

MINUTES OF MEETING HELD

TUESDAY 19th May 2020

ONLINE MEETING

Meeting Opened: 7:40am

Meeting Closed: 8:53am

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

Confirmation of previous Minutes:

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

Moved: A Eberhard Seconded: J McColough Abstained: Result: Carried

Business Arising from previous Minutes: Nil

Chairperson's Report:

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

Moved: L Drummond Seconded: A Eberhard Abstained: Result: Carried

Treasurers Report: – Reports attached

Motion: That after general discussion and questions, the Board accept the Financial Reports as a true and accurate record of the current financial position

Moved: K Fischer Seconded: A Eberhard Abstained: Result: Carried

Correspondence: General invoices

Other Business:

- Corona Virus K Fischer gave an overview of his presentation to Council and though GBDG does not feel the \$250k is adequate funds for the waiving of rates, the motion was passed. Cr. P Koch supported GBDGs request to be included in the discussions and process development for applications for rate waivers.

Motion: That K Fischer, L Budden, C Brougham and L Drummond will continue to work collaboratively with Council on development of a rate waiver process and have the Boards permission to negotiate a fair forgoing of a percentage of GBDG levied fees if required.

Moved: K Fischer Seconded: L Budden Abstained: P Kock (perceived conflict of interest) Result: Carried

- Regional Business Alliance – C Brougham has attended meetings with the SA Regional Business Alliance to discuss the impacts of COVID-19 and the path to move forward.

- BIE Creative Activity – Progress report discussed

- Digital Conference – No progress due to focus on Covid-19 projects.

- Website storage – Shane Bailey has advised that we are quickly running out of space on the website and the purchasing of additional space is required moving from b2G to 4Gb – cost \$60

Motion: That S Bailey be given permission to increase website capacity.

Moved: L Budden

Seconded: J McColough

Abstained:

Result: Carried

Next Meeting: Tuesday 16th June 2020, 7:30am – via Zoom



L Drummond

Chair

Executive Officer- Report

Meetings Attended and Events

21 st Apr – GBDG, RDA, ToG Innovation Hub/app meeting	5 th May – GBDG, RDA, ToG Innovation Hub/app meeting
28 th Apr – GBDG, RDA, ToG Innovation Hub/app meeting	7 th May – Regional Business Alliance Catch Up
29 th Apr GBDG Special Meeting	11 th May – GBDG Presentation to Council
30 th Apr – Webinar COVID19- The Myriad of Legal Issues for SME's.	14 th May – GBDG Presentation to Council Special Rates Meeting
30 th Apr – BECA Board Meeting	18 th May – GBDG ToG Monthly meeting
1 st May – Webinar Tax support for small business	18 th May – GBDG Coronavirus Catchup ToG, RDA, Business Hub
5 th May – Webinar Tammys Table	

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

Business Updates

Closed Doors	Reduced Hours	Staff Let Go	Staff Sacked	New Services	Requested Assistance	Gawler App	New Member/ renewals
19	68	250	50	20	20	13	

Friday 15th May, Forever Serotonin closed permanently.

Gawler Community App

13 businesses referred to Plutus for onboarding to the Gawler App, only 7 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

BIE commenced engagement the beginning of May with some Board Member interviews recorded, Free Plug Fridays commenced and Sambo on Saturday.

Free Plug Fridays – this is where member businesses are given the opportunity to record a 15 second video about their business and email it to Shane who edits and uploads it on a Friday. Only 2 businesses have taken up this opportunity so far and 1 is not a member.

Natalies Natural Beauty <https://www.facebook.com/180303305420199/videos/613022949300633/>

Celebrations By Jo <https://www.facebook.com/180303305420199/videos/273109817196077/>

Sambo on Saturday – Brian Sambell interviews business owners and they chat about their business and what is going on in the town.

