

**MINUTES OF MEETING HELD**

**TUESDAY 18<sup>th</sup> August 2020**

**ONLINE MEETING**

**Meeting Opened: 7:31am**

**Meeting Closed: 8:55am**

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

**Confirmation of previous Minutes:**

**Motion:** That the Board of the GBDG accept the minutes from the 21<sup>st</sup> July 2020 meeting as a true and accurate record.

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

**Business Arising from previous Minutes:** K Fischer enquired if there had been any indications on how many businesses were expected to apply for rates waivers from Council. C Brougham advised that none had been received by Council at this point but that approx. 50 were expected to apply.

**Chairperson’s Report:**

**Motion:** That the Board of the GBDG accept the Chairpersons reports for July as a true and accurate record.

**Moved: L Drummond      Seconded: L Budden      Abstained:      Result: Carried**

**Treasurers Report:** – Reports attached

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

**Moved: R Milanese      Seconded: P Koch      Abstained:      Result: Carried**

**Correspondence:** General invoices, SAPOL Notification of Inspections, Draft Gawler Economic Development Strategy, BIE Proposal, Taylor Group Proposal, Dr Naomi Rutten Business Checklist (Mental Health)

**Other Business:**

BIE Creative Activity - Proposal

**Motion:** That the Board accept meet again to discuss the marketing strategy and concepts moving forward then meet with BIE the same day to advise on the concepts to be quoted on for implementation.

**Moved: R Stomaci      Seconded: K Fischer      Abstained:      Result: Carried**

Action: C Brougham to set up meeting date and time

Taylor Group – Proposal

Discussion held on this proposal and it was determined that GBDG would not take up the offer at this point.

GBDG Workshop facilitators – discussion held, GBDG position is to provide the quality topics with quality presenters but to seek Gawler presenters where possible, no responses yet.

The Advertiser – See media attachments

Town of Gawler Economic Development Strategy


C Brougham gave the Board an overview of the strategy being developed by Town of Gawler, RDA Barossa, GBDG and the Gawler Business Innovation Hub.

Board vacancy nomination

**Motion:** That the Board accept the nomination of Leanne Stovell to the vacant position of General Board Member.

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

**Next Meeting: Tuesday 15<sup>th</sup> September 2020, 7:30am**

**Signed:** 

**L Drummond**

**Chair**

## Executive Officer- Report

### Meetings Attended and Events

21 Jul 2020 – Webinar The 5 Levels of Customer Service	4 Aug 2020 - Mentoring Group Tammy's Table
22 Jul 2020 – Webinar Pushing Through Difficult Times	11 Aug 2020 - ToG Economic Development Strategy
27 Jul 2020 – Webinar Email Marketing with Mailchimp	11 Aug 2020 – Webinar Optimise Your Marketing
28 Jul 2020 – Mentoring Group Tammy's Table	12 Aug 2020 – MP David Pisoni
28 Jul 2020 – ToG Economic Development Strategy	17 Aug 2020 - ToG, GBDG Meeting
30 Jul 2020 Webinar – Know Your Numbers	

### Schedule of Events – Aug and Sept

24 <sup>th</sup> Aug 2020	9:30am – 11:30am	Effective Speaking and Communication with Con Koutsikas	Webinar
25 <sup>th</sup> Aug 2020	9:30am – 11:30am	Tammy's Table	Workshop
31 <sup>st</sup> Aug 2020	10am – 12:30pm	Facebook and Instagram Essentials for Business	Webinar
1 <sup>st</sup> Sep 2020	9:30am – 11:30am	Tammy's Table	Workshop
1 <sup>st</sup> Sep 2020	6:30pm – 7:30pm	Tuesday Chat and Connect Networking and COVID19 Q & A	Webinar

### Business Updates

New Businesses to Gawler	Business Changes	New Members
OCD Mechanical and Performance		OCD Mechanical and Performance Gawler Mobile Conveyancers

### GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Page	Total Follows	Page
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	
Jun 2020	11830	13162	4419	3014		3415	
Jul 2020	7332	13599	3990	3067		3016	

### Twitter

Date Range	Tweet Impressions	Engagements	Tweets	Retweets	Profile Visits	Followers	Followers Changes	Mentions
Jan 2020	216	0	0	0	0		-1	0
Feb 2020	228	0	2	0	3		0	0
Mar 2020	275	0	4	0	0		0	0
Apr 2020	562	0	4	0	3		+2	3
May 2020	205	0	1	0	11		+1	0
Jun 2020	220	5	3	1	10		+2	0
Jul 2020	99	0	0	0	0	51	0	0

**Linkedin**

Date Range	Followers	Following	Connections	Contacts
May 2020	996	1014	996	3629
Jun 2020	996	1015	996	3629
Jul 2020	1002	1022	1002	3636

**Instagram**

Date Range	Posts	Followers	Following
May 2020	20	239	481
Jun 2020	30	286	426
Jul 2020	39	319	436

