

MINUTES OF MEETING HELD TUESDAY 16th JULY 2019

GAWLER AND BAROSSA JOCKEY CLUB, BARNET RD, EVANSTON SA

Meeting Opened: 7:41am

Meeting Closed: 8:50am

Attendees: B Beattie, G Iremonger, A Eberhard, L Drummond, D McGee, S Bailey

Guests: Nil

Apologies: J McColough, , T Piccolo, K Peake, T Counce, R Milanese, B Sambell

Absent: Nil

Proxies: Nil

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 18th June meeting as a true and accurate record.

Moved: D McGee

Seconded: B Beattie

Abstained: nil

Result: Carried

Business Arising from previous Minutes: nil

Chairperson's Report: L Drummond met with D Barrett (Town of Gawler), he had a few complaints to discuss. An anonymous person had asked Council why P Arnfield and S Bailey were on the Board when they were profiting from it. L Drummond explained that both of them had been delivering services for a number of years prior to becoming members of the Board and that P Arnfield resigned from the Board at the June meeting as he had been requested to deliver a new program that there could have been a perceived conflict of interest. D Barrett also complained that Council did not have a stand at the recent expo or have their logo on the marketing. L Drummond stated that there were no stands other than spaces for the business support panel providers on the day and the logo wasn't used as Council did not sponsor the event.

Motion: That the Board of the GBDG accept the Chairpersons report for May meeting as a true and accurate record.

Moved: J McColough

Seconded: R Milanese

Abstained: nil

Result: Carried

Treasurers Report: – Profit & Loss Reports, Balance Sheet and draft 2019/20 budget provided. C Brougham gave an overview of the current financial position in R Milanese's absence.

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

Moved: B Beattie

Seconded: S Bailey

Abstained: nil

Result: Carried

Correspondence: General invoices, draft media release from ToG re: GBDG agreement (see attached) , Letter from BEC Australia (see attached)

C Brougham advised Rotary that no events are planned for Apex Park for December but that GBDG is happy to assist with marketing of the Christmas riverbank display.

C Brougham advised T Zorich that sponsorship for personal fundraising events is outside of the scope of the GBDG 's contracted deliverables.

C Brougham advised D Veltman that her nomination to the Board of the GBDG in a general position was successful.

Motion: That the Board of the GBDG appoint D Veltman to a vacant position on the Board until the AGM in November 2019, as per clause 6.2.9 of the Rules of the Association of GBDG.

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

C Brougham to advise D Veltman of outcome.

Motion: That the Board of the GBDG appoint K Fischer to a vacant position on the Board until the AGM in November 2019, as per clause 6.2.9 of the Rules of the Association of GBDG.

Moved: G Iremonger **Seconded:** B Beattie **Abstained:** nil **Result:** Carried

C Brougham to advise K Fischer of outcome.

Other Business:

- GBDG Funding Agreement – signed and returned
- C Brougham emailed Mr Fischer a Membership Application form and invoice
- Car Parking Forum –C Brougham requested a copy of the latest car parking study from Council.
- Apex Carols Market – C Brougham to spoke with L Buden regarding the survey results for this potential event.
- GBDG funding levy – C Brougham requested clarification on the levy funds from P Horwood (see reply attached)
- Television Commercial and TV Segment – A Costello advised that tv segment will go to air 21st July and TV commercial is also finished.
- GBDG Council Rates insert – 10,500 flyers were printed and delivered to handling agent for distribution.
- C Brougham liaising with the Committee for Adelaide.

Motions via email:

Motion: That the Board of the GBDG approve the rectification of the spelling of A Eberhard's last name in the May minutes.