Sambos – Session 1 promo <https://www.facebook.com/180303305420199/videos/560943977889705/>

Session 1 Damian McGee Exchange Hotel and Tom Lane 2 Gawler Newsagencies

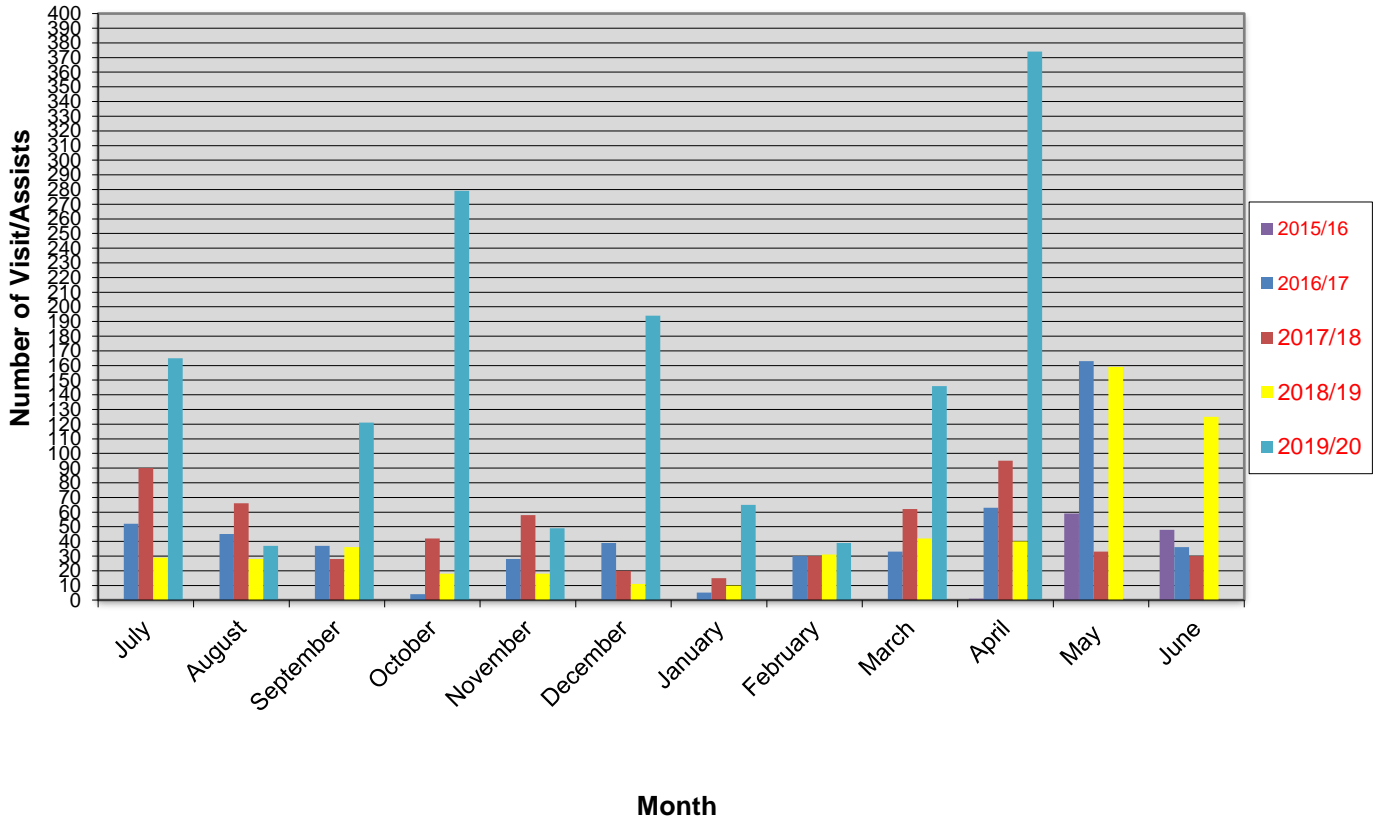
<https://www.facebook.com/180303305420199/videos/251230929265244/>

Session 2 Promo <https://www.facebook.com/180303305420199/videos/939334459901555/>

