

## MINUTES OF MEETING HELD TUESDAY 20<sup>th</sup> AUGUST 2019

GAWLER AND BAROSSA JOCKEY CLUB, BARNET RD, EVANSTON SA

Meeting Opened: 7:30am

Meeting Closed: 9:00am

<b>Attendees:</b> L Drummond, J McColough, A Eberhard, K Peake, B Sambell, K Fischer, B Beattie, G Iremonger, D McGee, R Milanese,	<b>Guests:</b> Nil
<b>Apologies:</b> T Piccolo, T Caunce, S Bailey	<b>Proxies:</b> P Koch
<b>Absent:</b> D Veltman	

### Confirmation of previous Minutes:

**Motion:** That the Board of the GBDG accept the minutes from the 16<sup>th</sup> July meeting as a true and accurate record.

**Moved:** K Peake      **Seconded:** D McGee      **Abstained:** nil      **Result:** Carried

**Motion:** That the Board of the GBDG accept the minutes from the Special general Meeting held 5<sup>th</sup> August 2019 as a true and accurate record.

**Moved:** B Beattie      **Seconded:** K Fischer      **Abstained:** nil      **Result:** Carried

**Business Arising from previous Minutes:** Nil

### Chairperson's Report:

**Motion:** That the Board of the GBDG accept the Chairpersons report for July as a true and accurate record. (Funding agreement changes accepted, discussions on streetscape clutter, car parking and the GBDG conference)

**Moved:** L Drummond      **Seconded:** A Eberhard      **Abstained:** Nil      **Result:** Carried

**Treasurers Report:** – Profit & Loss Reports, Balance Sheet provided.

**Motion:** That the Board accept the Treasurers Report as a true and accurate record of the current financial position of GBDG.

**Moved:** R Milanese      **Seconded:** A Eberhard      **Abstained:** Nil      **Result:** Carried

**Correspondence:** General invoices, flyers Council and Business Innovation Hub, emails to Boost Juice re: opening a site in Gawler, Letter of Support for Councils PIRSA funding application

**Other Business:**

- Advised K Fischer of his success in gaining a position on the GBDG Board
- Grant Guru Peter Jeffery – Discussion held and will be further discussed at a later date
- Cinema and Television advertising – Discussion held and K Fischer suggested we follow up with Council regarding the use by GBDG of Jenny Fleming for grant writing, K Fischer feels that there was a motion approved by Council to absorb the costs of grant writing for Gawler NFP's (GBDG is a NFP).
- Xmas Event

**Actions**

C Brougham to speak with CEO and Mayor regarding Grant writing fees.

C Brougham to meet with a digital marketing expert to provide advice on the best way forward with marketing GBDG and Gawler businesses via the television commercial. Plus the development of a Digital marketing Strategy/policy. Advise Board of the costs for the development.

C Brougham to adjust budget to reflect expenditure of carry over figure.

**Motion:** That the Board approve the proposed Christmas Promotion with a budget of \$5000.

**Moved:** A Eberhard      **Seconded:** G Iremonger      **Abstained:** Nil      **Result:** Carried

**Motions via email:** Nil

**Next Meeting:** Tuesday 17<sup>th</sup> September 2019, Gawler and Barossa Jockey Club 7:30am

**Meeting Closed:**

**L Drummond**

**Chair**

**Signed:** 

## Executive Officer- Report

### Meetings Attended and Events Held

15 <sup>th</sup> July – R Milanese – Draft Financial Commitment	1 <sup>st</sup> Aug – GBDG, ToG meeting
16 <sup>th</sup> July – GBDG Board Meeting	6 <sup>th</sup> Aug – Special General Meeting
16 <sup>th</sup> July – ToG, RDA and Bus Innovation Hub – Clarification of Services	6 <sup>th</sup> Aug – GBDG, ToG, RDA, Innovation Hub Meeting
17 <sup>th</sup> July – BAS Preparation	8 <sup>th</sup> Aug – GBDG, ToG, RDA, Innovation Hub Meeting
22 <sup>nd</sup> July – ToG GBDG Monthly Meeting	12 <sup>th</sup> Aug – Networking evening
23 <sup>rd</sup> July – Workshop – IP Rights in a Digital World	13 <sup>th</sup> Aug – Gawler South Bakery Update
30 <sup>th</sup> July – Connexus Meeting	14 <sup>th</sup> Aug – Val Morgan Advertising Forum

