

MINUTES OF MEETING HELD

TUESDAY 16th June 2020

ONLINE MEETING

Meeting Opened: 7:35am

Meeting Closed: 9:15am

Attendees: L Drummond, G Iremonger, A Eberhard, R Stomaci, J McColough, Kevin Fischer, D McGee, D Veltman	Guests:
Apologies: L Budden, B Beattie, R Milanese	Absent: T Piccolo
Proxies: B Sambell, P Koch (Observer)	

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 19th May 2020 meeting as a true and accurate record.

Moved: K Fischer **Seconded:** G Iremonger **Abstained:** **Result:** Carried

Business Arising from previous Minutes:

Website storage capacity increased.

Motion: That the Minutes from Board meetings be provided to Board Members within 72 hours of the completion of the meeting.

Moved: D McGee **Seconded:** R Stomaci **Abstained:** **Result:** Carried

Motion: That the Agenda, Financials and Minutes be provided to the Board by 5pm on the Friday preceding the monthly meeting.

Moved: K Fischer **Seconded:** J McColough **Abstained:** **Result:** Carried

Chairperson’s Report:

Chairperson meetings for the past month were delegated to other Board Members who gave verbal reports as noted below in Other Business.

Treasurers Report: – Reports attached

Motion: That the Board accept the Profit and Loss report and Balance sheet for May and dated 10th June as a true and accurate record of the current financial position

Moved: K Fischer **Seconded:** G Iremonger **Abstained:** **Result:** Carried

Correspondence: General invoices

Other Business:

Monthly Town of Gawler Meeting - G Iremonger and C Brougham attended the meeting. G Iremonger gave an overview of the discussions around rate relief, development applications, and C Brougham gave an overview of GBDG activity.

GBDG Qtr Report and Business Plan 20/21 Council meeting- C Brougham advised reports had been accepted by Council
ToG Economic Development Strategy Workshop – Very productive meeting with draft strategy developed for presentation to Elected Members

Rate relief meeting – K Fischer gave an overview of the meeting attended by himself, C Brougham and R Milanese on the development of criteria for Rate Relief applications by businesses. Criteria will be presented to Elected Members Wed 17th June. C Brougham, K Fischer, R Milanese, L Budden, L Drummond, G Iremonger have been invited to participate. K Fischer has suggested we should enquire if Council has Stimulus Funding that could be applied to a second/continuing round of rate relief during the rebuilding phase after COVID-19 or if Council staff can seek grant funding for same.

BIE Creative Activity (Social media platforms, GBDG website) – General discussion on current campaigns and the success rate. GBDG Board is happy with the progress and results thus far.

Light Electorate Community Recovery Committee (CRC) – Brief discussion and a query as to Councils involvement. C Brougham to confirm if Council staff have been approached to join the committee.

Voluntary Membership – General Discussion – no change to fees at present. Home based and Mobile Gawler based businesses \$150 (plus GST), Outside of Gawler members \$220 (plus GST)

Board Meetings

Motion: That the Board meetings continue to be held via Zoom until after social distancing requirements have ceased.

Moved: B Sambell

Seconded: J McColough

Abstained:

Result: Carried

Actions:

C Brougham to organise a special meeting to discuss a marketing strategy to engage home based businesses

C Brougham to organise a meeting for L Drummond, C Brougham and G Iremonger with Ben Taylor (Bunyip) to discuss marketing/promotion/editorials and to ask Shane Hogan if he would like to participate.

C Brougham to request Council staff to add “Gawler App statistics” to the monthly agenda as a standing item.