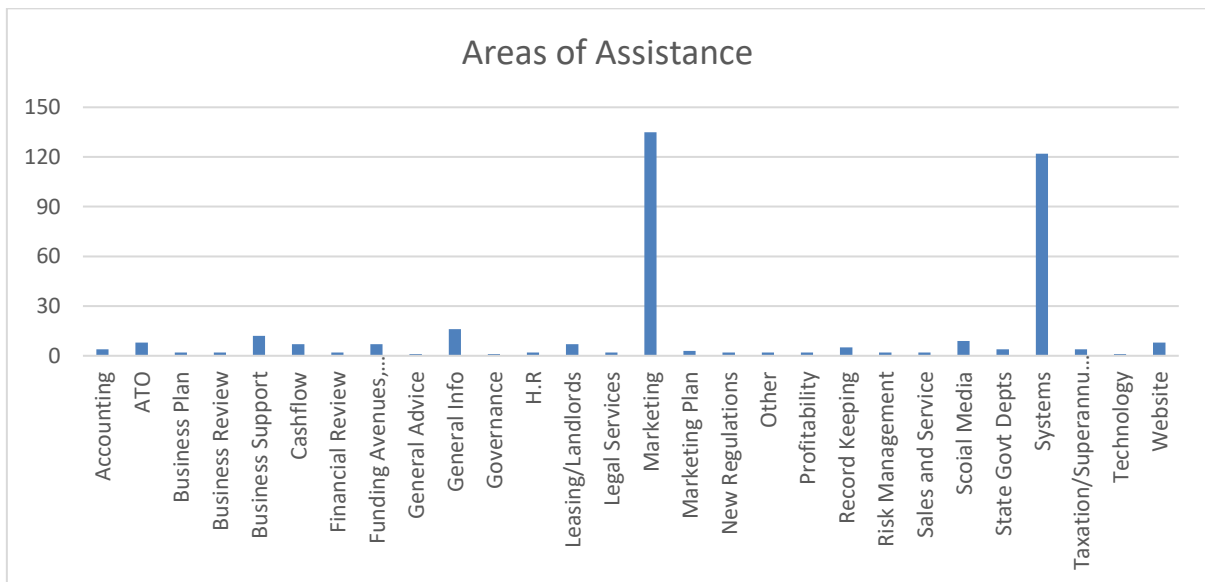
Business Engagement Statistics – 374

GBDG has now contacted 258 businesses via cold calling to determine their current status, offer business support assistance and to also offer onboarding to the Gawler Community App.

Number of Business Assists & Engagements



Areas of Assistance



Media

COVID-19 business assistance

THE Gawler Business Development Group is working hard to ensure it is providing local businesses with relevant information around the COVID-19 pandemic, plus providing crisis management services.

All services are free for the members. The team has been speaking with business owners to ascertain if they are still trading onsite or online and where businesses have employees, providing them with referrals to specialist business advisors to assist with accessing government stimulus packages to retain those employees. Other vital advisory services include legal and accounting, leasing, marketing and how to get their business up and running in an online format, with numerous businesses having already taken advantage of these.

"We have a panel of business advisors with expertise in numerous fields ready to help our businesses to remain open or work towards surviving this pandemic and coming out the other end as viable businesses," executive officer Caren Brougham said.

CORONAVIRUS

Several webinars have already been shared with the business community, with many more to follow soon.

"It is vital that in these uncertain times, that businesses are given the resources and assistance required to firstly survive the economic and emotional impacts of COVID-19 and then to work on how to come out on the other side in a healthy position," Ms Brougham said.

"There will be interactive live webinars on how to get your business online and making sales, others that discuss the importance of reaching out and speaking with others sharing helpful hints and easing the burden many are feeling."

The webinars will be live and interactive so that you can ask all the questions you need to, but also recorded so that they can be viewed later if businesses cannot make the original sessions.

GBDG is happy to be able to offer to pay for 100 member businesses to be onboarded to the

Town of Gawler's, Gawler Community App for a six-month period to help increase sales, orders, and bookings. More information can be accessed from Caren Brougham 0488 440 588 or (caren@gawler.org.au).