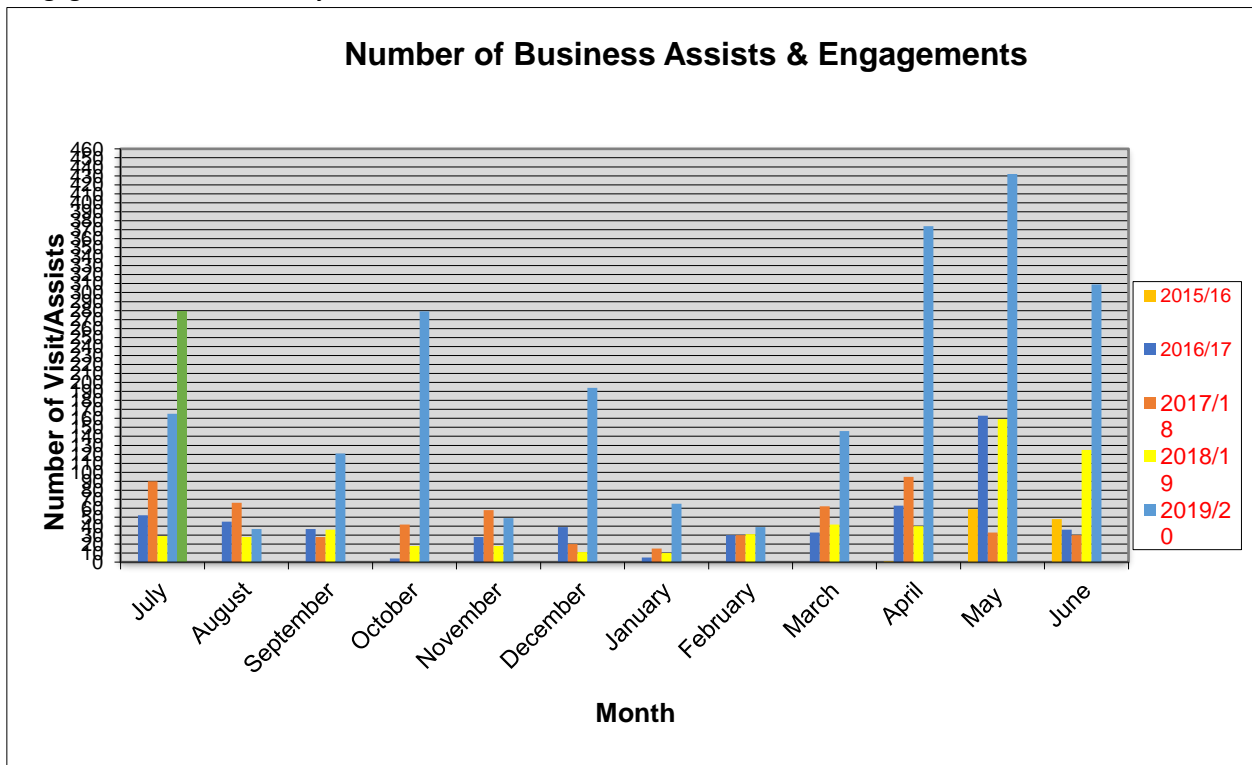
**Gawler Community App**

	Feb	Mar	Apr	May	Jun	Jul
<b>Number of businesses forwarded for onboarding to App</b>	1	2	7	4	2	0
<b>Number of businesses onboarded</b>	0	0	4	4	2	10
<b>Number of businesses waiting to be onboarded</b>	1	2	6	6	6	0

**BIE Creative Activity**

[See proposal](#)

**Business Engagement Statistics – July 2020 – 279**



## Profit and Loss July 2020

### Profit and loss

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

**Cash mode**  
01 Jul 2020 - 31 Jul 2020  
**ABN: 60986486821**  
Generated 13 Aug 2020

		Total
<b>Income</b>		
<b>Activity Income</b>		
4-1150	Workshop-Forum Registrations	31.82
<b>Total Activity Income</b>		<b>31.82</b>
<b>Funding</b>		
4-1100	Council Receipts - Levied Fees	14,934.29
<b>Total Funding</b>		<b>14,934.29</b>
4-1140	Memberships	250.00
<b>Total Income</b>		<b>15,216.11</b>
<b>Less Cost of Sales</b>		
<b>Total Cost of Sales</b>		<b>0.00</b>
<b>Gross Profit</b>		<b>15,216.11</b>
<b>Less Expense</b>		
<b>Administration</b>		
6-1120	BMC Admin Contractor	4,788.00
6-1130	Admin and Marketing Officer	169.00
6-1518	Memberships and Licensing Expense	662.72
6-2600	Insurance	2,591.62
6-4200	Stationery & Office supplies	114.50
6-5600	Telephone	89.08
<b>Total Administration</b>		<b>8,414.92</b>
<b>Advertising &amp; Marketing</b>		
6-1121	BMC Marketing and Contractors	2,052.00
6-1200	Advertising & New Business Attraction	32.70
6-1201	Marketing Admin Officer	1,521.00
<b>Total Advertising &amp; Marketing</b>		<b>3,605.70</b>
<b>Business Development</b>		
6-1145	Workshop Expense & Activity Consultants	698.98
6-1600	Business Support Expense and B2B	1,716.00
<b>Total Business Development</b>		<b>2,414.98</b>
<b>GBDG Board and Other</b>		
6-1125	Board Expenses	7.27
<b>Total GBDG Board and Other</b>		<b>7.27</b>
<b>New Initiatives &amp; Projects</b>		
6-1702	Digital Marketing Strategy	3,017.35
<b>Total New Initiatives &amp; Projects</b>		<b>3,017.35</b>
<b>Total Expense</b>		<b>17,460.22</b>
<b>Operating Profit</b>		<b>-2,244.11</b>

<b>Plus Other Income</b>		
8-1200	Interest Income	4.23
<b>Total Other Income</b>		<b>4.23</b>
<b>Less Other Expense</b>		
<b>Total Other Expense</b>		<b>0.00</b>
<b>Net Profit</b>		<b>-2,239.88</b>