Next Meeting: Tuesday 21st July 2020, 7:30am



L Drummond

Chair

Executive Officer- Report

Meetings Attended and Events

19 th May – GBDG, ToG, RDA, Innovation Hub Catchup – COVID19 Recovery, Gawler App	2 nd June – Tammys Table
20 th May – Meeting with BIE Creative – Next weeks Business Interviews, GBDG changes to marketing (social media)	2 nd June – ToG Economic Development Strategy Workshop
21 st May – BIE Creative - Filming	4 th June – ToG Rate Relief meeting
26 th May – GBDG, ToG, RDA, – COVID19 Recovery, Gawler App	10 th Jun – Finance Meeting
27 th May – BIE Creative - Filming	15 th Jun – ToG, GBDG meeting
1 st June – ToG, GBDG, BIH, RDA Catch up	

RECOVERING FROM COVID-19

A BROAD COMMUNITY RESPONSE

The Light Electorate Community Recovery Committee (CRC) has been established to help lead the community through the COVID19 crisis, by developing an economic and social recovery strategy and acting as an advocate to governments at all levels.

The CRC brings together a cross-section of leaders from local government, business, education, health and community groups all at the one table. I want to work with local community leaders, at the table together to re-charge the local economic drivers of the Light area, to re-set our local economy.

We need to discuss and provide ideas on how local businesses and organisations can operate post COVID-19 to thrive.

With a strong local team, we will be better placed to take advantage of Local, State Commonwealth Government support.

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Page Follows
Feb 2020	1525	5704	2324	2863	3062
Mar 2020	2415	8252	5342	2877	3082
Apr 2020	4019	6336	4595	2916	3155
May 2020	12,637	13,941	7473	2964	3220

Twitter

Date Range	Engagements	Link Clicks	Retweets	Likes	Replies
May 2020	0	0	0	0	0

Linkedin

Date Range	Followers	Following	Connections	Contacts
May 2020	996	1014	996	3629

Instagram

Date Range	Posts	Followers	Following
May 2020	20	239	481

Gawler Community App

17 businesses referred to Plutus for onboarding to the Gawler App, only 8 onboarded to date. It is taking an average of 4 weeks per business to be onboarded.

BBRF progress: Commenced with 3 workshops/sessions to date 22nd, 24th and 30th April with a total of 89 attendees. 73 attended the live workshop and the remainder viewed the eLearning module.

Gawler/Barossa 23 Riverland 13 Port Pirie 6 Port Augusta 1 Clare 12 Riverland 13
Port Lincoln 4 Whyalla 4

BIE Creative Activity

Free Plug Fridays are not being taken up, so it has been decided to try them monthly rather than weekly. Sambo on Saturday is going well as is the Video Grabs with Leanne Stovell.

New Events

New activity – Video grabs/short chats with business owners in their premises commenced on Wednesday 29th May with 10 videos being completed.

In addition to the content and activities suggested by Shane Hogan, Adele and myself have discussed the following with Shane for him to complete:

1. Video snippets with 10 businesses we suggested the female and sourced her. and a female “interviewer”
2. Breaking down a webinar we requested Tammy Edwards to do for us, into snippets
3. To conduct a content marketing workshop via Zoom

We have spent quite a large amount of time assisting Shane by finding businesses to appear in the videos and organising days and time slots for the interviews.

Tammys Table new workshops x 3

3 workshops by Justin Herald

Membership

2 new members this month, HR Safe (HR and safety advice and systems) and The Art of Expression (Art Therapy)

Business Engagement Statistics – 432

GBDG has now contacted 690 businesses via cold calling to determine their current status, offer business support assistance and to also offer onboarding to the Gawler Community App.

