

MINUTES OF MEETING HELD

TUESDAY 17th March 2020

GAWLER AND BAROSSA JOCKEY CLUB, BARNET RD, EVANSTON SA

Meeting Opened: 7:32AM

Meeting Closed: 9:07AM

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

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 21st January 2020 meeting as a true and accurate record.

Moved: B Beattie **Seconded:** A Eberhard **Abstained:** **Result:** Carried

Business Arising from previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 30th January Special general Meeting as a true and accurate record.

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

Chairperson's Report:

Motion: That the Board of the GBDG accept the Chairpersons report for January and February 2020 as a true and accurate record.

Moved: L Drummond **Seconded:** P Koch **Abstained:** **Result:** Carried

Motion: That GBDG create a Zoom account for all future meetings and webinars for the foreseeable future.

Moved: L Drummond **Seconded:** K Fischer **Abstained:** **Result:** Carried

Actions:

C Brougham to activate Zoom account.

C Brougham to add new GBDG tagline to all marketing and resources.

C Brougham to speak with J McDonald of Stellar Digital to organise a meeting with Council, GBDG and J McDonald to discuss Gawler Thriving, and to have this added to the Town of Gawler meeting agenda.

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

Motion: That the Board accept the draft budget for 2020/21

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

Correspondence: General invoices, Hudson-Howells, BIE

Motions via Email:

Motion: That GBDG use the Terrace Function Centre for the 2020 SA Business Conference

Moved: S Bailey **Seconded:** A Eberhard **Abstained:** B Beattie **Result:** Carried

Other Business:

- SA Business Conference update
- BBRF progress report
- TV Commercial airings for Mar/Apr/May
- Digital Marketing Strategy – GBDG Tagline

BIE suggestion “Helping Gawler business to thrive through connection to advice, the community and each other”

Discussion on tag line

Motion: That GBDG postpone the SA Business Conference to a date to be determined and C Brougham to investigate the availability of speakers and the venue.

Moved: L Drummond **Seconded:** A Eberhard **Abstained:** B Beattie **Result:** Carried

“Developing successful and sustainable businesses through marketing, advice and connection to the community”

Motion: That GBDG adopt “Developing successful and sustainable businesses through marketing, advice and connection to the community” as its tagline

Moved: L Drummond **Seconded:** B Beattie **Abstained:** **Against:** 1 **Result:** Carried

Next Meeting: Tuesday 21st April, 7:30am – via Zoom



L Drummond Chairperson

Executive Officer- Report

Meetings Attended and Events

28 th Jan – Meeting P Arnfield BBRF	24 th Feb – Catch Up with Lee Atkinson
28 th Jan – Council Meeting, Presentation of GBDG Annual Report	25 th Feb – Business Breakfast
30 th Jan – Special General meeting, Marketing Strategy	3 rd Mar – Tammy’s Table Session 2
30 th Jan – Town of Gawler Meeting Strategic Collaboration Gawler Tourism Plan	5 th Mar – BECA Board Meeting
3 rd Feb – SYOB Workshop	10 th Mar – Facebook for Business
4 th Feb – Tammy’s Table Session 1	11 th Mar – Finance Meeting
12 th Feb - GBDG Finance Meeting	16 th Mar - ToG / GBDG Meeting
17 th Feb - ToG / GBDG Meeting	

Marketing Activities –

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Total Page Follows
Feb 2020	1525	5704	2324	2863	3062

Instagram

Date Range	Posts	Followers	Following
Jan 2020	8	140	402
Feb 2020***	12	160	405

*** Increases are for one week period (not one month) due to FB admin issues.

New Businesses	Businesses Updates	New Memberships/renewals
Specsavers Gawler	Start to Click now changed to Prosperity Tech Solutions	Kin Lawyers Kat Cameron

SA Business Conference

Planning is well underway with all guest speakers confirmed, flights and accommodation booked.

Marketing has commenced and all Board members, GBDGB members and connections have been asked to assist with marketing by sharing information on their business websites and social media pages.