## Balance Sheet July 2020

### Balance Sheet

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

Accrual mode  
31 Jul 2020  
ABN: 60986486821  
Generated 13 Aug 2020

		Total
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra **11045	21,407.75
1-1200	Petty cash	318.90
1-1400	ANZ Bus Online **11053	89,265.21
<b>Total Banking</b>		<b>110,991.86</b>
<b>Current Assets</b>		
1-1800	Accounts receivable	49,283.17
<b>Total Current Assets</b>		<b>49,283.17</b>
<b>Fixed Assets</b>		
<b>Total Fixed Assets</b>		<b>0.00</b>
<b>Total Asset</b>		<b>160,275.03</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	207.33
<b>Total Credit Card</b>		<b>207.33</b>
<b>Current Liabilities</b>		
2-2200	GST collected	9,143.50
2-2400	GST paid	-7,317.65
2-2500	GST Clearing Ac	0.40
<b>Total Current Liabilities</b>		<b>1,826.25</b>
<b>Funding</b>		
2-1560	Council levied funding	29,868.59
<b>Total Funding</b>		<b>29,868.59</b>
<b>Long Term Liabilities</b>		
<b>Total Long Term Liabilities</b>		<b>0.00</b>
<b>Total Liability</b>		<b>31,902.17</b>
<b>Net Assets</b>		<b>128,372.86</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1800	Current year earnings	-2,239.88
<b>Total Current Earnings</b>		<b>-2,239.88</b>
<b>Retained Earnings</b>		
3-1600	Members Funds - Accum Surplus-deficit	130,612.74
<b>Total Retained Earnings</b>		<b>130,612.74</b>
<b>Total Equity</b>		<b>128,372.86</b>

## Profit and Loss Month of June against Budget

### Profit and loss

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

Cash mode  
01 Jun 2020 - 30 Jun 2020  
ABN: 60986486821  
Generated 15 Jul 2020

		Total			
		Actual	Budget	Var \$	Var %
<b>Income</b>					
<b>Activity Income</b>					
4-1150	Workshop-Forum Registrations	-	50.00	50.00 ↓	100.0% ↓
<b>Total Activity Income</b>		-	50.00	50.00 ↓	100.0% ↓
<b>Event Income</b>					
4-1160	Conference/Expo Income	-	1,000.00	1,000.00 ↓	100.0% ↓
4-1163	Conference/Expo Sponsorship	-	1,000.00	1,000.00 ↓	100.0% ↓
<b>Total Event Income</b>		0.00	2,000.00	2,000.00 ↓	100.0% ↓
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	14,855.84	-	14,855.84 ↑	-
4-1110	BBRF Fund	-	36,666.00	36,666.00 ↓	100.0% ↓
4-1190	Carry over funds	-	9,579.00	9,579.00 ↓	100.0% ↓
<b>Total Funding</b>		14,855.84	46,245.00	31,589.16 ↓	68.3% ↓
4-1140	Memberships	1,690.00	-	1,690.00 ↑	-
<b>Total Income</b>		16,345.84	48,295.00	31,949.16 ↓	66.2% ↓
<b>Less Cost of Sales</b>					
<b>Total Cost of Sales</b>		-	-	-	-
<b>Gross Profit</b>		16,345.84	48,295.00	31,949.16 ↓	66.2% ↓
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	-	1,000.00	1,000.00 ↓	100.0% ↓
6-1120	BMC Admin Contractor	5,593.50	5,250.00	343.50 ↑	6.5% ↑
6-1130	Admin and Marketing Officer	255.00	182.00	73.00 ↑	40.1% ↑
6-1518	Memberships and Licensing Expense	64.72	174.00	109.28 ↓	62.8% ↓
6-3610	Computer expenses - Hardware and Software	-	125.00	125.00 ↓	100.0% ↓
6-4000	Postage & courier	4.55	67.00	62.45 ↓	93.2% ↓
6-4200	Stationery & Office supplies	-	100.00	100.00 ↓	100.0% ↓
6-5600	Telephone	89.08	120.00	30.92 ↓	25.8% ↓
<b>Total Administration</b>		6,006.85	7,018.00	1,011.15 ↓	14.4% ↓
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	4,351.50	2,223.00	2,128.50 ↑	95.7% ↑
6-1200	Advertising & New Business Attraction	28.56	500.00	471.44 ↓	94.3% ↓
6-1201	Marketing Admin Officer	2,295.00	1,638.00	657.00 ↑	40.1% ↑
6-3612	IT support and Website Maintenance	334.48	250.00	84.48 ↑	33.8% ↑
<b>Total Advertising &amp; Marketing</b>		7,009.54	4,611.00	2,398.54 ↑	52.0% ↑



