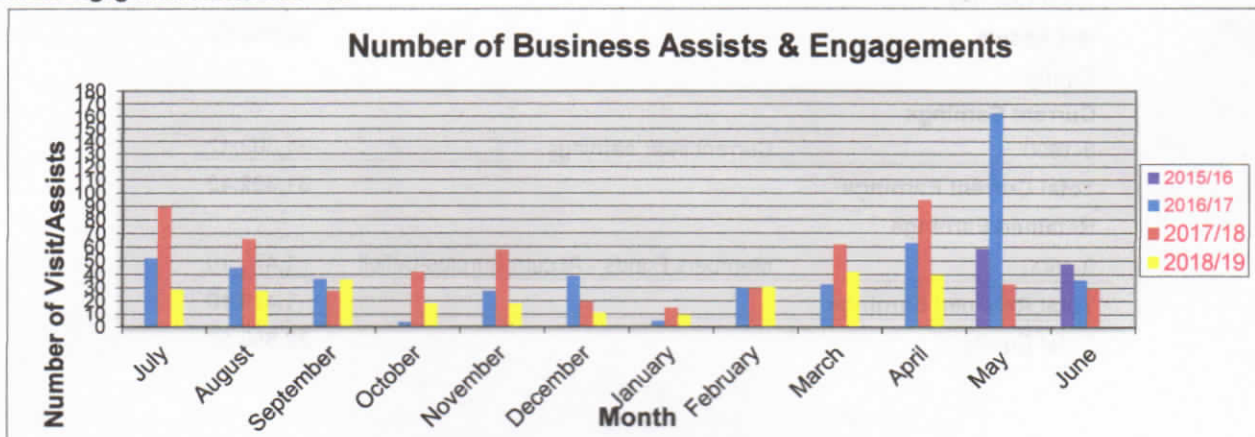
Filming date is 8th May. A proposed running sheet has been provided to A Costello. All Murray St, and Adelaide Rd businesses have been emailed and asked to ensure the shop front is looking appealing on the day.

Welcome/information Packs

Information packs to current members are being posted and to date (26th Mar) there have been 53 have been issued. This exercise will take some time as it is being done in between other tasks, but already we have had good feedback from some who have received them. New member welcome packs have been issued to 2 new members.

Tourism

Menu translation services – Cafes, restaurants, hotels and other food related businesses were contacted and offered a free menu translation from English to Chinese. There is currently 1 bus load of Chinese tourists coming to Gawler each month, and more numbers expected in the future, one way to get them to spend more time in the region is to have menus available in Chinese. This may encourage the tourists to stay and buy from our local businesses. This creates a point of difference for Gawler if food venues participate. To date (26th Mar), 8 businesses have supplied menus and they have been given to Jade Liu to translate.

Business Engagement Statistics – 42


Balance Sheet
Gawler Business Development Group Inc 2
 Generated 28 Mar 2019

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	9,583.89
1-1200	Petty cash	234.90
1-1400	ANZ Bus Online **11053	123,040.58
Total Banking		132,859.37
Current Assets		
1-1800	Accounts receivable	47,462.53
Total Current Assets		47,462.53
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		180,321.90
Liability		
Credit Card		
2-1400	Visa C Brougham	658.63
Total Credit Card		658.63
Current Liabilities		
2-2100	ATO - Integrated Client Ac	-1,028.00
2-2200	GST collected	8,705.35
2-2400	GST paid	-2,778.62
2-2500	GST Clearing Ac	-0.07
Total Current Liabilities		4,898.66
Funding		
2-1560	Council levied funding	71,912.93
2-1570	Carry over funds - historical	69,983.16
Total Funding		141,896.09
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		147,453.38
Net Assets		32,868.52
Equity		
Current Earnings		
3-1800	Current year earnings	31,392.42
Total Current Earnings		31,392.42
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	1,476.10
Total Retained Earnings		1,476.10
Total Equity		32,868.52

