

**Date**            **Tuesday 19<sup>th</sup> February, 2019**

**Time**            Meeting Opened 7:33am – Meeting Closed 8:44am

**Venue**            Terrace Function Centre, Gawler and Barossa Jockey Club, Barnet Rd, Evanston

<b>Attendees</b>	A Eberhard	G Iremonger	B Beattie	K Peake
	D McGee	T Robson	L Drummond	P Arnfield
	J McColough			

**Guests**            C Davies

**Proxies**            P Koch, T Caunce

**Apologies**        A Eberhard, T Piccolo, S Bailey,

**Absent**            B Sambell

**1. Business Arising from Minutes** – TV Commercial, meetings, scripting and filming

**2. Confirmation of Minutes:**

<p><b>Motion:</b> That GBDG Board accept the Minutes from the meeting held 18<sup>th</sup> December 2018, as true and accurate record.  <b>Moved:</b> B Beattie                      <b>Seconded:</b> P Koch                      <b>Carried Unanimously</b></p>
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**3. Chair’s Report:** L Drummond provided an overview of the monthly Town of Gawler/GBDG meeting and tour of the Business Innovation Hub.

<p><b>Motion:</b> That the GBDG Board accept the Chairs Report for December 2018 and January 2019  <b>Moved:</b> L Drummond                      <b>Seconded:</b> D McGee                      <b>Carried Unanimously</b></p>
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**4. Treasurer’s Report:** Profit and Loss Reports, Balance Sheet provided.

<p><b>Motion:</b> That GBDG Board accept the Treasurer’s report for December 2018 and January 2019, as an accurate record of the current financial position of the GBDG.  <b>Moved:</b> P Arnfield                      <b>Seconded:</b> K Peake                      <b>Carried Unanimously</b></p>
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**5. Correspondence :**

- General Invoices, Change of Public Officer Notification

**6. Other Business:**

GBDG ToG Agreement – to be presented to Council for adoption Wednesday 19 <sup>th</sup> March 2019	Innovation Hub – equipment - deferred	MYOB fees reimbursed
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**Motion:** That GBDG advise Council staff that a change to the agreement that was presented to Councillors to vote on is not acceptable and that a funding period of 2 + 1 years is to be retained in the agreement.

**Moved:** D McGee      **Seconded:** B Beattie      **Abstain:** 1 P Koch abstained due to potential conflict as he is a Councillor      **Carried**

**Motion:** That GBDG approve C Brougham to pay for flights for interstate conference speakers with the GBDG visa card.

**Moved:** J McColough      **Seconded:** G Iremonger      **Carried Unanimously**

#### **Discussions –**

Conference – Board members requested to attend a dinner catch up with J Herald and K Hawes after the conclusion of the SA Business Conference.

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

Next Meeting: Planning Day Tuesday 22<sup>nd</sup> Jan 2019 6pm Café Nova

Meeting Closed: 8:55am

Signed: \_\_\_\_\_

L Drummond

Chair

### Business Liaison & Marketing Coordinator- Report

#### Meetings Attended Jan and Feb

7 <sup>th</sup> Jan – ToG D Barrett – Funding Agreement	4 <sup>th</sup> Feb – ToG D Barrett , T Shillabeer– Funding Agreement
22 <sup>nd</sup> Jan – GBDG Planning Meeting	11 <sup>th</sup> Feb – ToG A Morris, D Barrett, T Shillabeer, L Drummond
23 <sup>rd</sup> Jan – T Dundas and T Taylor – ASBAS Workshops	13 <sup>th</sup> Feb – Stretton centre – D Cussen
29 <sup>th</sup> Jan – A Costello – TV Commercial	18 <sup>th</sup> Feb – ToG Monthly Meeting
31 <sup>st</sup> Jan – W Mittiger - Springwood	18 <sup>th</sup> Feb - ToG D Barrett , T Shillabeer– Funding Agreement

#### Marketing Activities – GBDG Facebook Page

Date Range	New Likes	Video Views	Post Reach	Post Engagement	Total Page Likes
Jan 19	12	698	2450	4767	2692

#### New Business Connections/Enquiries

Guerilla Fight Club – Cowan St  
 Springwood – Euston Rd  
 Adelaide Business Hub – Pt Adelaide  
 Beauty Attractions- Gawler Arcade  
 Torahod Maury Thai – Gale Rd