<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	645.45	166.00	479.45 ↑	288.8% ↑
6-1600	Business Support Expense and B2B	1,692.18	83.00	1,609.18 ↑	1,938.8% ↑
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% ↓
<b>Total Business Development</b>		<b>2,337.63</b>	<b>623.00</b>	<b>1,714.63 ↑</b>	<b>275.2% ↑</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	-	125.00	125.00 ↓	100.0% ↓
<b>Total Community Support</b>		<b>-</b>	<b>125.00</b>	<b>125.00 ↓</b>	<b>100.0% ↓</b>
<b>Event Expenses</b>					
6-1514	Conference/Expo Expenses	-	3,000.00	3,000.00 ↓	100.0% ↓
6-1520	Networking Events	-	100.00	100.00 ↓	100.0% ↓
<b>Total Event Expenses</b>		<b>0.00</b>	<b>3,100.00</b>	<b>3,100.00 ↓</b>	<b>100.0% ↓</b>
<b>Funding Expenses</b>					
6-1515	Funding Expenses	-	1,000.00	1,000.00 ↓	100.0% ↓
6-1530	BBRF Grant Fees	-	5,333.00	5,333.00 ↓	100.0% ↓
<b>Total Funding Expenses</b>		<b>0.00</b>	<b>6,333.00</b>	<b>6,333.00 ↓</b>	<b>100.0% ↓</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	-	166.00	166.00 ↓	100.0% ↓
<b>Total GBDG Board and Other</b>		<b>-</b>	<b>166.00</b>	<b>166.00 ↓</b>	<b>100.0% ↓</b>
<b>New Initiatives &amp; Projects</b>					
6-1205	Event Marketing	-	549.00	549.00 ↓	100.0% ↓
6-1250	BBRF Program	25,196.00	38,334.00	13,138.00 ↓	34.3% ↓
6-1701	Television commercial	-	833.00	833.00 ↓	100.0% ↓
6-1702	Digital Marketing Strategy	3,004.65	-	3,004.65 ↑	-
6-1705	Additional Business Development Programs	-	125.00	125.00 ↓	100.0% ↓
6-1901	Profit Improvement Program	-	2,334.00	2,334.00 ↓	100.0% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>28,200.65</b>	<b>42,175.00</b>	<b>13,974.35 ↓</b>	<b>33.1% ↓</b>
<b>Total Expense</b>		<b>43,554.67</b>	<b>64,151.00</b>	<b>20,596.33 ↓</b>	<b>32.1% ↓</b>
<b>Operating Profit</b>		<b>-27,208.83</b>	<b>-15,856.00</b>	<b>11,352.83 ↓</b>	<b>71.6% ↓</b>
<b>Plus Other Income</b>					
6-1200	Interest Income	10.31	-	10.31 ↑	-
<b>Total Other Income</b>		<b>10.31</b>	<b>-</b>	<b>10.31 ↑</b>	<b>-</b>
<b>Less Other Expense</b>					
<b>Total Other Expense</b>		<b>0.00</b>	<b>-</b>	<b>0.00</b>	<b>-</b>
<b>Net Profit</b>		<b>-27,198.52</b>	<b>-15,856.00</b>	<b>11,342.52 ↓</b>	<b>71.5% ↓</b>

## Profit and Loss Financial year against Budget

### Profit and loss

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

Cash mode  
01 Jul 2019 - 30 Jun 2020  
ABN: 60986486821  
Generated 15 Jul 2020

		Total			
		Actual	Budget	Var \$	Var %
<b>Income</b>					
<b>Activity Income</b>					
4-1150	Workshop-Forum Registrations	13.64	50.00	36.36 ↓	72.7% ↓
<b>Total Activity Income</b>		<b>13.64</b>	<b>50.00</b>	<b>36.36 ↓</b>	<b>72.7% ↓</b>
<b>Event Income</b>					
4-1160	Conference/Expo Income	586.36	1,000.00	413.64 ↓	41.4% ↓
4-1161	Project Investment/Sponsorship	5,454.54	-	5,454.54 ↑	-
4-1163	Conference/Expo Sponsorship	-	1,000.00	1,000.00 ↓	100.0% ↓
4-1168	Gawler Music Month	128.18	-	128.18 ↑	-
<b>Total Event Income</b>		<b>6,169.08</b>	<b>2,000.00</b>	<b>4,169.08 ↑</b>	<b>208.5% ↑</b>
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	175,870.00	175,870.00	0.00	0.0%
4-1110	BBRF Fund	36,667.00	36,666.00	1.00 ↑	0.0%
4-1190	Carry over funds	-	114,951.00	114,951.00 ↓	100.0% ↓
<b>Total Funding</b>		<b>212,537.00</b>	<b>327,487.00</b>	<b>114,950.00 ↓</b>	<b>35.1% ↓</b>
4-1140	Memberships	3,972.63	1,500.00	2,472.63 ↑	164.8% ↑
<b>Total Income</b>		<b>222,692.35</b>	<b>331,037.00</b>	<b>108,344.65 ↓</b>	<b>32.7% ↓</b>
<b>Less Cost of Sales</b>					
<b>Total Cost of Sales</b>		-	-	-	-
<b>Gross Profit</b>		<b>222,692.35</b>	<b>331,037.00</b>	<b>108,344.65 ↓</b>	<b>32.7% ↓</b>
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	2,930.60	6,000.00	3,069.40 ↓	51.2% ↓
6-1120	BMC Admin Contractor	51,425.11	63,000.00	11,574.89 ↓	18.4% ↓
6-1130	Admin and Marketing Officer	1,940.10	2,184.00	243.90 ↓	11.2% ↓
6-1518	Memberships and Licensing Expense	2,661.14	2,000.00	661.14 ↑	33.1% ↑
6-2600	Insurance	2,614.23	3,000.00	385.77 ↓	12.9% ↓
6-3610	Computer expenses - Hardware and Software	305.00	2,000.00	1,695.00 ↓	84.8% ↓
6-4000	Postage & courier	126.37	750.00	623.63 ↓	83.2% ↓
6-4200	Stationery & Office supplies	542.50	1,200.00	657.50 ↓	54.8% ↓
6-5600	Telephone	1,144.91	1,440.00	295.09 ↓	20.5% ↓
<b>Total Administration</b>		<b>63,689.96</b>	<b>81,574.00</b>	<b>17,884.04 ↓</b>	<b>21.9% ↓</b>
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	36,758.87	26,676.00	10,082.87 ↑	37.8% ↑
6-1200	Advertising & New Business Attraction	6,141.52	6,000.00	141.52 ↑	2.4% ↑
6-1201	Marketing Admin Officer	20,022.90	19,656.00	366.90 ↑	1.9% ↑