Profit and loss
Gawler Business Development Group Inc 2

01 Mar 2019 - 28 Mar 2019

		Total			Actual
Income					
Event Income					
4-1160	Expo Registrations	188.19	820.00	-631.81	-77.1%
4-1163	Expo Sponsorship	-	500.00	-500.00	-100.0%
Total Event Income		188.19	1,320.00	-1,131.81	-85.7%
Funding					
4-1100	Council Receipts - Levied Fees	-	14,382.00	14,382.00	-100.0%
4-1190	Carry over funds	-	11,663.00	11,663.00	-100.0%
Total Funding		0.00	26,045.00	26,045.00	-100.0%
4-1140	Memberships	160.75	75.00	85.75	114.3%
Total Income		348.94	27,440.00	27,091.06	-98.7%
Less Cost of Sales					
Total Cost of Sales		-	-	-	-
Gross Profit		348.94	27,440.00	27,091.06	-98.7%
Less Expense					
Activity Expenses					
6-1145	Workshop Expense & Activity Consultants	204.55	500.00	-295.45	-59.1%
6-1600	Business Support Expense and B2B	-	335.00	-335.00	-100.0%
Total Activity Expenses		204.55	835.00	-630.45	-75.5%
Administration					
6-1120	BMC Admin	2,084.65	4,116.00	-2,031.35	-49.4%
6-1518	Memberships and Licensing Expense	36.82	200.00	-163.18	-81.6%
6-2600	Insurance	-	416.00	-416.00	-100.0%
6-3610	Computer expenses - Hardware and Software	245.00	-	245.00	-
6-4000	Postage & courier	272.73	13.00	259.73	1,997.9%
6-4200	Stationery & Office supplies	-	83.00	-83.00	-100.0%
6-5600	Telephone	89.08	120.00	-30.92	-25.8%
Total Administration		2,728.28	4,948.00	-2,219.72	-44.9%
Advertising & Marketing					
6-1121	BMC Marketing	4,864.17	4,052.00	812.17	20.0%
6-1200	Advertising	74.99	1,000.00	-925.01	-92.5%
6-1201	Marketing Admin Officer	1,680.00	1,820.00	-140.00	-7.7%
6-1202	New Business Attraction / Resources	-	333.00	-333.00	-100.0%
6-1205	Event Marketing	10.58	1,000.00	-989.42	-98.9%
6-3612	IT support and Website Maintenance	-	333.00	-333.00	-100.0%
Total Advertising & Marketing		6,629.74	8,538.00	-1,908.26	-22.4%
Business Development					
6-1900	Start Your Own Business Initiatives	-	83.00	-83.00	-100.0%
6-1901	Profit Improvement Program	-	2,000.00	-2,000.00	-100.0%

6-1903	Digital Marketing Programs	-	208.00	-208.00	-100.0%
Total Business Development		0.00	2,291.00	-2,291.00	-100.0%
Community Support					
6-1450	Community Support and Sponsorship	-	100.00	-100.00	-100.0%
Total Community Support		-	100.00	-100.00	-100.0%
Event Expenses					
6-1514	Expo Expenses	534.36	10,000.00	-9,465.64	-94.7%
Total Event Expenses		534.36	10,000.00	-9,465.64	-94.7%
GBDG Board and Other					
6-1125	Board Expenses	135.19	416.00	-280.81	-67.5%
Total GBDG Board and Other		135.19	416.00	-280.81	-67.5%
New Initiatives & Projects					
6-1699	Website & Media support for members	-	250.00	-250.00	-100.0%
6-1701	Television commercial	-	6,000.00	-6,000.00	-100.0%
6-1702	Projects	-	1,668.00	-1,668.00	-100.0%
Total New Initiatives & Projects		0.00	7,918.00	-7,918.00	-100.0%
Total Expense		10,232.12	35,046.00	24,813.88	-70.8%
Operating Profit		-9,883.18	-7,606.00	-2,277.18	-29.9%
Total Other Income		0.00	-	0.00	-
Total Other Expense		0.00	-	0.00	-
Net Profit		-9,883.18	-7,606.00	-2,277.18	-29.9%

Profit and loss
Gawler Business Development Group Inc 2

01 Jul 2018 - 28 Mar 2019

		Total		Actual	
Income					
Activity Income					
4-1150	Workshop-Forum Registrations	74.55	-	74.55	-
Total Activity Income		74.55	-	74.55	-
Event Income					
4-1160	Expo Registrations	188.19	1,640.00	-1,451.81	-88.5%
4-1163	Expo Sponsorship	-	500.00	-500.00	100.0%
4-1169	Markets	1,070.75	360.00	710.75	197.4%
Total Event Income		1,258.94	2,500.00	-1,241.06	-49.6%
Funding					
4-1100	Council Receipts - Levied Fees	100,678.07	129,444.00	28,765.93	-22.2%
4-1190	Carry over funds	69,983.16	104,977.00	34,993.84	-33.3%
Total Funding		170,661.23	234,421.00	63,759.77	-27.2%
4-1140	Memberships	1,460.75	675.00	785.75	116.4%
Total Income		173,455.47	237,596.00	64,140.53	-27.0%
Less Cost of Sales					
Total Cost of Sales		-	-	-	-