Another offering for businesses is a fully funded program that covers the strategies and management principles that will help you survive the economic impact of COVID-19 and generate more profit and stronger cash flow on the other side.

The full range of our services, assistance packages and COVID-19 information is available on the GBDG website (www.gawler.org.au) and the GBDG Facebook page, both of which are updated as soon as new information comes to light.

GBDG is keen to speak with all business types e.g. home-based or mobile to speak about how we may be able to assist them.

A member is someone who is operating their business from a commercial premise in the Town of Gawler Council area or someone who has paid a voluntary membership fee.

COVID-19 CRISIS MANAGEMENT SERVICES

FREE BUSINESS SURVIVAL ASSISTANCE

ALL GAWLER BUSINESS DEVELOPMENT GROUP MEMBERS HAVE ACCESS TO A PANEL OF BUSINESS SUPPORT PROVIDERS AT NO COST – CONTACT US NOW TO ORGANISE THE ASSISTANCE YOU REQUIRE.

Legal	Accounting	Leasing/Rent	Marketing
Business Remodelling	Human Resources	Stimulus Packages	Banking Loans
Websites	Social Media	Work Health Safety	Government Restrictions
Information Webinars	Business Development	Access to Gawler Community App*	Online Forums



"I am very proud of the work that the Board Members and team of Gawler Business Development Group are doing to assist fellow business owners to survive the COVID-19 Pandemic. The GBDG has a wide range of assistance to offer to businesses so please make contact with us."

Louise Drummond – Chair of the Gawler Business Development Group

WWW.GAWLER.ORG.AU

0488 440 588

*GBDG will pay for 100 member businesses to be onboarded to the app for 6 months.



sunrise spotlight for Gawler

LIAM PHILLIPS

WHEN it was time for the letter 'G' in Sunrise's 'A-Z of Australia' segment, Gawler got the call, and over the course of last Thursday morning the country got a small taste of what the town has to offer.

Done completely over video chats, Sunrise interviewed local businesses and institutions, such as Maxine's Baked Potatoes and the Gawler Wheelers, to give some spotlight to the people that form the beating heart of Gawler.

Daniel Down, who is an admin for popular local Facebook pages 'I'm from Gawler' and 'Gawler in Photographs', said he was surprised to see a message from a Channel 7 producer pop into his page's inbox.

"I guess he asked me because of the 'I'm from Gawler' page, which is pretty much the most popular Gawler Facebook page since it's coming up to 9000 members," he said.

"I spoke with the producer a bit about what we'd be discussing, but straight out of the blue



Channel 7 weather presenter Sam Mac interviewed a number of Gawler locals last Thursday morning as part of Sunrise's 'A-Z of Australia' segment.



PHOTOS: Supplied

the presenter just asked me what the page was about and what we do.

"It was short, but I just spoke about how we promote the local community and keep everybody informed... once my bit was done I needed to get to work, so I buggered off."

Mr Down, 41, was born in the UK, but moved to Gawler as a teenager in 1993 and has since fallen in love with the area.

"I originally moved out from the UK pretty much straight to Gawler, and I've just sort of been here ever since," he said.

"Initially the 'I'm from Gaw-

ler' page was started by a girl at school... eventually she got another admin, and that admin brought me on because we were friends, and because I love going out and taking pictures and getting more involved with the community.

"I love walking down the main street and having someone say 'hey Daniel, how are you going'... as you get older I think you appreciate where you live more, or where you come from.

"I've always gone by that motto 'the best of town and country', and I know it's probably changed a little bit since then, but it still

has its charm."

Gawler Business Development Group executive officer, Caren Brougham, said while she would have liked a bit more than a day to organise appearances, she's proud of the way the town was represented.

"It was good - I've been watching what they've been doing with other towns as well and it's certainly great exposure," she said.

"It just would have been nice to have a full day beforehand and to see some more Gawler businesses up there."