Moved: A Eberhard **Seconded:** L Drummond **Abstained:** nil **Result:** 8

Next Meeting: Tuesday 20th August 2019, Gawler and Barossa Jockey Club 7:30am

Meeting Closed:

Signed: 

L Drummond

Chair

Business Liaison & Marketing Coordinator- Report

Meetings Attended and Events Held

18 th June – GBDG Board Meeting	11 th July – ToG/GBDG/RDA Innovation Hub Meeting
24 th June - Employer Essentials and One Touch Payroll Workshop	15 th July – ToG/GBDG Monthly Meeting
25 th June – Gawler Business Breakfast	15 th July – K Redman – Xmas Tree and Street Party
1 st July – ToG/GBDG Monthly Meeting	

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

Businesses/Connections/Enquiries

Aesthetic Bliss opened
Mug Shot Coffee House (Todd St)
The Wholesome Living Store (Willaston)

Businesses Updates

The Edit Super Salon closed
Prices Bakery closed

New Memberships

Kevin Fischer

SA Business Conference

What a fabulous inaugural event. There were 94 registrations and all who turned up to the event gave very positive feedback on all aspects. The areas that were most well received are: On site parking, variety and relevance of guest speakers and topics, venue and catering, well planned and organised, ran very smoothly. We have requested Justin Herald for next years event to deliver a mini workshop on Customer Service and we are currently sourcing other speakers. The theme will be more around gaining and retaining customers, customer service and the relationships between customers and businesses.

Budget \$25,000 Expenses \$18,128.02 Income \$2,380.00 \$9251.98 under budget

The budget for next year will need to remain the same as we are not likely to engage speakers at the very low costs we were fortunate to have this year.

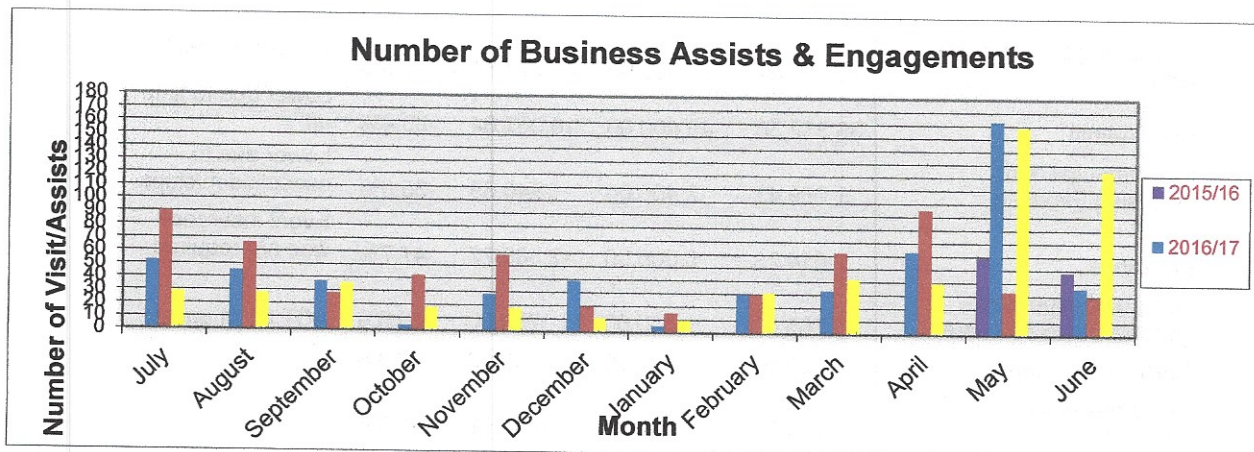
Television Commercial

Both the television commercial and tv segment are now completed. The segment will air on Sunday 21st 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.

Commercial - Budget \$25,000 Expenses \$22,000 Income \$2,380 \$5380 under budget (to be put towards airings)

Segment – Budget \$20,000 Expenses \$22,000 Income \$11,000 \$9000 under budget (to be put towards airings)