#### Businesses Updates

6

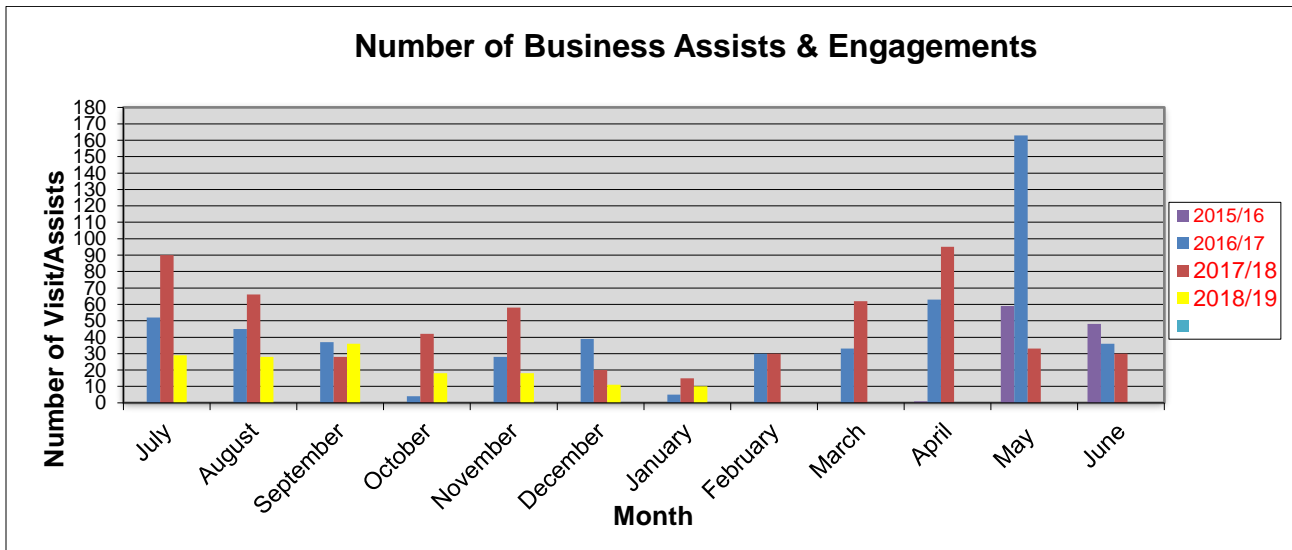
#### New Memberships

Beauty Attractions  
 Guerilla Fight Club  
 Torahod Maury Thai – Gale Rd

#### Events

Nil in January

**Business Engagement Statistics** – December 11 client sessions, January 10 client sessions



Gawler Business Development Group Inc.  
 PO Box 402  
 Gawler SA 5118

Mr K Fischer  
 26 The Terrace  
 Gawler South SA 5118

Dear Kevin

The Board of the Gawler Business Development Group (GBDG) wishes to thank you sincerely for all your efforts, your time and valuable input to the group during your tenure as Elected Representative of Council on the GBDG Board.

The support and guidance you provided during this period was very much appreciated and your presence on the Board will be missed. If you decide to register your home based business as a member of the GBDG you could certainly nominate for any vacant position on the board.

Yours faithfully



Caren Brougham  
 Executive Officer - Gawler Business Development Group

## ‘Cosi’ to help promote Gawler to TV audience

### GRADY HUDD

A TELEVISION marketing campaign promoting Gawler, in partnership with one of South Australia’s most recognisable media personalities, is at the top of agenda for the Gawler Business Development Group (GBDG) in 2019.

The GBDG has for several months been in talks with Andrew Costello – host of the popular tourism show ‘South Aussie with Cosi’ – about featuring Gawler on his program later this year.

There are also plans to have Mr Costello’s team produce advertising content showcasing Gawler, which can then be distributed across various mediums, including television and online.

GBDG coordinator Caren Brougham said the filming will take place over “a few months” early this year, and “will focus on different areas (of Gawler) depending on what we want to put into the television commercial, or into the show”.

“We will own all of the content,

therefore enabling us use it whenever we wish, or cut and slice it to do various infomercials, and various marketing promotions,” she said.

“It’s a multifaceted approach to marketing, and something quite different and valuable to both the business and residential communities in Gawler.”

Similarly, the GBDG is also looking to roll out a new slogan – ‘Live, work, play, do business in Gawler’ – as part of its marketing strategy, in order to encourage more people, particularly from the nearby Adelaide Plains and Southern Barossa areas, to visit the town.

“We want everyone to be promoting (Gawler),” Mrs Brougham said.