Balance Sheet

Gawler Business Development Group Inc 2

Accrual mode

30 Apr 2020

ABN: 60986486821

Generated 15 May 2020

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	33,702.97
1-1200	Petty cash	318.90
1-1400	ANZ Bus Online **11053	151,684.21
1-1500	Stripe Ac	-0.55
Total Banking		185,705.53
Current Assets		
1-1810	Overpayment	234.00
Total Current Assets		234.00
Fixed Assets		
Total Fixed Assets		0.00
Total Asset		185,939.53
Liability		
Credit Card		
2-1400	Visa C Brougham	62.84
Total Credit Card		62.84
Current Liabilities		
2-2200	GST collected	5.50
2-2400	GST paid	-988.81
2-2500	GST Clearing Ac	0.40
Total Current Liabilities		-982.91
Funding		
2-1560	Council levied funding	33,708.42
Total Funding		33,708.42
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		32,788.35
Net Assets		153,151.18
Equity		
Current Earnings		
3-1800	Current year earnings	39,398.59
Total Current Earnings		39,398.59
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	113,752.59
Total Retained Earnings		113,752.59
Total Equity		153,151.18

Profit and loss

Gawler Business Development Group Inc 2

Cash mode
01 Apr 2020 - 30 Apr 2020
ABN: 60986486821
Generated 15 May 2020

Income			
Funding		Actual	Budget
4-1100	Council Receipts - Levied Fees	14,655.83	-
4-1190	Carry over funds	-	9,579.00
Total Funding		14,655.83	9,579.00
4-1140	Memberships	45.45	-
Total Income		14,701.28	9,579.00
Less Cost of Sales			
Total Cost of Sales		-	-
Gross Profit		14,701.28	9,579.00
Less Expense			
Administration			
6-1000	Accounting and Auditing fees	340.91	1,000.00
6-1120	BMC Admin Contractor	4,677.75	5,250.00
6-1130	Admin and Marketing Officer	171.00	182.00
6-1518	Memberships and Licensing Expense	39.27	166.00
6-3610	Computer expenses - Hardware and Software	-	125.00
6-4000	Postage & courier	-	62.00
6-4200	Stationery & Office supplies	-	100.00
6-5600	Telephone	-	120.00
Total Administration		5,228.93	7,005.00
Advertising & Marketing			
6-1121	BMC Marketing and Contractors	2,004.75	2,223.00
6-1200	Advertising & New Business Attraction	890.18	500.00
6-1201	Marketing Admin Officer	1,539.00	1,638.00
6-3612	IT support and Website Maintenance	315.86	250.00
Total Advertising & Marketing		4,749.79	4,611.00
Business Development			
6-1145	Workshop Expense & Activity Consultants	250.00	166.00
6-1600	Business Support Expense and B2B	370.00	83.00
6-1900	Start Your Own Business Initiatives	-	41.00
6-1905	Business Coaching	-	83.00
6-1907	Business Development Programs	-	250.00
Total Business Development		620.00	623.00
Community Support			
6-1450	Community Support and Sponsorship	-	125.00
Total Community Support		-	125.00
Event Expenses			
6-1514	Conference/Expo Expenses	-	2,000.00

6-1520	Networking Events	-	100.00
Total Event Expenses		0.00	2,100.00
GBDG Board and Other			
6-1125	Board Expenses	-	166.00
Total GBDG Board and Other		-	166.00
New Initiatives & Projects			
6-1205	Event Marketing	9.90	541.00
6-1250	BBRF Program	971.73	-
6-1701	Television commercial	-	833.00
6-1702	Digital Marketing Strategy	-	2,000.00
6-1705	Additional Business Development Programs	-	125.00
6-1901	Profit Improvement Program	-	6,333.00
Total New Initiatives & Projects		981.63	9,832.00
Total Expense		11,580.35	24,462.00
Operating Profit		3,120.93	-14,883.00
Plus Other Income			
8-1200	Interest income	15.11	-
Total Other Income		15.11	-
Less Other Expense			
Total Other Expense		0.00	-
Net Profit		3,136.04	-14,883.00