Testimonials

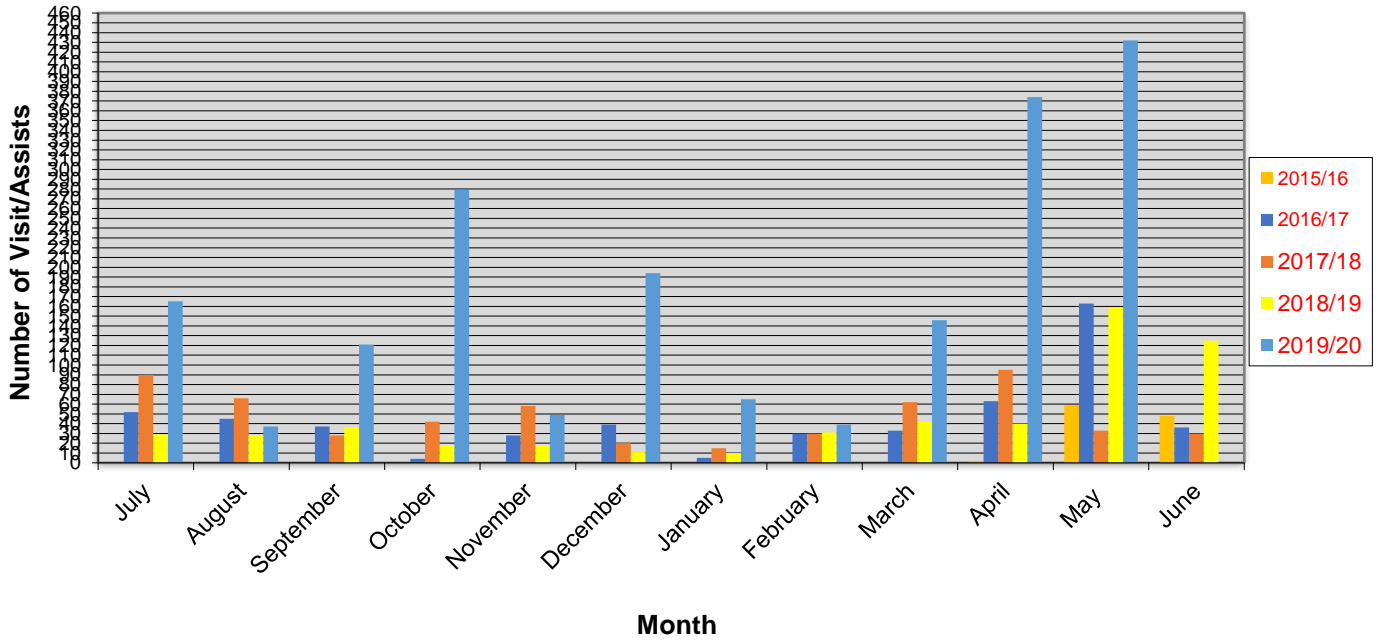
Business Videos Grabs

Hi Karen,

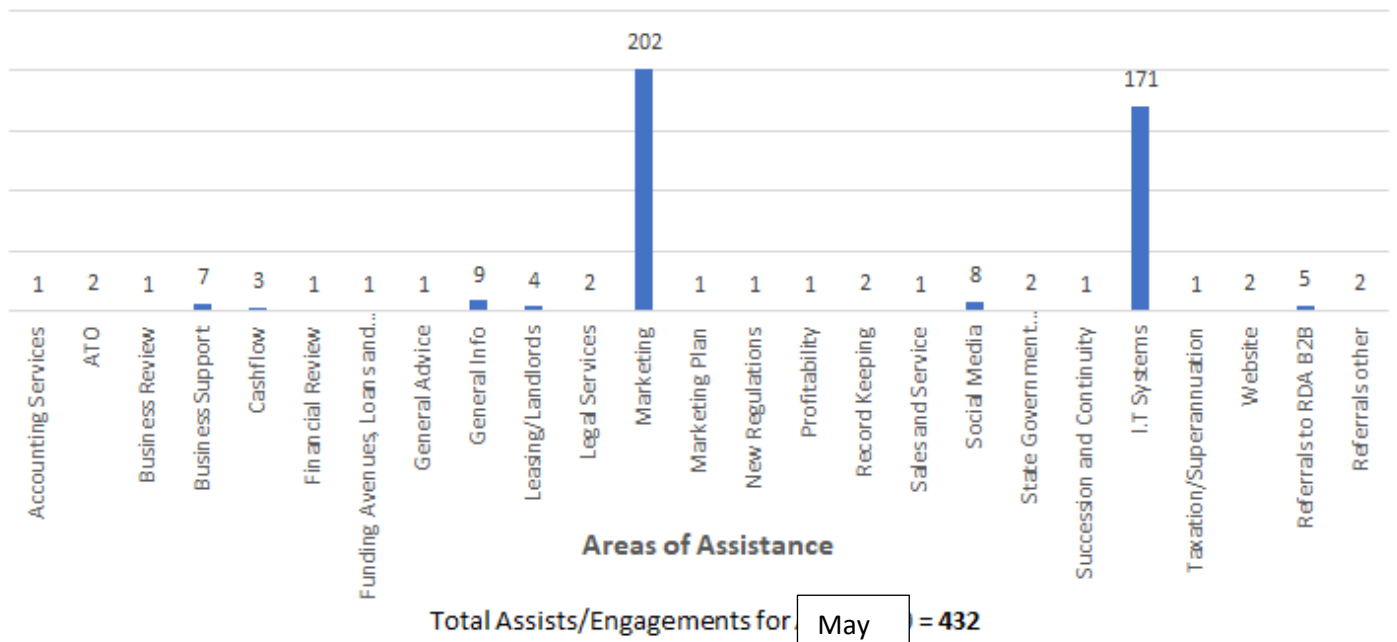
I just wanted to say thank you for the opportunity on Thursday. Very happy with the end result. :) Hope you had a great weekend!