C Brougham and L Drummond have commenced discussions with Town of Gawler around working out a solution to hold the event at the Gawler Civic Centre in 2021. A booking for the venue for 2021 has been made. Phoenix Plaza have become a sponsor for the 2021 event providing free carparking.

Building Better Regions Fund – ProfitSurge Program

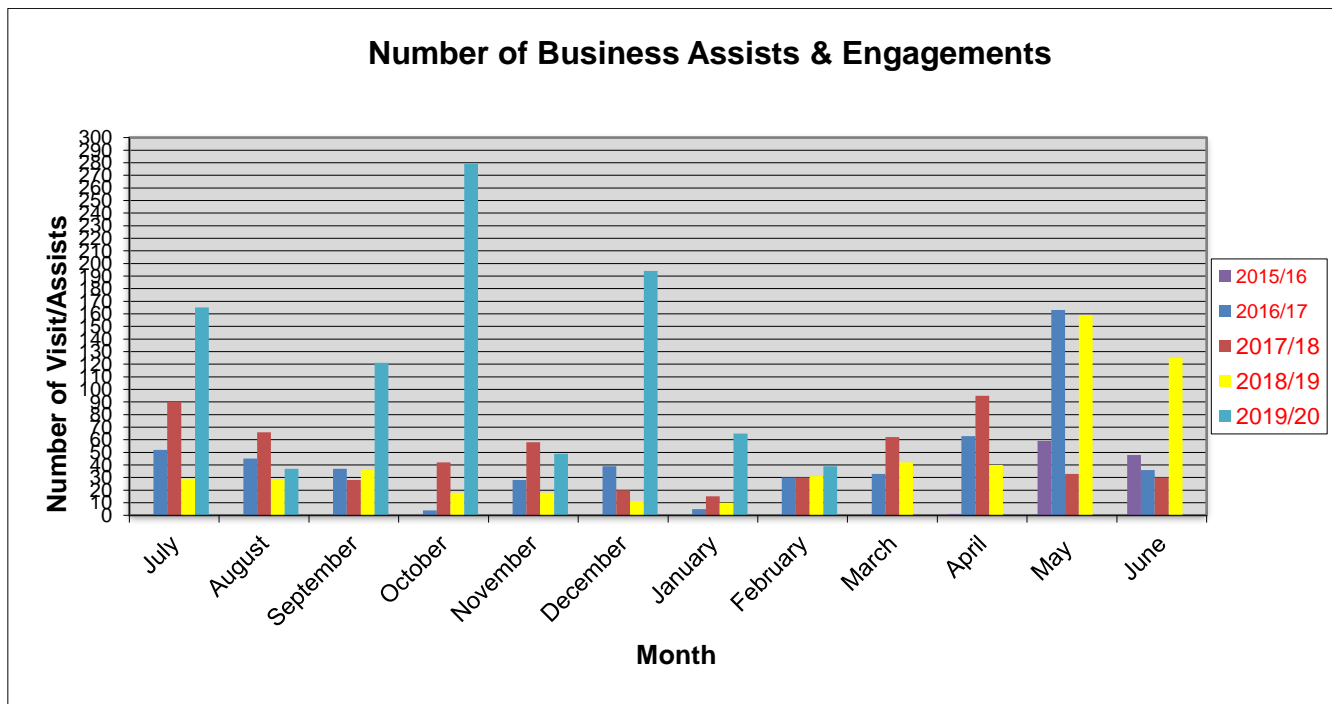
Progress Report submitted to funding body and funds received

Program Document for regions sent to Minister for approval – approval received.

Contact details for all BEC's, RDA's for SA confirmed and given to P Arnfield for engagement process to begin – engagement has commenced.

Cover letter for program engagement sent to Minister for approval – approval received.