6-1202	New Business Attraction / Resources	30.00	-	30.00 ↑	-
6-3612	IT support and Website Maintenance	2,479.35	3,000.00	520.65 ↓	17.4% ↓
<b>Total Advertising &amp; Marketing</b>		<b>65,432.64</b>	<b>55,332.00</b>	<b>10,100.64 ↑</b>	<b>18.3% ↑</b>
<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	2,798.87	2,000.00	798.87 ↑	39.9% ↑
6-1600	Business Support Expense and B2B	3,750.26	1,000.00	2,750.26 ↑	275.0% ↑
6-1900	Start Your Own Business Initiatives	100.00	500.00	400.00 ↓	80.0% ↓
6-1905	Business Coaching	-	1,000.00	1,000.00 ↓	100.0% ↓
6-1907	Business Development Programs	622.00	3,000.00	2,378.00 ↓	79.3% ↓
<b>Total Business Development</b>		<b>7,271.13</b>	<b>7,500.00</b>	<b>228.87 ↓</b>	<b>3.1% ↓</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	1,000.00	1,500.00	500.00 ↓	33.3% ↓
<b>Total Community Support</b>		<b>1,000.00</b>	<b>1,500.00</b>	<b>500.00 ↓</b>	<b>33.3% ↓</b>
<b>Event Expenses</b>					
6-1509	Gawler Music Month	3,084.46	5,000.00	1,915.54 ↓	38.3% ↓
6-1514	Conference/Expo Expenses	6,753.40	25,000.00	18,246.60 ↓	73.0% ↓
6-1520	Networking Events	456.46	1,000.00	543.54 ↓	54.4% ↓
<b>Total Event Expenses</b>		<b>10,294.32</b>	<b>31,000.00</b>	<b>20,705.68 ↓</b>	<b>66.8% ↓</b>
<b>Funding Expenses</b>					
6-1515	Funding Expenses	-	1,000.00	1,000.00 ↓	100.0% ↓
6-1530	BBRF Grant Fees	-	5,333.00	5,333.00 ↓	100.0% ↓
<b>Total Funding Expenses</b>		<b>0.00</b>	<b>6,333.00</b>	<b>6,333.00 ↓</b>	<b>100.0% ↓</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	2,988.29	2,000.00	988.29 ↑	49.4% ↑
<b>Total GBDG Board and Other</b>		<b>2,988.29</b>	<b>2,000.00</b>	<b>988.29 ↑</b>	<b>49.4% ↑</b>
<b>New Initiatives &amp; Projects</b>					
6-1205	Event Marketing	3,121.59	6,500.00	3,378.41 ↓	52.0% ↓
6-1250	BBRF Program	39,389.69	53,334.00	13,944.31 ↓	26.1% ↓
6-1701	Television commercial	4,863.75	10,000.00	5,136.25 ↓	51.4% ↓
6-1702	Digital Marketing Strategy	4,504.65	5,000.00	495.35 ↓	9.9% ↓
6-1703	Christmas Promotion	3,229.44	4,000.00	770.56 ↓	19.3% ↓
6-1705	Additional Business Development Programs	-	1,500.00	1,500.00 ↓	100.0% ↓
6-1901	Profit Improvement Program	-	26,666.00	26,666.00 ↓	100.0% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>55,109.12</b>	<b>107,000.00</b>	<b>51,890.88 ↓</b>	<b>48.5% ↓</b>
<b>Total Expense</b>		<b>205,785.46</b>	<b>292,239.00</b>	<b>86,453.54 ↓</b>	<b>29.6% ↓</b>
<b>Operating Profit</b>		<b>16,906.89</b>	<b>38,798.00</b>	<b>21,891.11 ↓</b>	<b>56.4% ↓</b>
<b>Plus Other Income</b>					
8-1200	Interest Income	174.36	-	174.36 ↑	-
8-1400	Sundry Income	0.55	-	0.55 ↑	-
<b>Total Other Income</b>		<b>174.91</b>	<b>0.00</b>	<b>174.91 ↑</b>	<b>-</b>
<b>Less Other Expense</b>					

<b>Total Other Expense</b>	<b>0.00</b>	<b>-</b>	<b>0.00</b>	<b>-</b>
<b>Net Profit</b>	<b>17,081.80</b>	<b>38,798.00</b>	<b>21,716.20 ↓</b>	<b>56.0% ↓</b>

## Profit and Loss Financial Year against previous Financial year

### Profit and loss

Gawler Business Development Group Inc 2  
PO Box 402, Gawler SA 5118, Australia  
Compared to Last Year