Kind Regards,
 Brian Moldenhauer
 Bean There Drank That Coffee

Number of Business Assists & Engagements



Areas and Numbers of Assistance May 2020



Balance Sheet

Gawler Business Development Group Inc 2
PO Box 402, Gawler SA 5118, Australia

Accrual mode
31 May 2020
ABN: 60986486821
Generated 10 Jun 2020

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	22,794.97
1-1200	Petty cash	318.90
1-1400	ANZ Bus Online **11053	152,443.07
Total Banking		175,556.94
Current Assets		
Total Current Assets		0.00
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		175,556.94
Liability		
Credit Card		
2-1400	Visa C Brougham	263.55
Total Credit Card		263.55
Current Liabilities		
2-2200	GST collected	4,452.25
2-2400	GST paid	-1,848.01
2-2500	GST Clearing Ac	0.40
Total Current Liabilities		2,604.64
Funding		
2-1560	Council levied funding	14,655.84
Total Funding		14,655.84
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		17,524.03
Net Assets		158,032.91
Equity		
Current Earnings		
3-1800	Current year earnings	44,280.32
Total Current Earnings		44,280.32
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	113,752.59
Total Retained Earnings		113,752.59
Total Equity		158,032.91

Profit and loss

Gawler Business Development Group Inc 2
PO Box 402, Gawler SA 5118, Australia

Cash mode
01 May 2020 - 31 May 2020
ABN: 60986486821
Generated 16 Jun 2020

		Total			
		Actual	Budget	Var \$	Var %
Income					
Funding					
4-1100	Council Receipts - Levied Fees	14,655.83	43,969.00	29,313.17 ↓	66.7% ↓
4-1190	Carry over funds	-	9,579.00	9,579.00 ↓	100.0% ↓
Total Funding		14,655.83	53,548.00	38,892.17 ↓	72.6% ↓
4-1140	Memberships	500.00	750.00	250.00 ↓	33.3% ↓
Total Income		15,155.83	54,298.00	39,142.17 ↓	72.1% ↓
Less Cost of Sales					
Total Cost of Sales		-	-	-	-
Gross Profit		15,155.83	54,298.00	39,142.17 ↓	72.1% ↓
Less Expense					
Administration					
6-1120	BMC Admin Contractor	4,378.50	5,250.00	871.50 ↓	16.6% ↓
6-1130	Admin and Marketing Officer	170.10	182.00	11.90 ↓	6.5% ↓
6-1518	Memberships and Licensing Expense	181.99	166.00	15.99 ↑	9.6% ↑
6-3610	Computer expenses - Hardware and Software	-	125.00	125.00 ↓	100.0% ↓
6-4000	Postage & courier	-	62.00	62.00 ↓	100.0% ↓
6-4200	Stationery & Office supplies	113.43	100.00	13.43 ↑	13.4% ↑
6-5600	Telephone	89.08	120.00	30.92 ↓	25.8% ↓
Total Administration		4,933.10	6,005.00	1,071.90 ↓	17.9% ↓
Advertising & Marketing					
6-1121	BMC Marketing and Contractors	1,876.50	2,223.00	346.50 ↓	15.6% ↓
6-1200	Advertising & New Business Attraction	26.67	500.00	473.33 ↓	94.7% ↓