Business Engagement Statistics – January 65, February 39,



<u>Area of Assistance</u>	<u>Number</u>	<u>Area of Assistance</u>	<u>Number</u>
<u>ATO</u>	<u>3</u>	<u>Marketing</u>	<u>23</u>
<u>Building Regulator</u>	<u>1</u>	<u>Marketing Plan</u>	<u>4</u>
<u>Business Development</u>	<u>8</u>	<u>Mentoring for New Business</u>	<u>11</u>
<u>Business Review</u>	<u>8</u>	<u>Networking</u>	<u>11</u>
<u>Cashflow</u>	<u>1</u>	<u>Profitability</u>	<u>3</u>
<u>General Info</u>	<u>84</u>	<u>Record Keeping</u>	<u>12</u>
<u>General Info Local Government</u>	<u>2</u>	<u>Risk Management</u>	<u>2</u>
<u>Governance</u>	<u>10</u>	<u>Social Media</u>	<u>9</u>
<u>HR</u>	<u>18</u>	<u>Staff Development</u>	<u>10</u>
<u>Marketing</u>	<u>23</u>	<u>Succession and Continuity</u>	<u>8</u>
<u>Marketing Plan</u>	<u>4</u>	<u>Systems</u>	<u>2</u>
<u>Mentoring for New Business</u>	<u>11</u>	<u>Taxation/superannuation</u>	<u>1</u>
<u>Networking</u>	<u>11</u>	<u>Technology</u>	<u>2</u>
<u>Profitability</u>	<u>3</u>	<u>Website</u>	<u>5</u>
<u>Record Keeping</u>	<u>12</u>		

Balance Sheet

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

Accrual mode
29 Feb 2020
ABN: 60986486821
Generated 10 Mar 2020

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	26,268.58
1-1200	Petty cash	318.90
1-1400	ANZ Bus Online **11053	142,842.19
Total Banking		169,429.67
Current Assets		
Total Current Assets		0.00
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		169,429.67
Liability		
Credit Card		
2-1400	Visa C Brougham	681.91
Total Credit Card		681.91
Current Liabilities		
2-2200	GST collected	8,100.74
2-2400	GST paid	-2,156.14
2-2500	GST Clearing Ac	0.40
Total Current Liabilities		5,945.00
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		21,282.75
Net Assets		148,146.92
Equity		
Current Earnings		
3-1800	Current year earnings	34,380.69
Total Current Earnings		34,380.69
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	113,752.59
Total Retained Earnings		113,752.59
3-8001	Allocate me (Deposit)	13.64
Total Equity		148,146.92

Profit and loss

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

Cash mode
01 Jul 2019 - 29 Feb 2020
ABN: 60986486821
Generated 10 Mar 2020

		Total			
		Actual	Budget	Var \$	Var %
Income					
Activity Income					
4-1150	Workshop-Forum Registrations	13.64	-	13.64 ↑	-
Total Activity Income		13.64	-	13.64 ↑	-
Event Income					
4-1160	Conference/Expo Income	370.90	-	370.90 ↑	-
4-1161	Project Investment/Sponsorship	5,454.54	-	5,454.54 ↑	-
4-1168	Gawler Music Month	128.18	-	128.18 ↑	-
Total Event Income		5,953.62	0.00	5,953.62 ↑	-
Funding					
4-1100	Council Receipts - Levied Fees	117,246.66	131,901.00	14,654.34 ↓	11.1% ↓
4-1110	BBRF Fund	36,667.00	-	36,667.00 ↑	-
4-1190	Carry over funds	-	76,635.00	76,635.00 ↓	100.0% ↓
Total Funding		153,913.66	208,536.00	54,622.34 ↓	26.2% ↓
4-1140	Memberships	1,470.45	750.00	720.45 ↑	96.1% ↑
Total Income		161,351.37	209,286.00	47,934.63 ↓	22.9% ↓
Less Cost of Sales					
Total Cost of Sales		-	-	-	-
Gross Profit		161,351.37	209,286.00	47,934.63 ↓	22.9% ↓
Less Expense					
Administration					
6-1000	Accounting and Auditing fees	2,589.69	4,000.00	1,410.31 ↓	35.3% ↓
6-1120	BMC Admin Contractor	31,987.36	42,000.00	10,012.64 ↓	23.8% ↓
6-1130	Admin and Marketing Officer	1,176.00	1,456.00	280.00 ↓	19.2% ↓
6-1518	Memberships and Licensing Expense	2,035.89	1,328.00	707.89 ↑	53.3% ↑
6-2600	Insurance	2,614.23	3,000.00	385.77 ↓	12.9% ↓
6-3610	Computer expenses - Hardware and Software	305.00	1,500.00	1,195.00 ↓	79.7% ↓
6-4000	Postage & courier	121.82	497.00	375.18 ↓	75.5% ↓
6-4200	Stationery & Office supplies	429.07	800.00	370.93 ↓	46.4% ↓
6-5600	Telephone	753.58	960.00	206.42 ↓	21.5% ↓
Total Administration		42,012.64	55,541.00	13,528.36 ↓	24.4% ↓
Advertising & Marketing					
6-1121	BMC Marketing and Contractors	26,474.12	17,784.00	8,690.12 ↑	48.9% ↑
6-1200	Advertising & New Business Attraction	4,456.57	4,000.00	456.57 ↑	11.4% ↑
6-1201	Marketing Admin Officer	13,146.00	13,104.00	42.00 ↑	0.3% ↑