Business Engagement Statistics – 125



Profit and loss

Gawler Business Development Group Inc 2

01 Jul 2018 - 30 Jun 2019

ABN: 60986486821

Generated 09 Jul 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	Conference/Expo Income	1,317.33	1,640.00	-322.67	-19.7%
4-1161	Project Investment/Sponsorship	4,545.45	-	4,545.45	-
4-1163	Conference/Expo Sponsorship	909.09	500.00	409.09	81.8%
4-1169	Markets	1,070.75	450.00	620.75	137.9%
Total Event Income		7,842.62	2,590.00	5,252.62	202.8%
Funding					
4-1100	Council Receipts - Levied Fees	172,591.00	172,591.00	0.00	0.0%
4-1190	Carry over funds	139,966.32	139,966.00	0.32	0.0%
Total Funding		312,557.32	312,557.00	0.32	0.0%
4-1140	Memberships	2,385.29	900.00	1,485.29	165.0%
Total Income Less Cost of Sales		322,859.78	316,047.00	6,812.78	2.2%
Total Cost of Sales		-	-	-	-
Gross Profit		322,859.78	316,047.00	6,812.78	2.2%
Less Expense					
Activity Expenses					
6-1145	Workshop Expense & Activity Consultants	4,058.57	6,000.00	-1,941.43	-32.4%
6-1600	Business Support Expense and B2B	411.80	4,000.00	-3,588.20	-89.7%
Total Activity Expenses		4,470.37	10,000.00	-5,529.63	-55.3%
Administration					
6-1000	Accounting and Auditing fees	13,777.84	13,000.00	777.84	6.0%
6-1120	BMC Admin	39,332.36	49,400.00	10,067.64	-20.4%
6-1518	Memberships and Licensing Expense	1,559.41	2,400.00	-840.59	-35.0%
6-2600	Insurance	2,614.23	5,000.00	-2,385.77	-47.7%
6-3610	Computer expenses - Hardware and Software	1,755.00	1,000.00	755.00	75.5%
6-4000	Postage & courier	390.91	431.00	-40.09	-9.3%
6-4200	Stationery & Office supplies	581.21	1,000.00	-418.79	-41.9%
6-5600	Telephone	1,077.04	1,440.00	-362.96	-25.2%

\$6000 to come still

Cost lower ASBAS = no cost

Cost lower - fewer referrals

Finance Project

Lower due to time off

Lower due to cancelled m/ships

Event insurance was not required

ACT CRM update

Total Administration		61,088.00	73,671.00	12,583.00	-17.1%	
Advertising & Marketing						
6-1121	BMC Marketing	42,896.43	48,620.00	-5,723.57	-11.8%	Lower due to time off
6-1200	Advertising	4,983.89	10,000.00	-5,016.11	-50.2%	Lower as created event marketing line
6-1201	Marketing Admin Officer	24,712.60	21,840.00	2,872.60	13.2%	Contractor rate increase
6-1202	New Business Attraction / Resources	36.77	4,000.00	-3,963.23	-99.1%	Lower as spend is in Projects line
6-1205	Event Marketing	6,003.41	10,000.00	-3,996.59	-40.0%	
6-3612	IT support and Website Maintenance	2,053.46	4,000.00	-1,946.54	-48.7%	
Total Advertising & Marketing		80,686.56	98,460.00	17,773.44	-18.1%	
Business Development						
6-1900	Start Your Own Business Initiatives	-	1,000.00	-1,000.00	100.0%	No workshops for SYOB (ASBAS)
6-1901	Profit Improvement Program	11,730.49	24,000.00	12,269.51	-51.1%	Lower enrolments than 2017/18
6-1903	Digital Marketing Programs	-	2,500.00	-2,500.00	100.0%	No workshops (ASBAS)
Total Business Development		11,730.49	27,500.00	15,769.51	-57.3%	
Community Support						
6-1450	Community Support and Sponsorship	1,954.55	2,000.00	-45.45	-2.3%	
Total Community Support		1,954.55	2,000.00	-45.45	-2.3%	
Event Expenses						
6-1509	Gawler Music Month	8,570.35	3,000.00	5,570.35	185.7%	Increase due to banners bought
6-1511	Markets - expenses	1,944.65	3,000.00	-1,055.35	-35.2%	
6-1512	Jazz Festival Expense	-50.00	-	-50.00	-	Refund
6-1514	Conference/Expo Expenses	11,841.54	25,000.00	13,158.46	-52.6%	Lower due to generous speakers
6-1520	Networking Events	363.64	-	363.64	-	
Total Event Expenses		22,670.18	31,000.00	-8,329.82	-26.9%	
GBDG Board and Other						
6-1125	Board Expenses	4,624.26	5,000.00	-375.74	-7.5%	
Total GBDG Board and Other		4,624.26	5,000.00	-375.74	-7.5%	
New Initiatives & Projects						
6-1699	Website & Media support for members	123.00	3,000.00	-2,877.00	-95.9%	Not many requests for assistance
6-1701	Television commercial	22,232.14	30,000.00	-7,767.86	-25.9%	No airings paid for yet
6-1702	Projects - TV Segment	20,000.00	20,000.00	0.00	0.0%	
Total New Initiatives & Projects		42,355.14	53,000.00	10,644.86	-20.1%	
Total Expense		229,579.55	300,631.00	71,051.45	-23.6%	

