

MINUTES OF MEETING HELD TUESDAY 17th SEPTEMBER 2019

GAWLER AND BAROSSA JOCKEY CLUB, BARNET RD, EVANSTON SA

Meeting Opened: 7:32AM

Meeting Closed: 9:02AM

| | |
|--|-------------------------|
| Attendees: L Drummond, J McColough, A Eberhard, K Peake, B Sambell, K Fischer, B Beattie, G Iremonger, D Veltman, T Piccolo, S Bailey | Guests: W Ehmcke |
| Apologies: R Milanese, | Proxies: P Koch |
| Absent: D McGee | |

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 20th August meeting as a true and accurate record.

Moved: K Peake **Seconded:** K Fischer **Abstained:** nil **Result:** Carried

Business Arising from previous Minutes:

August meeting - G Iremonger presented information on proposed Land Tax legislation to the Board.

Chairperson's Report:

Motion: That the Board of the GBDG accept the Chairpersons report for August as a true and accurate record. (Draft Tourism Plan, Apex Park Toilet block, mCommerce, Funding Agreement, Christmas in Gawler, TV Commercial)

Moved: L Drummond **Seconded:** S Bailey **Abstained:** Nil **Result:** Carried

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

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

Moved: D Veltman **Seconded:** J McColough **Abstained:** Nil **Result:** Carried

Correspondence: General invoices

Other Business:

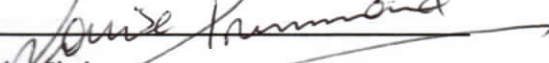
- Television advertising
- Ebay purchases for Christmas Event
- GBDG Budget

Motion: That the Board approve C Brougham purchasing items for the Christmas vent on Ebay and be reimbursed by the Board.

Moved: J McColough **Seconded:** K Peake **Abstained:** Nil **Result:** Carried

Motions via email: Nil

Next Meeting: Tuesday 15th October 2019, Gawler and Barossa Jockey Club 7:30am

Signed: 
L Drummond - Chairperson

Executive Officer- Report

Meetings Attended and Events Held

| | |
|---|--|
| 17 th Aug – R Denton Visual Merchandiser, Xmas Trail | 29 th Aug – Adele- Plutus Info Session |
| 19 th Aug – L Rutherford – Channel Nine | 3 rd Sept – GBDG/HUB Communications Meeting |
| 19 th Aug – GBDG/ToG Monthly Meeting | 10 th Sept – GBDG/RDA Capsule CRM Meeting |
| 20 th Aug – Apex, Gawler Carols Meeting | 11 th Sept – R Milanese Finance Meeting |
| 21 st Aug – BBRF Accountants Info Session | 12 th Sept – GBDG/ToG/RDA meeting |
| 27 th Aug – GBDG/RDA Business Breakfast | 16 th Sept – GBDG/ToG Monthly meeting |

Marketing Activities – GBDG Facebook Page

| Date Range | Video Views | Post Reach | Post Engagement | Total Likes | Page | Total Follows | Page |
|-------------|-------------|------------|-----------------|-------------|------|---------------|------|
| August 2019 | 734 | 3264 | 3276 | 2894 | | 2963 | |

| New Businesses/Connections/Enquiries | Businesses Updates | New Memberships/renewals |
|--------------------------------------|-----------------------|--------------------------|
| | Spice of Gujis closed | |