### Marketing Activities – GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes
May 2019	1206	4734	4617	2889
June 2019	2080	5378	4406	2891
July 2019	1325	7419	4756	2893

New Businesses/Connections/Enquiries	Businesses Updates	New Memberships/renewals
Urban Luxe Hair and Beauty Ausure City and Rural (Insurance)	Micks Motorcycles gone into liquidation Adelaide Rd Dental moving from #12 to #24 Adelaide Rd Play Therapy SA moved from sharing with Adelaide Rd Psychology, to on her own at 2 Main North Rd Gawler Raine + Horne moved to 9 Adelaide Rd	Personal Touch Home Cleaning Eagle Foundry Back 2 Beauty Boss Plumbing Adflex VIP Home Cleaning Up-to-Date Consultancy The Church

### Television Commercial

Segment aired Sunday 21<sup>st</sup> July and the commercials have commenced airing on Cosi's show each Sunday for 10 weeks. Further airings on mainstream viewing will be organised in this new financial year. Currently negotiating with Channels 7 and 9.

Feedback from businesses who purchased air time in the SA with Cosi segment has been outstanding.

The Flower Gallery reported that about 85% of all people who have been into the store since the show aired have mentioned that they saw the show and many had no idea what was available in the business. There had also been people from Torrens Park and the Adelaide Hills who had been influenced to come to Gawler to have a look around as they had not been here before. One of the items featured in the show had been purchase by a lady in Pt Augusta