Cash mode  
01 Jul 2019 - 30 Jun 2020  
ABN: 60986486821  
Generated 15 Jul 2020

		Total			
		Actual	Last Year	Var \$	Var %
<b>Income</b>					
<b>Activity Income</b>					
4-1150	Workshop-Forum Registrations	13.64	74.55	60.91 ↓	81.7% ↓
<b>Total Activity Income</b>		<b>13.64</b>	<b>74.55</b>	<b>60.91 ↓</b>	<b>81.7% ↓</b>
<b>Event Income</b>					
4-1160	Conference/Expo Income	586.36	1,317.33	730.97 ↓	55.5% ↓
4-1161	Project Investment/Sponsorship	5,454.54	4,545.45	909.09 ↑	20.0% ↑
4-1163	Conference/Expo Sponsorship	-	909.09	909.09 ↓	100.0% ↓
4-1168	Gawler Music Month	128.18	-	128.18 ↑	-
4-1169	Markets	-	1,070.75	1,070.75 ↓	100.0% ↓
<b>Total Event Income</b>		<b>6,169.08</b>	<b>7,842.62</b>	<b>1,673.54 ↓</b>	<b>21.3% ↓</b>
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	175,870.00	172,591.00	3,279.00 ↑	1.9% ↑
4-1110	BBRF Fund	36,667.00	-	36,667.00 ↑	-
4-1190	Carry over funds	-	0.00	0.00	-
<b>Total Funding</b>		<b>212,537.00</b>	<b>172,591.00</b>	<b>39,946.00 ↑</b>	<b>23.1% ↑</b>
4-1140	Memberships	3,972.63	2,385.29	1,587.34 ↑	66.5% ↑
<b>Total Income</b>		<b>222,692.35</b>	<b>182,893.46</b>	<b>39,798.89 ↑</b>	<b>21.8% ↑</b>
<b>Less Cost of Sales</b>					
<b>Total Cost of Sales</b>		-	-	-	-
<b>Gross Profit</b>		<b>222,692.35</b>	<b>182,893.46</b>	<b>39,798.89 ↑</b>	<b>21.8% ↑</b>
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	2,930.60	13,777.84	10,847.24 ↓	78.7% ↓
6-1120	BMC Admin Contractor	51,425.11	39,332.36	12,092.75 ↑	30.7% ↑
6-1130	Admin and Marketing Officer	1,940.10	-	1,940.10 ↑	-
6-1518	Memberships and Licensing Expense	2,661.14	1,559.41	1,101.73 ↑	70.7% ↑
6-2600	Insurance	2,614.23	2,614.23	0.00	0.0%
6-3610	Computer expenses - Hardware and Software	305.00	1,755.00	1,450.00 ↓	82.6% ↓
6-4000	Postage & courier	126.37	390.91	264.54 ↓	67.7% ↓
6-4200	Stationery & Office supplies	542.50	581.21	38.71 ↓	6.7% ↓
6-5600	Telephone	1,144.91	1,091.60	53.31 ↑	4.9% ↑
<b>Total Administration</b>		<b>63,689.96</b>	<b>61,102.56</b>	<b>2,587.40 ↑</b>	<b>4.2% ↑</b>
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	36,758.87	42,896.43	6,137.56 ↓	14.3% ↓

6-1200	Advertising & New Business Attraction	6,141.52	5,010.52	1,131.00 ↑	22.6% ↑
6-1201	Marketing Admin Officer	20,022.90	24,095.50	4,072.60 ↓	16.9% ↓
6-1202	New Business Attraction / Resources	30.00	36.77	6.77 ↓	18.4% ↓
6-1699	Website & Media support for members	-	123.00	123.00 ↓	100.0% ↓
6-3612	IT support and Website Maintenance	2,479.35	2,614.46	135.11 ↓	5.2% ↓
<b>Total Advertising &amp; Marketing</b>		<b>65,432.64</b>	<b>74,776.68</b>	<b>9,344.04 ↓</b>	<b>12.5% ↓</b>
<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	2,798.87	4,065.84	1,266.97 ↓	31.2% ↓
6-1600	Business Support Expense and B2B	3,750.26	411.80	3,338.46 ↑	810.7% ↑
6-1900	Start Your Own Business Initiatives	100.00	-	100.00 ↑	-
6-1907	Business Development Programs	622.00	-	622.00 ↑	-
<b>Total Business Development</b>		<b>7,271.13</b>	<b>4,477.64</b>	<b>2,793.49 ↑</b>	<b>62.4% ↑</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	1,000.00	1,954.55	954.55 ↓	48.8% ↓
<b>Total Community Support</b>		<b>1,000.00</b>	<b>1,954.55</b>	<b>954.55 ↓</b>	<b>48.8% ↓</b>
<b>Event Expenses</b>					
6-1509	Gawler Music Month	3,084.46	8,570.74	5,486.28 ↓	64.0% ↓
6-1511	Markets - expenses	-	1,945.06	1,945.06 ↓	100.0% ↓
6-1512	Jazz Festival Expense	-	-50.00	50.00 ↑	100.0% ↑
6-1514	Conference/Expo Expenses	6,753.40	11,937.99	5,184.59 ↓	43.4% ↓
6-1520	Networking Events	456.46	363.64	92.82 ↑	25.5% ↑
<b>Total Event Expenses</b>		<b>10,294.32</b>	<b>22,767.43</b>	<b>12,473.11 ↓</b>	<b>54.8% ↓</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	2,988.29	4,624.26	1,635.97 ↓	35.4% ↓
<b>Total GBDG Board and Other</b>		<b>2,988.29</b>	<b>4,624.26</b>	<b>1,635.97 ↓</b>	<b>35.4% ↓</b>
<b>New Initiatives &amp; Projects</b>					
6-1205	Event Marketing	3,121.59	6,078.13	2,956.54 ↓	48.6% ↓
6-1250	BBRF Program	39,389.69	-	39,389.69 ↑	-
6-1701	Television commercial	4,863.75	22,260.78	17,397.03 ↓	78.2% ↓
6-1702	Digital Marketing Strategy	4,504.85	20,000.00	15,495.35 ↓	77.5% ↓
6-1703	Christmas Promotion	3,229.44	-	3,229.44 ↑	-
6-1901	Profit Improvement Program	-	11,730.49	11,730.49 ↓	100.0% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>55,109.12</b>	<b>60,069.40</b>	<b>4,960.28 ↓</b>	<b>8.3% ↓</b>
<b>Total Expense</b>		<b>205,785.46</b>	<b>229,772.52</b>	<b>23,987.06 ↓</b>	<b>10.4% ↓</b>
<b>Operating Profit</b>		<b>16,906.89</b>	<b>-46,879.06</b>	<b>63,785.95 ↑</b>	<b>136.1% ↑</b>
<b>Plus Other Income</b>					
8-1200	Interest Income	174.36	410.08	235.72 ↓	57.5% ↓
8-1210	Interest - ATO Remission GIC	-	7,344.30	7,344.30 ↓	100.0% ↓
8-1230	Compensation/Recoveries	-	18,181.82	18,181.82 ↓	100.0% ↓
8-1400	Sundry Income	0.55	-	0.55 ↑	-
<b>Total Other Income</b>		<b>174.91</b>	<b>25,936.20</b>	<b>25,761.29 ↓</b>	<b>99.3% ↓</b>
<b>Less Other Expense</b>					