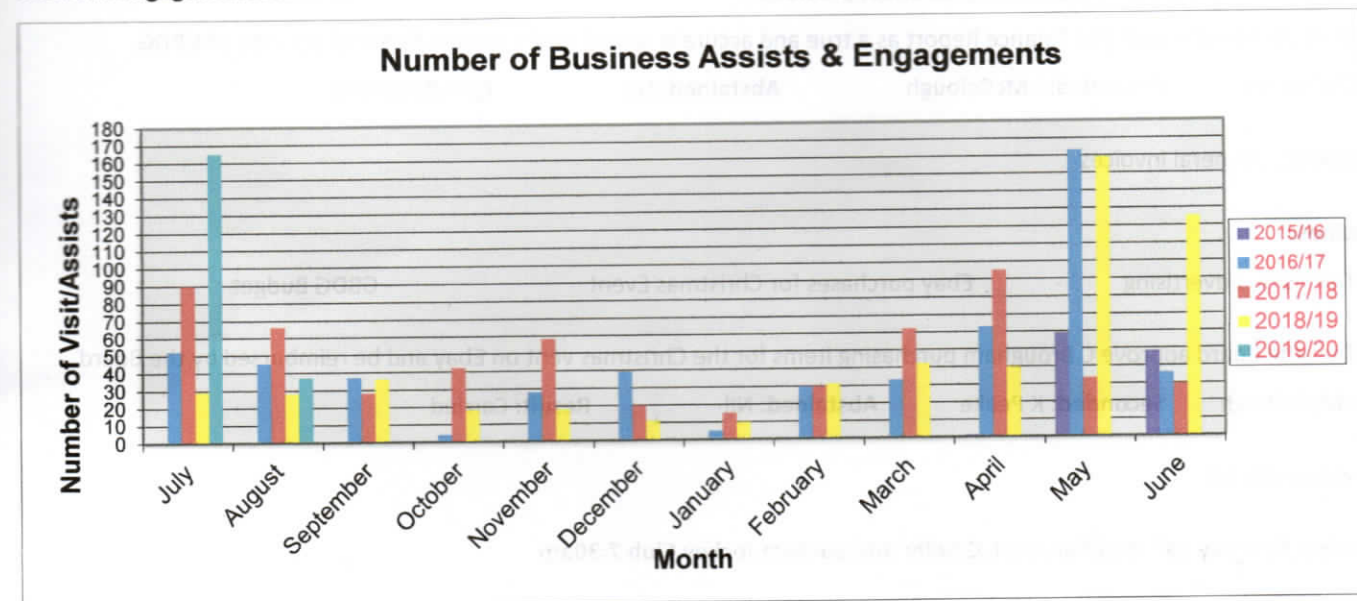
Television Commercial

We have been offered 3 x screenings of our commercial during the Gawler Carols event for \$1000 (this is in addition to the \$1000 sponsorship we provide). The airings on SA with Cosi have now finished and we need to commence playing of the commercial during peak periods on Channels Nine and Seven.

Christmas Greetings Trail

4 businesses have confirmed participation. Discussions occurring with another 10. Visual merchandiser has provided an estimate of costs for display installation and removal. Sourcing of decorations has commenced with many to be sourced from ebay and trees via Myer with a 20%-40% discount. Printers have provided quotes and been advised that once the Xmas Card competition has finished we will provide them with the cards to enlarge (3rd week of October). Installation of displays to commence first week of November.

Business Engagement Statistics – 37



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

01 Aug 2019 - 31 Aug 2019

| | | Total |
|--|---|------------------|
| Income | | |
| Activity Income | | |
| 4-1150 | Workshop-Forum Registrations | 13.64 |
| Total Activity Income | | 13.64 |
| 4-1140 | Memberships | 150.00 |
| Total Income | | 163.64 |
| Less Cost of Sales | | |
| Total Cost of Sales | | 0.00 |
| Gross Profit | | 163.64 |
| Less Expense | | |
| Activity Expenses | | |
| 6-1145 | Workshop Expense & Activity Consultants | 158.07 |
| Total Activity Expenses | | 158.07 |
| Administration | | |
| 6-1120 | BMC Admin | 2,119.50 |
| 6-1518 | Memberships and Licensing Expense | 104.18 |
| 6-2600 | Insurance | 2,591.62 |
| 6-4200 | Stationery & Office supplies | 136.07 |
| 6-5600 | Telephone | 89.08 |
| Total Administration | | 5,040.45 |
| Advertising & Marketing | | |
| 6-1121 | BMC Marketing | 4,945.50 |
| 6-1200 | Advertising | 1,284.38 |
| 6-1201 | Marketing Admin Officer | 2,520.00 |
| 6-1205 | Event Marketing | 39.23 |
| Total Advertising & Marketing | | 8,789.11 |
| GBDG Board and Other | | |
| 6-1125 | Board Expenses | 22.54 |
| Total GBDG Board and Other | | 22.54 |
| 6-1250 | BBRF Program | 106.05 |
| Total Expense | | 14,116.22 |
| | | - |
| Operating Profit | | 13,952.58 |
| Plus Other Income | | |
| 8-1200 | Interest income | 16.29 |
| Total Other Income | | 16.29 |
| Less Other Expense | | |
| Total Other Expense | | 0.00 |
| | | - |
| Net Profit | | 13,936.29 |