Operating Profit Plus Other Income		93,280.23	15,416.00	77,864.23	505.1%	
8-1200	Interest income	410.08	-	410.08	-	
8-1210	Interest - ATO Remission GIC	7,344.30	-	7,344.30	-	Unexpected income
8-1230	Compensation/Recoveries	20,000.00	-	20,000.00	-	Unexpected income
Total Other Income Less Other Expense		27,754.38	0.00	27,754.38	-	
9-2000	Interest - ATO GIC	6,746.97	-	6,746.97	-	Unexpected
9-3000	Fines - ATO	0.00	-	0.00	-	Unexpected refunded fines
Total Other Expense		6,746.97	0.00	6,746.97	-	
Net Profit		114,287.64	15,416.00	98,871.64	641.4%	

Balance Sheet

Gawler Business Development Group Inc 2

30 Jun 2019

ABN: 60986486821

Generated 09 Jul 2019

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	15,734.25
1-1200	Petty cash	303.90
1-1400	ANZ Bus Online **11053	98,160.57
Total Banking		114,198.72
Current Assets		
Total Current Assets		0.00
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		114,198.72
Liability		
Credit Card		
2-1400	Visa C Brougham	1,168.73
Total Credit Card		1,168.73
Current Liabilities		
2-2200	GST collected	5,107.13
2-2400	GST paid	-7,840.81
2-2500	GST Clearing Ac	-0.07
Total Current Liabilities		-2,733.75
Funding		
Total Funding		0.00
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		-1,565.02
Net Assets		115,763.74
Equity		
Current Earnings		

3-1800	Current year earnings	114,287.64
Total Current Earnings		114,287.64
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	1,476.10
Total Retained Earnings		1,476.10
Total Equity		115,763.74

Draft Media Release

Council continues its relationship with the Gawler Business Development Group

Council has entered into a new funding agreement with the Gawler Business Development Group (GBDG) with the prime purpose of assisting to promote and market businesses within the Town of Gawler. The new agreement will commence on 1 July for an initial period of two years until 30 June 2021, with an option to extend for a further year.

“Commercial businesses in Gawler are automatically Members of the Gawler Business Development Group and should get in touch with them to see how they can assist,” said Mayor Redman. “The Group offers a range of services to its Members including marketing and promotion, business advice, business coaching and business development.” The GBDG is funded from the application of a Separate Rate which is levied against all commercial and industrial properties within the Council area. Funds generated from the Separate Rate are collected by Council and then paid to the GBDG on a quarterly basis. Council’s Draft 2019/20 Budget has an allocation of \$175,870 (exc. GST) for funding the GBDG.

The new agreement between Council and the GBDG has been established following a review of the GBDG, which included seeking feedback from Gawler businesses. “The feedback provided by businesses has been invaluable and where possible has been incorporated into this new agreement,” says Mayor Redman. “As part of this new arrangement, the GBDG will be using the Gawler Civic Centre’s Business Innovation Hub as its principal place of business which will provide a central and accessible location for Gawler businesses to seek assistance from the Group.”

The new agreement also requires the GBDG to provide Council with improved quarterly reporting regarding the Group’s activities, the level of engagement it has with Gawler businesses and its financial sustainability. “Council is looking forward to receiving regular formal reporting from the Gawler Business Development Group as this reporting will demonstrate the value that the Group provides to our local business community,” said Mayor Redman. “The Group has also committed to undertaking an annual Member satisfaction survey that will provide invaluable feedback to both Council and the Group regarding the quality of the services that the Group provides.”