9-2000	Interest - ATO GIC	-	6,746.97	6,746.97 ↓	100.0% ↓
9-3000	Fines - ATO	-	0.00	0.00	-
<b>Total Other Expense</b>		<b>0.00</b>	<b>6,746.97</b>	<b>6,746.97 ↓</b>	<b>100.0% ↓</b>
<b>Net Profit</b>		<b>17,081.80</b>	<b>-27,689.83</b>	<b>44,771.63 ↑</b>	<b>161.7% ↑</b>

## Balance Sheet

### Balance Sheet

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

Accrual mode  
30 Jun 2020  
ABN: 60986486821  
Generated 15 Jul 2020

		Total
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra **11045	25,203.89
1-1200	Petty cash	318.90
1-1400	ANZ Bus Online **11053	104,049.18
<b>Total Banking</b>		<b>129,571.97</b>
<b>Current Assets</b>		
<b>Total Current Assets</b>		<b>0.00</b>
<b>Fixed Assets</b>		
<b>Total Fixed Assets</b>		<b>0.00</b>
<b>Total Asset</b>		<b>129,571.97</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	64.42
<b>Total Credit Card</b>		<b>64.42</b>
<b>Current Liabilities</b>		
2-2200	GST collected	4,621.25
2-2400	GST paid	-5,948.49
2-2500	GST Clearing Ac	0.40
<b>Total Current Liabilities</b>		<b>-1,326.84</b>
<b>Funding</b>		
<b>Total Funding</b>		<b>0.00</b>
<b>Long Term Liabilities</b>		
<b>Total Long Term Liabilities</b>		<b>0.00</b>
<b>Total Liability</b>		<b>-1,262.42</b>
<b>Net Assets</b>		<b>130,834.39</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1800	Current year earnings	17,081.80
<b>Total Current Earnings</b>		<b>17,081.80</b>
<b>Retained Earnings</b>		
3-1600	Members Funds - Accum Surplus-deficit	113,752.59
<b>Total Retained Earnings</b>		<b>113,752.59</b>
<b>Total Equity</b>		<b>130,834.39</b>





Gawler florist Debra Veltman, who has experienced a surge in orders, picking flowers at Angle Vale producers Emma and Cameron Walters' greenhouse. Picture: Matt Turner

WHILE most business struggled during the COVID-19 shut down earlier this year, one has very much blossomed.

The Gawler Flower Gallery enjoyed a boom which owner Debra Veltman said made every day seem like Valentine's Day. Due to the high demand for flowers and other gifts, Mrs Veltman added an extra florist as well as casual staff to her books.

"We've been very fortunate, due to the township itself actually, because they do support local business," Mrs Veltman said.

"We've found with COVID-19, because people couldn't visit each other or have parties, all they could do is send flowers, and we were lucky enough to have extra staff and help them out.

"We've found we were running out of flowers and we got local growers that we use. We've had to change our way of selling, we changed to plants, chocolate bouquets and things like that to help people with what they want.

"It's been good and we're trying to find Australian products too that are Australian owned and made."

Financially, Mrs Veltman was stunned to see the numbers had "easily doubled" compared with the same period in previous years.

"It's been crazy, every day has been somewhat like Valentine's Day.

"We're not getting a lot through the doors, but the phones and the internet is going crazy. We're getting a lot more support on social media too, which has been fantastic."

SA's COVID-19 restrictions have continued to ease over the past few months, meaning people can go out for dinner and see each other again. However, Mrs Veltman said the amount of gifts and flowers being purchased was still high.

She said there were a couple of pieces of advice she'd give to any business out there.

“Think outside the square and support each other, that’s the most important thing,” she said.





Ali Eberhard, owner of the Gawler Caravan Park, is excited about a looming upgrade. Picture: Matt Turner

# WELCOME UPGRADE FOR PARK

## JACK HUDSON

THE Gawler Caravan Park is set for a significant upgrade to its entrance way as it plots a recovery from a COVID-hit start to the year.

For Ali Eberhard, who owns the park along with husband Simon, it's a massive boost following a tough year.