Balance Sheet
Gawler Business Development Group Inc 2
 Accrual mode
 31 Aug 2019

| | | Total |
|------------------------------------|---------------------------------------|-------------------|
| Asset | | |
| Banking | | |
| 1-1000 | ANZ Bus Extra **11045 | 24,749.48 |
| 1-1200 | Petty cash | 318.90 |
| 1-1400 | ANZ Bus Online **11053 | 114,683.44 |
| Total Banking | | 139,751.82 |
| Current Assets | | |
| Total Current Assets | | 0.00 |
| Fixed Assets | | |
| Total Fixed Assets | | 0.00 |
| Total Asset | | 139,751.82 |
| Liability | | |
| Credit Card | | |
| 2-1400 | Visa C Brougham | 405.58 |
| Total Credit Card | | 405.58 |
| Current Liabilities | | |
| 2-2200 | GST collected | 5,078.57 |
| 2-2400 | GST paid | -2,440.75 |
| 2-2500 | GST Clearing Ac | 0.40 |
| Total Current Liabilities | | 2,638.22 |
| Funding | | |
| 2-1560 | Council levied funding | 29,311.67 |
| Total Funding | | 29,311.67 |
| Long Term Liabilities | | |
| Total Long Term Liabilities | | 0.00 |
| Total Liability | | 32,355.47 |
| Net Assets | | 107,396.35 |
| Equity | | |
| Current Earnings | | |
| 3-1800 | Current year earnings | -6,356.24 |
| Total Current Earnings | | -6,356.24 |
| Retained Earnings | | |
| 3-1600 | Members Funds - Accum Surplus-deficit | 113,752.59 |
| Total Retained Earnings | | 113,752.59 |
| Total Equity | | 107,396.35 |

Get connected at Gawler info session

REGIONAL Development Australia will be holding a free seminar about the Town of Gawler Connected Project this Thursday at Gawler Civic Centre's Business Innovation Hub.

The project aims to connect Gawler businesses and the seminar will cover informa-

tion about the project, benefits for Gawler businesses, costs per business, and will also offer attendees the opportunity to ask questions to the experts behind the initiative.

Run in conjunction with the Gawler Business Development Group and the Gawler Business Innovation Hub,

organisers will be looking to register businesses and gauge community interest.

The seminar will run for an hour, beginning at 9am, and registration prior to the information session can be completed via the Gawler Connected Eventbrite webpage.

Free coffee and tea will be available.

Gawler chosen as pilot for world-first telco initiative

Continued from front page

"In the coming months we'll announce cash rewards for the companies that are paying it forward the most times, once we figure out the mechanics of that."

Connexus, which is owned by Australian-funded MNF Group, will use the program to increase its brand awareness and building its following, with the intention of rolling out the Pay It Forward scheme to more regional communities in the future.

Gawler mayor Karen Redman said the fact the telco

selected Gawler as the program's pilot is a testament to the town's strong business community, and willingness to embrace innovation.

"I think from council's point of view, it's exactly the type of initiative the Business Innovation Hub is attracting, and I think it demonstrates that the investment council put into the Civic Centre is starting to pay off," she said.

"We're getting approached by companies such as Connexus to invest in Gawler, to bring innovative ideas, and we're becoming known as a

can-do business community.

"I think it's a great outcome, and hopefully it's a great success for our businesses."

Ms Redman's sentiments were echoed by Gawler Business Development Group chairperson Louise Drummond, who said Pay It Forward would help build "a stronger, more vibrant Gawler economy for everybody".

"It's a way of not only encouraging shopping local, but really investing in the other businesses in the town," she said.