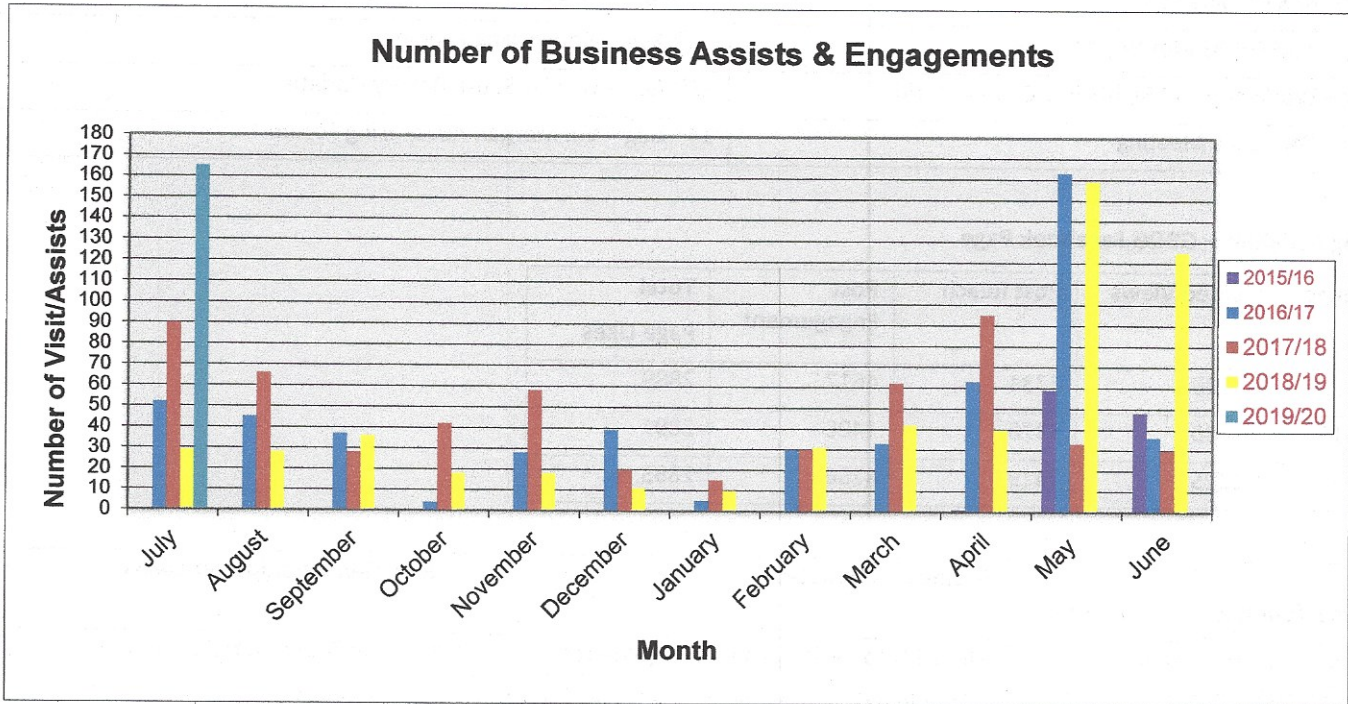
### Christmas Greetings Trail

Currently planning a Christmas promotion with the aim of drawing more people into the Gawler Shopping area from mid November through to 24<sup>th</sup> December. The theme is a trail leading people to businesses showcasing the Mayors Christmas Card entries enlarged to a least 1m x 1m displayed in selected windows and surrounded by Christmas decorations. There will also be a sign in each window with a Christmas Greeting from the Gawler Business Community and an acknowledgement of the businesses that allow us to use one of their front windows for a display. I have been in touch with visual display specialist and have spoken with the Mayor and CEO who are on board with this promotion and will be looking in to how they can decorate the balconies of the Civic Centre and Institute and potentially updating the Councils Christmas decorations in Murray St.

The artists of the displayed cards and their families will be notified and encouraged to visit the trail to see their child's work, it is likely that extended family and friends will also come for a look. It might be a good idea to launch this on Gawler Carols day and have buskers, carollers and elves wandering the street entertaining people during the afternoon before the Carols. There will also be a few giving trees in different locations where donations can be left for local charities.

**Considerations –Budget**

**Business Engagement Statistics – 165**



**Email to Boost Juice**

Good Morning Amanda

The Gawler Business Development Group which is an association formed to provide support to the business community of Gawler, develop marketing strategies outside of the capacity of the business owners and to attract new business to the region.

I am aware that Boost Juice has expressed an interest in opening a site in Gawler but that there was not a location available that suited the needs of Boost Juice.

I wish to advise that there is now a site that I feel will meet your requirements. A local cafe owner has retired and the site is now vacant on 60 Murray St directly opposite Cibo.

You may wish to contact Jackson Dare regarding leasing of the site on 0423 771 611 and by all means you may contact me on 0488440588 or [caren@gawler.org.au](mailto:caren@gawler.org.au)

**Funding application support Letter for Town of Gawler**



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

Dear Mr Inat

Re: PIRSA Regional Growth Fund

*Greater Adelaide Cycle Way*

The Gawler Business Development Group fully supports the Town of Gawler's submission to PIRSA's Regional Growth Fund for partnership funding to deliver strategic cycling connections within Gawler and the Barossa paving the way for the Greater Adelaide Cycle Way.

As one of the key purposes of the Gawler Business Development Group is to support and encourage the economic viability of businesses generally within the Town of Gawler, it believes that Council's project will directly increase economic activity, create local jobs and provide business development opportunities in the region.

The Greater Adelaide Cycle Way project provides ongoing cycle tourism opportunities, something which the greater Gawler region is hoping to capitalise on via supporting this project. This project will complement the Groups strategies for attracting new business and increased visitation to the region.

Cycle tourism through events and trails generates \$254M per year in Australia with South Australia's Tour Down Under generating \$50M to the state economy. Cycle tourists are high spending providing a high value market for local tourism operators as well as the wider business community. Investing in new cycling infrastructure and dedicated connections from Adelaide to the Barossa provides opportunities for both business growth and new business attraction within the region.