6-1201	Marketing Admin Officer	1,530.90	1,638.00	107.10 ↓	6.5% ↓
6-1202	New Business Attraction / Resources	30.00	-	30.00 ↑	-
6-3612	IT support and Website Maintenance	69.28	250.00	180.72 ↓	72.3% ↓
Total Advertising & Marketing		3,533.35	4,611.00	1,077.65 ↓	23.4% ↓
Business Development					
6-1145	Workshop Expense & Activity Consultants	250.00	166.00	84.00 ↑	50.6% ↑
6-1600	Business Support Expense and B2B	1,358.08	83.00	1,275.08 ↑	1,536.2% ↑
6-1900	Start Your Own Business Initiatives	-	41.00	41.00 ↓	100.0% ↓
6-1905	Business Coaching	-	83.00	83.00 ↓	100.0% ↓
6-1907	Business Development Programs	-	250.00	250.00 ↓	100.0% ↓
Total Business Development		1,608.08	623.00	985.08 ↑	158.1% ↑

Community Support					
6-1450	Community Support and Sponsorship	-	125.00	125.00 ↓	100.0% ↓
Total Community Support		-	125.00	125.00 ↓	100.0% ↓
Event Expenses					
6-1514	Conference/Expo Expenses	-	16,000.00	16,000.00 ↓	100.0% ↓
6-1520	Networking Events	-	100.00	100.00 ↓	100.0% ↓
Total Event Expenses		0.00	16,100.00	16,100.00 ↓	100.0% ↓
Funding Expenses					
6-1505	Northern Entrepreneur Growth Program	218.18	-	218.18 ↑	-
Total Funding Expenses		218.18	-	218.18 ↑	-
GBDG Board and Other					
6-1125	Board Expenses	-	166.00	166.00 ↓	100.0% ↓
Total GBDG Board and Other		-	166.00	166.00 ↓	100.0% ↓
New Initiatives & Projects					
6-1205	Event Marketing	-	541.00	541.00 ↓	100.0% ↓
6-1701	Television commercial	-	833.00	833.00 ↓	100.0% ↓
6-1705	Additional Business Development Programs	-	125.00	125.00 ↓	100.0% ↓
6-1901	Profit Improvement Program	-	6,333.00	6,333.00 ↓	100.0% ↓
Total New Initiatives & Projects		0.00	7,832.00	7,832.00 ↓	100.0% ↓
Total Expense		10,292.71	35,462.00	25,169.29 ↓	71.0% ↓
Operating Profit		4,863.12	18,836.00	13,972.88 ↓	74.2% ↓
Plus Other Income					
8-1200	Interest Income	18.06	-	18.06 ↑	-
Total Other Income		18.06	-	18.06 ↑	-
Less Other Expense					
Total Other Expense		0.00	-	0.00	-
Net Profit		4,881.18	18,836.00	13,954.82 ↓	74.1% ↓



Light Electorate Community Recovery Committee inaugural members: Member for Light Tony Piccolo, Gawler Business Development Group executive officer Caren Brougham, RDA Barossa, Gawler, Light and Adelaide Plains creative industries co-ordinator Leah Blankendaal and local GP Dr Naomi Rutten. PHOTO: Sam Bradbrook

COVID-19 recovery group takes shape

DOCTORS, local business owners and community advocates are set to come together to discuss the way out of the COVID-19 pandemic for the Light electorate.