“Although we’re the Gawler Business Development Group, it’s not just about working with the businesses; it’s about working with the entire community, and the extended community, to get more people to know about Gawler, and come into Gawler.”

The GBDG has also welcomed three completely new members onto its board – former Gawler

Mayor and newly-elected Councillor Brian Sambell; Phillip Arnfield from Build a Better Business; and Damian McGee from The Exchange Hotel – for the next term.

Mrs Brougham said already the new-look board has shown a keenness to create real change for Gawler.

“Just speaking to them prior (to the first meeting, before Christmas) so many of them have great ideas of what they want to do,” she said.

“They’re positive, and they want to be proactive to get more people out there pushing Gawler.”



Andrew ‘Cosi’ Costello

### THE GAWLER BUSINESS DEVELOPMENT GROUP BOARD

**Louise Drummond** (chairperson) – Personal Touch Home Cleaning; **Gary Iremonger** (deputy chair) – Eagle Foundry; **Tina Robson** (treasurer) – AMPURTA; **Brittany Beattie** (secretary/publicity officer) – Gawler & Barossa Jockey Club; **Jude McColough** – Back 2 Beauty; **Alison Eberhard** – Gawler Caravan Park; **Phillip Arnfield** – Build a Better Business; **Tony Piccolo** – Light MP; **Kim Peake** – Kornacraft; **Shane Bailey** – BMusic; **Damian McGee** – The Exchange Hotel; **Brian Sambell** – Gawler Council; **Tom Counce** and **Paul Koch** (proxies).

## NEWS

### Businesses surveyed about GBDG

ALMOST three in four local businesses value the services provided by Gawler Business Development Group (GBDG), according to the results of a survey carried out by Gawler Council.

Elected members were presented with the business survey at their January meeting last night, which attracted 103 responses from the GBDG’s membership base of 562 rate-paying businesses, at a response

rate of 12 per cent.

Overall, 74 per cent of respondents were aware of the services provided by GBDG and 73.5 per cent valued those services, but only 65 per cent had utilised them.

Half of respondents were under the impression council was responsible for providing marketing and business development services to Gawler businesses, instead of the GBDG, and 77 per cent of them considered local events such as the Gawler Fringe, SALA, Gawler

Music Month and the Small Business Expo as being successful in increasing business in Gawler.

The majority of the business respondents were from the Gawler CBD, with no responses being returned from those located in the Gawler Green, Paxton Street or Willaston main street precincts.

The survey was tabled to councillors along with the draft of council’s new funding agreement with the GBDG.

**Profit and loss**
**Gawler Business Development Group Inc 2**

01 Dec 2018 - 31 Jan 2019

ABN: 60986486821

<b>Income</b>		<b>Actual</b>	<b>Budget</b>
<b>Event Income</b>			
4-1169	Markets	127.18	-
<b>Total Event Income</b>		<b>127.18</b>	<b>-</b>
<b>Funding</b>			
4-1100	Council Receipts - Levied Fees	28,765.16	28,765.00
4-1190	Carry over funds	11,663.86	23,328.00
<b>Total Funding</b>		<b>40,429.02</b>	<b>52,093.00</b>
4-1140	Memberships	-	150.00
<b>Total Income</b>		<b>40,556.20</b>	<b>52,243.00</b>
<b>Less Cost of Sales</b>			
<b>Total Cost of Sales</b>		<b>-</b>	<b>-</b>
<b>Gross Profit</b>		<b>40,556.20</b>	<b>52,243.00</b>
<b>Less Expense</b>			
<b>Activity Expenses</b>			
6-1145	Workshop Expense & Activity Consultants	1,290.39	1,000.00
6-1600	Business Support Expense and B2B	50.00	668.00
<b>Total Activity Expenses</b>		<b>1,340.39</b>	<b>1,668.00</b>
<b>Administration</b>			
6-1000	Accounting and Auditing fees	2,288.95	3,000.00
6-1120	BMC Admin	6,768.00	8,234.00
6-1518	Memberships and Licensing Expense	-249.55	400.00
6-2600	Insurance	-	836.00
6-4000	Postage & courier	-	25.00
6-4200	Stationery & Office supplies	278.25	166.00
6-5600	Telephone	167.12	240.00
<b>Total Administration</b>		<b>9,252.77</b>	<b>12,901.00</b>
<b>Advertising &amp; Marketing</b>			
6-1121	BMC Marketing	10,152.00	8,104.00
6-1200	Advertising	878.92	1,000.00
6-1201	Marketing Admin Officer	3,696.00	3,640.00
6-1202	New Business Attraction / Resources	-	668.00
6-1205	Event Marketing	140.46	2,000.00
6-3612	IT support and Website Maintenance	784.82	666.00
<b>Total Advertising &amp; Marketing</b>		<b>15,652.20</b>	<b>16,078.00</b>
<b>Business Development</b>			
6-1900	Start Your Own Business Initiatives	-	166.00
6-1901	Profit Improvement Program	9,240.49	4,000.00
6-1903	Digital Marketing Programs	-	416.00
<b>Total Business Development</b>		<b>9,240.49</b>	<b>4,582.00</b>
<b>Community Support</b>			
6-1450	Community Support and Sponsorship	954.55	1,000.00