Gross Profit		173,455.47	237,596.00	64,140.53	-27.0%
Less Expense					
Activity Expenses					
6-1145	Workshop Expense & Activity Consultants	2,923.39	4,500.00	-1,576.61	-35.0%
6-1600	Business Support Expense and B2B	411.80	3,001.00	-2,589.20	-86.3%
Total Activity Expenses		3,335.19	7,501.00	-4,165.81	-55.5%
Administration					
6-1000	Accounting and Auditing fees	13,266.48	9,000.00	4,266.48	47.4%
6-1120	BMC Admin	25,960.61	37,052.00	11,091.39	-29.9%
6-1518	Memberships and Licensing Expense	1,441.60	1,800.00	-358.40	-19.9%
6-2600	Insurance	2,614.23	3,752.00	-1,137.77	-30.3%
6-3610	Computer expenses - Hardware and Software	1,795.00	-	1,795.00	-
6-4000	Postage & courier	390.91	121.00	269.91	223.1%
6-4200	Stationery & Office supplies	553.59	751.00	-197.41	-26.3%
6-5600	Telephone	785.70	1,080.00	-294.30	-27.3%
Total Administration		46,808.12	53,556.00	-6,747.88	-12.6%
Advertising & Marketing					
6-1121	BMC Marketing	36,096.93	36,464.00	-367.07	-1.0%
6-1200	Advertising	4,983.89	7,000.00	-2,016.11	-28.8%
6-1201	Marketing Admin Officer	17,123.50	16,380.00	743.50	4.5%
6-1202	New Business Attraction / Resources	36.77	3,001.00	-2,964.23	-98.8%
6-1205	Event Marketing	4,729.32	8,000.00	-3,270.68	-40.9%
6-3612	IT support and Website Maintenance	1,736.91	3,001.00	-1,264.09	-42.1%
Total Advertising & Marketing		64,707.32	73,846.00	-9,138.68	-12.4%
Business Development					
6-1900	Start Your Own Business Initiatives	-	747.00	-747.00	100.0%
6-1901	Profit Improvement Program	9,240.49	18,000.00	-8,759.51	-48.7%
6-1903	Digital Marketing Programs	-	1,876.00	-1,876.00	100.0%
Total Business Development		9,240.49	20,623.00	11,382.51	-55.2%
Community Support					
6-1450	Community Support and Sponsorship	1,954.55	1,700.00	254.55	15.0%
Total Community Support		1,954.55	1,700.00	254.55	15.0%
Event Expenses					
6-1509	Gawler Music Month	8,570.35	3,000.00	5,570.35	185.7%
6-1510	SALA Expense	-	3,000.00	-3,000.00	100.0%
6-1511	Markets - expenses	1,944.65	3,000.00	-1,055.35	-35.2%
6-1512	Jazz Festival Expense	-50.00	-	-50.00	-
6-1514	Expo Expenses	534.36	23,000.00	22,465.64	-97.7%
6-1520	Networking Events	363.64	-	363.64	-
Total Event Expenses		11,363.00	32,000.00	20,637.00	-64.5%
GBDG Board and Other					
6-1125	Board Expenses	4,596.95	3,752.00	844.95	22.5%
Total GBDG Board and Other		4,596.95	3,752.00	844.95	22.5%
New Initiatives & Projects					

6-1699	Website & Media support for members	-	2,250.00	-2,250.00	100.0%
6-1701	Television commercial	1,945.78	12,000.00	10,054.22	-83.8%
6-1702	Projects	-	15,000.00	15,000.00	100.0%
Total New Initiatives & Projects		1,945.78	29,250.00	27,304.22	-93.3%
Total Expense		143,951.40	222,228.00	78,276.60	-35.2%
Operating Profit		29,504.07	15,368.00	14,136.07	92.0%
Plus Other Income					
8-1200	Interest income	263.02	-	263.02	-
8-1210	Interest - ATO Remission GIC	8,372.30	-	8,372.30	-
Total Other Income		8,635.32	0.00	8,635.32	-
Less Other Expense					
9-2000	Interest - ATO GIC	6,746.97	-	6,746.97	-
9-3000	Fines - ATO	0.00	-	0.00	-
Total Other Expense		6,746.97	0.00	6,746.97	-
Net Profit		31,392.42	15,368.00	16,024.42	104.3%

The Bunyip 3/4/19

Council signs off on new Gawler Business Development Group agreement

GRADY HUDD

THE Gawler Business Development Group (GBDG) will receive almost \$176,000 per year until at least June 2021, after Gawler Council signed off on a new funding arrangement late last month.

Elected members agreed to the new deal at a special meeting on March 19, which will see the contract carry through the 2019/20 and 2020/21 financial years, with an option to extend the agreement by a further 12 months thereafter.

The new funding structure will commence from July this year.

According to the GBDG's 2019/20 Business Plan, which was submitted to council as part of the negotiations for the new deal, the funding will help support three new upcoming projects: a SA Business Conference, a Gawler Business Awards, and the airing of a Gawler-focused television commercial.

According to the plan, the SA Business Conference has been scheduled for May 24,

at the Gawler racecourse, and will provide "an opportunity for business owners, managers, staff and business intenders to hear presentations by entrepreneurs and business leaders from throughout Australia, share their journeys to success, discuss best practice, and impart valuable information for attendees to apply in their workplaces".

Meanwhile, the Gawler Business Awards – the winners of which will be announced at the conference – will enable customers and clients to nominate a business, with award recipients to be determined by public vote.

Awards will be presented across three categories – customer service; quality of products or services; and community spirit.

Lastly, the television commercial, which will encourage people to "Live, work, play and do business in Gawler", has been in the pipeline for months and is expected to air in mid-2019.

The funding used to support the GBDG is levied by a separate rate that Gawler Council applies to 562 commercial properties within its boundaries.