The Greater Adelaide Cycle Way project delivers on the intended outcomes of PIRSA's Regional Growth Fund.

Yours sincerely

Louise Drummond

Chairperson

Gawler Business Development Group

6 August 2019

**Profit and loss**

**Gawler Business Development Group Inc 2**

01 Jul 2019 - 31 Jul 2019

		<b>Total</b>
<b>Income</b>		
<b>Event Income</b>		
4-1161	Project Investment/Sponsorship	5,454.54
<b>Total Event Income</b>		<b>5,454.54</b>
<b>Funding</b>		
4-1100	Council Receipts - Levied Fees	14,655.83
<b>Total Funding</b>		<b>14,655.83</b>
4-1140	Memberships	1,200.00
<b>Total Income</b>		<b>21,310.37</b>
<b>Less Cost of Sales</b>		
<b>Total Cost of Sales</b>		<b>0.00</b>
<b>Gross Profit</b>		<b>21,310.37</b>
<b>Less Expense</b>		
<b>Activity Expenses</b>		
6-1600	Business Support Expense and B2B	100.00
<b>Total Activity Expenses</b>		<b>100.00</b>
<b>Administration</b>		
6-1000	Accounting and Auditing fees	340.91
6-1120	BMC Admin	2,799.00
6-1518	Memberships and Licensing Expense	1,617.27
6-5600	Telephone	89.08
<b>Total Administration</b>		<b>4,846.26</b>
<b>Advertising &amp; Marketing</b>		
6-1121	BMC Marketing	4,198.50
6-1200	Advertising	146.82
6-1201	Marketing Admin Officer	840.00
6-3612	IT support and Website Maintenance	255.83
<b>Total Advertising &amp; Marketing</b>		<b>5,441.15</b>
<b>Event Expenses</b>		
6-1514	Conference/Expo Expenses	3,363.64
<b>Total Event Expenses</b>		<b>3,363.64</b>
<b>Total Expense</b>		<b>13,751.05</b>
<b>Operating Profit</b>		<b>7,559.32</b>
<b>Plus Other Income</b>		
8-1200	Interest income	20.73
<b>Total Other Income</b>		<b>20.73</b>
<b>Less Other Expense</b>		
<b>Total Other Expense</b>		<b>0.00</b>
<b>Net Profit</b>		<b>7,580.05</b>

**Balance Sheet**  
**Gawler Business Development Group Inc 2**  
31 Jul 2019

		<b>Total</b>
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra **11045	19,659.48
1-1200	Petty cash	303.90
1-1400	ANZ Bus Online **11053	85,458.10
<b>Total Banking</b>		<b>105,421.48</b>
<b>Current Assets</b>		
1-1800	Accounts receivable	48,364.25
<b>Total Current Assets</b>		<b>48,364.25</b>
<b>Fixed Assets</b>		
<b>Total Fixed Assets</b>		<b>0.00</b>
<b>Total Asset</b>		<b>153,785.73</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	82.92
<b>Total Credit Card</b>		<b>82.92</b>
<b>Current Liabilities</b>		
2-2100	ATO - Integrated Client Ac	-723.00
2-2200	GST collected	5,062.21
2-2400	GST paid	-1,281.11
2-2500	GST Clearing Ac	0.40
<b>Total Current Liabilities</b>		<b>3,058.50</b>
<b>Funding</b>		
2-1560	Council levied funding	29,311.67
<b>Total Funding</b>		<b>29,311.67</b>
<b>Long Term Liabilities</b>		
<b>Total Long Term Liabilities</b>		<b>0.00</b>
<b>Total Liability</b>		<b>32,453.09</b>
<b>Net Assets</b>		<b>121,332.64</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1800	Current year earnings	7,580.05
<b>Total Current Earnings</b>		<b>7,580.05</b>
<b>Retained Earnings</b>		
3-1600	Members Funds - Accum Surplus-deficit	113,752.59
<b>Total Retained Earnings</b>		<b>113,752.59</b>
<b>Total Equity</b>		<b>121,332.64</b>