<b>Total Community Support</b>		<b>954.55</b>	<b>1,000.00</b>
<b>Event Expenses</b>			
6-1509	Gawler Music Month	-	1,000.00
6-1511	Markets - expenses	1,710.37	1,000.00
6-1514	Expo Expenses	-	2,500.00
<b>Total Event Expenses</b>		<b>1,710.37</b>	<b>4,500.00</b>
<b>GBDG Board and Other</b>			
6-1125	Board Expenses	1,487.41	834.00
<b>Total GBDG Board and Other</b>		<b>1,487.41</b>	<b>834.00</b>
<b>New Initiatives &amp; Projects</b>			
6-1699	Website & Media support for members	-	500.00
6-1702	Projects	-	3,334.00
<b>Total New Initiatives &amp; Projects</b>		<b>0.00</b>	<b>3,834.00</b>
<b>Total Expense</b>		<b>39,638.18</b>	<b>45,397.00</b>
<b>Operating Profit</b>		<b>918.02</b>	<b>6,846.00</b>
<b>Plus Other Income</b>			
8-1200	Interest income	70.70	-
<b>Total Other Income</b>		<b>70.70</b>	<b>-</b>
<b>Less Other Expense</b>			
<b>Total Other Expense</b>		<b>0.00</b>	<b>-</b>
<b>Net Profit</b>		<b>988.72</b>	<b>6,846.00</b>

### Balance Sheet

#### Gawler Business Development Group Inc 2

Accrual mode

31 Jan 2019

ABN: 60986486821

		<b>Total</b>
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra **11045	10,556.57
1-1200	Petty cash	234.90
1-1400	ANZ Bus Online **11053	94,220.01
<b>Total Banking</b>		<b>105,011.48</b>
<b>Current Assets</b>		
1-1800	Accounts receivable	47,462.53
<b>Total Current Assets</b>		<b>47,462.53</b>
<b>Fixed Assets</b>		
<b>Total Fixed Assets</b>		<b>0.00</b>
<b>Total Asset</b>		<b>152,474.01</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	-266.53
<b>Total Credit Card</b>		<b>-266.53</b>
<b>Current Liabilities</b>		
2-2200	GST collected	8,803.38
2-2400	GST paid	-6,568.88

2-2500	GST Clearing Ac	1.07
<b>Total Current Liabilities</b>		<b>2,235.57</b>
<b>Funding</b>		
2-1560	Council levied funding	28,765.18
2-1570	Carry over funds - historical	69,983.16
<b>Total Funding</b>		<b>98,748.34</b>
<b>Long Term Liabilities</b>		
<b>Total Long Term Liabilities</b>		<b>0.00</b>
<b>Total Liability</b>		<b>100,717.38</b>
<b>Net Assets</b>		<b>51,756.63</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1800	Current year earnings	50,308.88
<b>Total Current Earnings</b>		<b>50,308.88</b>
<b>Retained Earnings</b>		
3-1600	Members Funds - Accum Surplus-deficit	1,476.10
<b>Total Retained Earnings</b>		<b>1,476.10</b>
3-8000	Allocate me (Withdrawal)	-28.35
<b>Total Equity</b>		<b>51,756.63</b>