6-3612	IT support and Website Maintenance	1,759.73	2,000.00	240.27 ↓	12.0% ↓
Total Advertising & Marketing		45,836.42	36,888.00	8,948.42 ↑	24.3% ↑
Business Development					
6-1145	Workshop Expense & Activity Consultants	791.20	1,336.00	544.80 ↓	40.8% ↓
6-1600	Business Support Expense and B2B	330.00	668.00	338.00 ↓	50.6% ↓
6-1900	Start Your Own Business Initiatives	100.00	336.00	236.00 ↓	70.2% ↓
6-1905	Business Coaching	-	668.00	668.00 ↓	100.0% ↓
6-1907	Business Development Programs	619.09	2,000.00	1,380.91 ↓	69.0% ↓
Total Business Development		1,840.29	5,008.00	3,167.71 ↓	63.3% ↓
Community Support					
6-1450	Community Support and Sponsorship	1,000.00	1,000.00	0.00	0.0%
Total Community Support		1,000.00	1,000.00	0.00	0.0%
Event Expenses					
6-1509	Gawler Music Month	3,084.46	5,000.00	1,915.54 ↓	38.3% ↓
6-1514	Conference/Expo Expenses	5,559.76	1,250.00	4,309.76 ↑	344.8% ↑
6-1520	Networking Events	456.46	600.00	143.54 ↓	23.9% ↓
Total Event Expenses		9,100.68	6,850.00	2,250.68 ↑	32.9% ↑
GBDG Board and Other					
6-1125	Board Expenses	2,883.84	1,336.00	1,547.84 ↑	115.9% ↑
Total GBDG Board and Other		2,883.84	1,336.00	1,547.84 ↑	115.9% ↑
New Initiatives & Projects					
6-1205	Event Marketing	3,080.79	4,328.00	1,247.21 ↓	28.8% ↓
6-1250	BBRF Program	13,221.96	15,000.00	1,778.04 ↓	11.9% ↓
6-1701	Television commercial	4,863.75	6,668.00	1,804.25 ↓	27.1% ↓
6-1703	Christmas Promotion	3,229.44	4,000.00	770.56 ↓	19.3% ↓
6-1705	Additional Business Development Programs	-	1,000.00	1,000.00 ↓	100.0% ↓
6-1901	Profit Improvement Program	-	5,333.00	5,333.00 ↓	100.0% ↓
Total New Initiatives & Projects		24,395.94	36,329.00	11,933.06 ↓	32.8% ↓
Total Expense		127,069.81	142,952.00	15,882.19 ↓	11.1% ↓
Operating Profit		34,281.56	66,334.00	32,052.44 ↓	48.3% ↓
Plus Other Income					
6-1200	Interest Income	99.13	-	99.13 ↑	-
Total Other Income		99.13	-	99.13 ↑	-
Less Other Expense					
Total Other Expense		0.00	-	0.00	-
Net Profit		34,380.69	66,334.00	31,953.31 ↓	48.2% ↓