"(COVID) has had a massive impact on us, started with many cancellations, there were a lot of refunds," Mrs Eberhard said.

"There was a lot of uncertainty, so we didn't know how long things were going to last.

"We had two lots of staff leave as they didn't feel safe in the industry. We discussed closing, but we have people here. Although we're not a permanent park, we do have people who are here for long stays for work and things like that."

The pandemic peaked right before

Easter – one of the busiest weekends of the year. Mrs Eberhard said the losses from that weekend were "devastating".

"We would've been looking at about 80-90 per cent capacity and at that stage we were at about 35 per cent. That weekend alone, I'd say we would've lost \$8000-\$10,000," she said. "We're not a destination park, so we don't have those major highs ... but, Easter is probably the best weekend along with the October long weekend.

"It wasn't just the money we lost, it was also the money we had to give back to people who had already paid.

"You don't spend your deposits or anything like that, but boy it makes a mess of your bank account."

Gawler Council unanimously approved plans to go ahead with the upgrade at its July meeting, and Mrs Eberhard said they're "rapt" with it.

"We've been here nearly four years

and although we've done some work inside the park, we haven't been able to touch the outside, and of course, that's not ours, we don't own it," she said.

"We rely on council to support us with anything like that, and we are just excited and can't wait to be a part of it and the fact is they've let us in on the design side of it.

"We've been able to use our knowledge to guide the architect and the council has backed us the whole way through this."

Upgrades to the entrance way will include the removal of the top bar and the widening of the entrance itself.

"Nowadays, rigs are getting bigger and better and taller, we have a back gate we have to use sometimes," Mrs Eberhard said.

The work on the entrance way is expected to start during the 2021/22 financial year.



# Region ready to bounce back



## THE Barossa, Clare & Gawler NEWS

The rapidly expanding Barossa, Clare and Gawler regions now have a dedicated daily news website with the launch of Barossa, Clare & Gawler News

FOR the first time in its 69-year history, The Advertiser's Messenger Community News will have a presence in Gawler, the Barossa Valley and the Clare Valley with the launch of a daily online news site.

The Barossa, Clare & Gawler News will deliver the stories that matter most to residents of the region, which encompasses two councils and about 100 local towns.

It is Messenger's fourth digital-only masthead, after The Upper Spencer Gulf News and Adelaide Hills News joined The City news site last year. And next week the Port Lincoln News will be added to the stable

All are published by The Advertiser's community newspaper division, Messenger Community News, and access to read the stories is included as part of a digital subscription to The Advertiser.

The launch recognises the undeniable role the regions play in tourism, food, wine and sport across South Australia. Journalist and Gawler and Barossa Valley local Jack Hudson has been named editor of the publication.

Mr Hudson, pictured, started his journalism career at the Gawler Bunyip in 2012, specialising in weekend football writing.

In 2016, he moved to Tanunda where he became a sports and community news journalist at the Barossa and Light Herald, while also doing some work in Clare with the Northern Argus. He returned to the Bunyip a year later to cover sport and community news. He joined The Advertiser in 2019 as digital sports reporter.

"As someone who has grown up in Gawler and the Barossa Valley, I'm excited to be returning home to deliver the latest on the issues that matter to all of us in the community," Mr Hudson said. "From celebrating our local heroes and our sports stars, to pursuing the latest across our many councils and helping tell the stories that need to be told, I'm here to help be your voice.

"If you have a story you'd like to share, please don't hesitate to get in touch."

[barossaclaregawlernews.com.au](http://barossaclaregawlernews.com.au)

# Businesses unite to drive COVID-19 recovery plan

JACK HUDSON



MP Tony Piccolo is part of a new COVID-recovery committee. A COMMUNITY recovery committee including businesses and personalities across the Light electorate is working to help the region prosper during the COVID-19 pandemic.

Businesses, schools, pubs and representatives from Gawler Council have united over Zoom to discuss different ideas to help improve the economic situation. The idea, which stemmed from Light MP Tony Piccolo's office, aims to assist the recovery process, including boosting tourism and employment.

Mr Piccolo said the committee would capitalise on the region's many strengths. "The goal is to develop a community plan that will provide guidance to different sectors in the community on what can be done to recover from the pandemic and find new ways to do business," he said.

"The plan will also identify the resources required to support the community to recover.

"The priority is to fully explore the opportunities the pandemic has created and to take advantage of our economic and social strengths.

"We need to discuss and provide ideas on how local businesses and organisations can operate post COVID-19 to thrive." The committee is set to meet for the third time later this month.

During a recent meeting, Deloitte Australia's Andrew Culley said the company had prepared a report for governments that could help a guide local recovery plan.

"Which sectors are doing well? Food production, transport and tourism, which will benefit from a forced local spend within Australia," he said.

Mr Culley also highlighted defence and creative industries as areas for potential growth post-COVID.

"We must also tailor a message targeted at young people that is positive and highlights the opportunities for those entering the workforce," he said.

"The economic recovery to COVID must be locally led.

"While South Australia appears to have significantly reduced the spread of COVID-19, this is not the case in many other parts of Australia and the world."

Mr Culley said the committee needed to keep that in mind while preparing its recovery plan. Mr Piccolo said committee members were already working together well. "Seeing different parts of the community work together gives me great hope that we can recover from this pandemic," he said.

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[hudson@angonewsonline.com.au](mailto:hudson@angonewsonline.com.au)

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JACK HUDSON

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Mr Piccolo said the com



### VOTE NOW: TOP WINERIES

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