**Profit and loss Year to date**
**Gawler Business Development Group Inc 2**

Cash mode

01 Jul 2018 - 31 Jan 2019

ABN: 60986486821

<b>Income</b>		<b>Actual</b>	<b>Budget</b>
<b>Activity Income</b>			
4-1150	Workshop-Forum Registrations	74.55	-
<b>Total Activity Income</b>		<b>74.55</b>	<b>-</b>
<b>Event Income</b>			
4-1169	Markets	1,070.75	360.00
<b>Total Event Income</b>		<b>1,070.75</b>	<b>360.00</b>
<b>Funding</b>			
4-1100	Council Receipts - Levied Fees	100,678.07	100,679.00
4-1190	Carry over funds	69,983.16	81,651.00
<b>Total Funding</b>		<b>170,661.23</b>	<b>182,330.00</b>
4-1140	Memberships	1,300.00	525.00
<b>Total Income</b>		<b>173,106.53</b>	<b>183,215.00</b>
<b>Less Cost of Sales</b>			
<b>Total Cost of Sales</b>		<b>-</b>	<b>-</b>
<b>Gross Profit</b>		<b>173,106.53</b>	<b>183,215.00</b>
<b>Less Expense</b>			
<b>Activity Expenses</b>			
6-1145	Workshop Expense & Activity Consultants	2,718.84	3,500.00



6-1600	Business Support Expense and B2B	311.80	2,333.00
<b>Total Activity Expenses</b>		<b>3,030.64</b>	<b>5,833.00</b>
<b>Administration</b>			
6-1000	Accounting and Auditing fees	13,096.03	9,000.00
6-1120	BMC Admin	21,796.96	28,818.00
6-1518	Memberships and Licensing Expense	1,367.96	1,400.00
6-2600	Insurance	2,614.23	2,920.00
6-3610	Computer expenses - Hardware and Software	1,530.00	-
6-4000	Postage & courier	-	95.00
6-4200	Stationery & Office supplies	553.59	585.00
6-5600	Telephone	585.77	840.00
<b>Total Administration</b>		<b>41,544.54</b>	<b>43,658.00</b>
<b>Advertising &amp; Marketing</b>			
6-1121	BMC Marketing	26,381.76	28,360.00
6-1200	Advertising	4,012.94	5,000.00
6-1201	Marketing Admin Officer	13,763.50	12,740.00
6-1202	New Business Attraction / Resources	36.77	2,335.00
6-1205	Event Marketing	4,718.74	6,000.00
6-3612	IT support and Website Maintenance	1,736.91	2,335.00
<b>Total Advertising &amp; Marketing</b>		<b>50,650.62</b>	<b>56,770.00</b>
<b>Business Development</b>			
6-1900	Start Your Own Business Initiatives	-	581.00
6-1901	Profit Improvement Program	9,240.49	14,000.00
6-1903	Digital Marketing Programs	-	1,460.00
<b>Total Business Development</b>		<b>9,240.49</b>	<b>16,041.00</b>
<b>Community Support</b>			
6-1450	Community Support and Sponsorship	1,954.55	1,500.00
<b>Total Community Support</b>		<b>1,954.55</b>	<b>1,500.00</b>
<b>Event Expenses</b>			
6-1509	Gawler Music Month	8,570.35	3,000.00
6-1510	SALA Expense	-	3,000.00
6-1511	Markets - expenses	1,944.20	3,000.00
6-1512	Jazz Festival Expense	-50.00	-
6-1514	Expo Expenses	-	3,000.00
6-1520	Networking Events	363.64	-
<b>Total Event Expenses</b>		<b>10,828.19</b>	<b>12,000.00</b>
<b>GBDG Board and Other</b>			
6-1125	Board Expenses	4,461.76	2,918.00
<b>Total GBDG Board and Other</b>		<b>4,461.76</b>	<b>2,918.00</b>
<b>New Initiatives &amp; Projects</b>			
6-1699	Website & Media support for members	-	1,750.00
6-1701	Television commercial	1,945.78	-
6-1702	Projects	-	11,666.00
<b>Total New Initiatives &amp; Projects</b>		<b>1,945.78</b>	<b>13,416.00</b>
<b>Total Expense</b>		<b>123,656.57</b>	<b>152,136.00</b>
<b>Operating Profit</b>		<b>49,449.96</b>	<b>31,079.00</b>
<b>Plus Other Income</b>			
8-1200	Interest income	235.81	-

8-1210	Interest - ATO Remission GIC	7,344.30	-
<b>Total Other Income</b>		<b>7,580.11</b>	<b>0.00</b>
<b>Less Other Expense</b>			
9-2000	Interest - ATO GIC	6,746.97	-
9-3000	Fines - ATO	0.00	-
<b>Total Other Expense</b>		<b>6,746.97</b>	<b>0.00</b>
<b>Net Profit</b>		<b>50,283.10</b>	<b>31,079.00</b>