Connect with Gawler:

Facebook: www.facebook.com/townofgawler Twitter: www.twitter.com/townofgawler

Instagram: @townofgawler You Tube: www.youtube.com/townofgawler

The media may make contact with Mayor Karen Redman on 0421 839 359

Hi Caren,

I trust you are well. The funds generated in 2018/19, via the application of the Separate Rate, were \$172,524 (against a budgeted amount of \$172,591). The nominal variation relates to \$ rounding when the Separate Rate-in-the \$ is calculated.

Cheers,

Paul

Paul Horwood | Manager, Finance & Corporate Services

Town of Gawler | PO Box 130 Gawler SA 5118

Ph 8522 9283 | Fax 8522 9212 | Mobile 0439 886 158

www.gawler.sa.gov.a



Dear BEC Australia Member

BEC Australia membership for 2019/2020

Prior to the federal election BEC Australia requested a meeting with the Minister for Small Business and the Shadow Minister to advise them of the current status of our network and to ask them to consider funding of generic face to face advisory services to compliment the existing Digital ASBAS services. We were advised by the Minister's office that no consideration would be given to our request until after the election We did not receive a response from the Shadow Minister.

Post election and we now know that Minister Cash has retained the small business portfolio. The Shadow portfolio has passed to Brendan O'Connor who has previously had the portfolio. Our members that are not digital ASBAS providers are telling us that funding is needed to support them in providing generic face to face small business advice. This funding appears to not be available at the state or local level. It is the BEC Australia Board's intention to arrange a meeting with Minister Cash and possibly Brendan O'Connor at the earliest opportunity to put the case for ASBAS style funding. To ensure that we stand the best possible chance of securing funds I ask each centre to provide information to the Executive Officer on the following:

- Number of business contacts from 1st January 2018 to date
- Of these how many were start ups and how many were existing businesses.
- How many wanted information **only** on digital matters and how many wanted generic business information.
- Number of networking events held and total attendance
- Number of workshops held and total attendance
- Number of business intenders encouraged not to commence in business

What can we offer moving forward?

We have previously dramatically reduced membership fees to reflect our reduction in staff and the services that we can provide. This year we will concentrate again on the following.

Website

Membership will guarantee a continued listing on the BECA website. The BEC Australia website is a popular portal for many business intenders and stakeholders such as Business.Gov.Au, ACCC and the ATO who refer enquiries to the site so that a local centre can be identified. The Executive Officer also deals with about 1500 queries annually which are often redirected to specific members for action.

Conference

BEC Australia is facilitating an annual conference for its members again and this year it will be in Sydney on the 20th and 21st October. The conference is an opportunity to gain some professional development and also for advisors and managers to meet. The Minister has been invited to attend.

Accreditation

We provide an accreditation for advisors on an annual basis subject to ongoing professional development This is a welcome base line standard for other stakeholders in their dealings with our network.

Social media presence

We maintain an active social media presence through Facebook and Twitter postings and this assists with keeping the network and our members in the public domain where we can be identified by our stakeholders, clients and potential clients.

A voice to influential stakeholders

BECA Board members and staff represent the organisation on the ATO Small Business Stewardship Group and the ACCC Small Business and Franchising Committee. We are often asked as an organisation to make submissions to various levels of government on issues that affect small business.

BEC Australia is the only national peak body representing the interests of small business advisory service providers.

The BEC Australia Board has considered the impact of membership fees on members and balancing value against the operational requirements to run a Company. It has been decided that fees for 2019/20 will be unchanged from last year and will be;

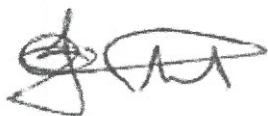
Lead member and each subcontracted member of successful Digital ASBAS tenderers \$1000 + GST

Centres that are full members or Associate members and were not successful with the Digital ASBAS tender

\$500 + GST

We hope that you will continue with your BEC Australia membership. Please find enclosed your invoice for your 2019/20. fees. Within the next 2 weeks, you will also receive renewal advices for your accredited BECA business advisors.

Yours sincerely



John Todd

Chair

BEC Australia Limited