Member for Light Tony Piccolo, local GP Dr Naomi Rutten, Regional Development Australia (RDA)

Barossa, Gawler, Light and Adelaide Plains creative industries co-ordinator Leah Blankendaal and Gawler Business Development Group executive officer Caren Brougham are the first members of the Light Electorate Community Recovery Committee which met for the first time last week.

The group will discuss economic and social recovery strategies to guide the North through the end of the COVID-19 pandemic and into the future.

Mr Piccolo said it was important local knowledge be used to inform any local policy.

"I want to work with local community leaders, at the table together to re-charge the



local economic drivers of the Light area, to re-set our local economy," he said.

"There can be no daylight between what community groups and business know what must occur, and the critically important decisions that will need to be made to support economic and social recovery.

"These groups need to be at the same table empowered to act together."

The group is currently seeking more members to diversify the voices heard during discussions, with representatives from local government, business, regional development, the arts, unions, education, youth, sporting and service clubs and churches and charities invited to register interest.

Members will meet for the first time at 10am on Saturday, June 27 and will meet monthly thereafter via Zoom while social distancing measures are in place.

"While South Australia appears to have significant-

“There can be no daylight between what community groups and business know what must occur, and the critically important decisions that will need to be made to support economic and social recovery.”

- TONY PICCOLO

ly reduced the spread of COVID-19 this is not the case in many other parts of Australia and the world," Mr Piccolo said.

"The Light Electorate CRC must factor this into its thinking in preparing a local economic recovery road-map.

"We need to be innovative and agile and include the genuine local expertise we have in decision making and not simply consult later which will create delays we cannot afford."

Council, experts talk COVID-19

SARA GILLIGAN

GAWLER Council hosted an Economic Development online workshop last Tuesday night to discuss the region's response to the COVID-19 pandemic and explore its strategy moving forward.

Guests included Gawler Business Development Group (GBDG) executive officer Caren Brougham, RDA Barossa, Gawler, Light & Adelaide Plains (RDA BGLAP) CEO Anne Moroney and business growth strategist Trevor Taylor.

Gawler Mayor Karen Redman said the informal gathering held two keen aims:

"(Firstly) to ensure the council members were informed of actions being taken to support local and regional business in our area, both collaborative-

ly and separately... and ensuring that council members could make future decisions knowing the big picture of the support being provided for economic development as part of the COVID-19 recovery," she said.

"And two, to discuss how council would like to shape the draft Economic Development Strategy (which had been created prior to the pandemic occurring) to provide for the longer-term recovery journey that will be required to fully economically recover from the impacts of the pandemic shutdown."

Opportunities for open discussion arose between elected members and guests during the workshop.

Ms Redman said several more opportunities for councilors, businesses and community to "feed into the development

Key take-aways on the night were:

- The power of collaboration. Regular fortnightly collaboration meetings (sometimes weekly) have been held since April between Town of Gawler, Gawler Business Innovation Hub, GBDG, and RDA BGLAP to respond quickly to the pandemic to support local businesses and community. A lot has been done in just a few short weeks by all involved.
- The response has been swift and broad. It is clear that some businesses are doing well from the restrictions, others severely impacted and threatening their survival, therefore the response cannot be a one size fits all.
- The recovery/stimulus package of council to assist in economic recovery will be expanded based on council's recent further deliberations. Council will be wanting to make sure that its response is fair and equitable which does not put the viability of the Town of Gawler at risk.
- The Economic Development Plan is going to have a key role to play in the recovery of the region and council members want to ensure that the plan will be correctly targeted and prepares Gawler for the future, whilst also positioning it to leverage the opportunities that arise with recovery.

of the draft Economic Development Strategy" would arise.

"This may be done in various ways including surveys, consultation submissions, interviews and group

discussions," she said.

"Future workshops may well be held as the discussion had proved to be productive with good discussion had by all involved."